

ADVERTISING, BS

for the degree of Bachelor of Science in Advertising

ADVERTISING (ADV), teaches students about the role it plays in society, as well as its impact in business and sales. Advertising influences the products we buy, the media we consume, the causes we support, and the celebrities we follow on social media. In this program students will learn about branding, strategy, consumer behavior, and more. Whether you are creative, analytical, interested in television, print, or digital media – the advertising major has something for everyone!

Programs in Advertising

Undergraduate Programs:

- major: Advertising, BS (p. 1)
- major: Computer Science + Advertising, BS (http://catalog.illinois.edu/undergraduate/eng_media/computer-science-advertising-bs/)
- minors: Advertising (<http://catalog.illinois.edu/undergraduate/media/minors/advertising/>) | Media (<http://catalog.illinois.edu/undergraduate/media/minors/media/>) | Public Relations (<http://catalog.illinois.edu/undergraduate/media/minors/public-relations/>)

Graduate Programs:

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

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Graduation Requirements

Minimum hours required for graduation: 124 hours

University Requirements

Minimum of 40 hours of upper-division coursework, generally at the 300- or 400-level. These hours can be drawn from all elements of the degree. Students should consult their academic advisor for additional guidance in fulfilling this requirement.

The university and residency requirements can be found in the Student Code (<https://studentcode.illinois.edu/article3/part8/3-801/>) (§ 3-801) and in the Academic Catalog (<http://catalog.illinois.edu/general-information/degree-general-education-requirements/>).

General Education Requirements

Follows the campus General Education (Gen Ed) requirements (<https://courses.illinois.edu/gened/DEFAULT/DEFAULT/>). Some Gen Ed requirements may be met by courses required and/or electives in the program.

Code	Title	Hours
	Composition I	4-6
	Advanced Composition	3
	Humanities & the Arts (6 hours)	6
	Natural Sciences & Technology (6 hours)	6
	Social & Behavioral Sciences (6 hours)	6
	fulfilled by ADV 150; and ECON 102 or ECON 103; and ANTH 103 or PSYC 100 or SOC 100	
	Cultural Studies: Non-Western Cultures (1 course)	3
	Cultural Studies: US Minority Cultures (1 course)	3
	Cultural Studies: Western/Comparative Cultures (1 course)	3
	Quantitative Reasoning (2 courses, at least one course must be Quantitative Reasoning I)	6-10
	fulfilled by ADV 200 or STAT 100 or ECON 202 or PSYC 235 or SOC 280 or SOCW 225 and any other course approved as Quantitative Reasoning I or II	
	Language Requirement (Completion of the third semester or equivalent of a language other than English is required)	0-15

Code	Title	Hours
Required Major Courses		24
ADV 150	Introduction to Advertising	3
ADV 250	Advertising and Brand Strategy	3
ADV 280	Introduction to Advertising Media	3
ADV 281	Advertising Research Methods	3
ADV 284	Consumer Insight	3
ADV 360	Innovations in Advertising	3
ADV 390	Content Creation	3
	Choose one of the following:	3
ADV 492	Tech and Advertising Campaigns	
ADV 498	The Sandage Project	
Advertising Electives		18
Any Advertising (ADV) course not already required above		
College of Media Electives		9
Courses offered by or cross-listed with Advertising (ADV), Journalism (JOUR), Media and Cinema Studies (MACS), or Media (MDIA)		
Other Required Supporting Coursework:		
BADM 320	Principles of Marketing	3
	Fulfills advanced hours outside of the College requirement	
	Choose one of the following:	3
ECON 102	Microeconomic Principles	
ECON 103	Macroeconomic Principles	
	Choose one of the following:	3
ADV 200	Data Literacy	
STAT 100	Statistics	
	Or another approved basic course or course sequence in statistical methods, which currently includes ECON 202, PSYC 235, SOC 280, SOCW 225.	
	Choose one of the following:	3-4
ANTH 103	Anthro in a Changing World	
PSYC 100	Intro Psych	
SOC 100	Introduction to Sociology	
Advanced Hours Requirement		

At least 20 hours in courses numbered 200 or above. These courses must be outside and not cross-listed with the College of Media. At least 9 of the 20 hours must be in courses numbered 300 or above.

Please note: Courses used to fulfill University General Education requirements or to fulfill requirements for a minor may count toward these requirements.

Total Hours 124

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Sample Sequence

This sample sequence is intended to be used only as a guide for degree completion. All students should work individually with their academic advisors to decide the actual course selection and sequence that works best for them based on their academic preparation and goals. Enrichment programming such as study abroad, minors, internships, and so on may impact the structure of this four-year plan. Course availability is not guaranteed during the semester indicated in the sample sequence.

When reviewing the sample sequence, please note media electives are any non-required advertising (ADV), journalism (JOUR), media & cinema studies (MACS), or media (MDIA) course. Advertising (ADV) electives are any advertising course not already required for the major. Electives are additional courses to help students achieve 124 hours required for the degree. These can often be any level, but students should check with their advisor for specific guidance. Students must fulfill their Language Other Than English requirement by successfully completing a third level of a language other than English. This may require up to three semesters of language depending on high school coursework or placement. See the corresponding section on the Degree and General Education Requirements page (<http://catalog.illinois.edu/general-information/degree-general-education-requirements/>).

First Year

First Semester	Hours	Second Semester	Hours
ADV 150	3	ADV 250	3
General Education course	3	General Education course	3
Composition I or General Education course	3	4 General Education course or Composition I	3
Language Other Than English (3rd level)	3	4 ADV 200 or STAT 100	3
Elective	3	3 General Education course	3
	17		15

Second Year

First Semester	Hours	Second Semester	Hours
ADV 280	3	ADV 284	3
ADV 281	3-4	3 ANTH 103, PSYC 100, or SOC 100	3-4
General Education course	3	3 ECON 102 or 103	3

General Education course	3	General Education course	3
General Education course	3	Advertising elective	3
	15		15

Third Year

First Semester	Hours	Second Semester	Hours
ADV 390	3	ADV 360	3
BADM 320	3	Advertising elective	3
Advertising elective	3	Media elective	3
General Education course	3	Elective	3
Elective	3	Elective	3
	15		17

Fourth Year

First Semester	Hours	Second Semester	Hours
ADV 492 or 498	3	Advertising elective	3
Advertising elective	3	Advertising elective	3
Media elective	3	Media elective	3
Elective	3	Elective	3
Elective	3	Elective	3
	15		15

Total Hours 124

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Students graduating with a Bachelor of Science in Advertising will be able to:

1. Evaluate the ethical, economic, legal, cultural, and historical dimensions of advertising in a global society.
2. Conduct research and analyze secondary and primary data to develop effective brands and advertising planning and strategy.
3. Evaluate and analyze media and data for effective advertising and understand the media landscape and media ecosystems.
4. Turn strategy into innovative thinking, creative concepts, and the production of brand communications.
5. Apply creative concepts and innovative thinking to produce culturally relevant brand storytelling and content creation.
6. Effectively collaborate within diverse teams to design and deliver strategic and engaging brand content and presentations.

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Charles H. Sandage Department of Advertising (<https://media.illinois.edu/advertising/>)

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College of Media (<https://media.illinois.edu/>)

College of Media admissions and degree requirements (<http://catalog.illinois.edu/schools/media/>)