COMPUTER SCIENCE + ADVERTISING, BS

for the degree of Bachelor of Science Major in Computer Science + Advertising

COMPUTER SCIENCE AND ADVERTISING is sponsored jointly by the Departments of Computer Science and Advertising. This is a program for students who plan to pursue careers in the advertising field with a technology focus. Cloud computing, the availability and ubiquity of data, and the rapid and pervasive adoption of mobile technology have created a paradigm shift in the advertising industry. Projected areas of growth in advertising and communications will be in Search Engine Optimization, web analytics, Computational Advertising, and other emerging areas of technology/media. The degree will prepare students for advanced study at the graduate level as well as immediate entry into the workforce at advertising agencies, businesses with in-house advertising and marketing divisions, and technology companies.

Programs in Advertising
Undergraduate Programs:

- **major**: Advertising, BS (http://catalog.illinois.edu/schools/media/academic-units/advertising/#undergraduatetext)
- **major**: Computer Science & Advertising, BS (http://catalog.illinois.edu/undergraduate/media/departments/advertising/csadv/)
- **minors**: Public Relations (http://catalog.illinois.edu/undergraduate/media/minors/public-relations/) | Media (http://catalog.illinois.edu/undergraduate/media/minors/media/)

Graduate Programs:

- **degree**: Advertising, MS (http://catalog.illinois.edu/graduate/media/advertising-ms/)
- **degree**: Strategic Brand Communication, MS (http://catalog.illinois.edu/graduate/bus_media/strategic-brand-communication-ms/)