COMPUTER SCIENCE + ADVERTISING, BS

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

**computer science degree information:** CS+X Degrees (https://cs.illinois.edu/academics/undergraduate/degree-program-options/cs-x-degree-programs/#requirements)

**advertising department website:** CS+Advertising (https://media.illinois.edu/degrees-programs/computer-science-advertising/)

**overview of college admissions & requirements:** College of Media (http://catalog.illinois.edu/schools/media/)

**college websites:** https://media.illinois.edu/ and https://grainger.illinois.edu/

**advertising email:** media-ssc@illinois.edu

**computer science email:** undergrad@cs.illinois.edu (academic@cs.illinois.edu)

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/#undergraduate)
- **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/)