

# ADVERTISING, BS

## for the degree of Bachelor of Science Major in Advertising

**department website:** <https://media.illinois.edu/advertising>  
**department faculty:** Advertising Faculty (<https://media.illinois.edu/advertising/faculty>)

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

**college website:** <https://media.illinois.edu/>

ADVERTISING (ADV), offers students the opportunity to learn and think about advertising as a way of modeling the mind, as a material reflection of social structure, as a fundamentally modern phenomenon, as an art form and even as a basis for community, by drawing on insights from psychology, sociology, history, literature, and anthropology. This program will thoroughly infuse the understanding of consumer behavior and message knowledge base and, therefore, provide a long-lasting education for students.

## for the degree of Bachelor of Science Major in Advertising

To graduate from the advertising curriculum, a student must meet all general University and College requirements for the degree and must complete the following courses, all of which must be taken for a traditional letter grade:

Code	Title	Hours
<b>Required Major Courses</b>		<b>24</b>
ADV 150	Introduction to Advertising	3
ADV 281	Advertising Research Methods	3
ADV 283	Advertising and Brand Strategy	3
ADV 284	Consumer Insight	3
ADV 390	Content Creation	3
ADV 460	Innovation in Advertising	3
ADV 483	Audience Analysis	3
ADV 498	The Sandage Project	3
<b>College of Media Electives</b> <sup>1</sup>		<b>20-28</b>
<b>Hours outside the College of Media (72 hours minimum)</b>		<b>72</b>
<b>Other Required Supporting Coursework:</b>		
BADM 320	Principles of Marketing <sup>2</sup>	3
ECON 102 & ECON 103	Microeconomic Principles and Macroeconomic Principles	6
STAT 100	Statistics <sup>3</sup>	3
Select two of the following:		7-8
ANTH 103	Anthro in a Changing World	3
PSYC 100	Intro Psych	4
SOC 100	Introduction to Sociology	4
<b>Advanced Hours Requirement</b>		

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. Courses used to fulfill the College of Media's advanced outside hours requirement may also count toward these requirements.

### 124 total hours are required for graduation

- <sup>1</sup> College Electives must include at least six credits of Advertising elective courses numbered 300 or above for students admitted to the major starting in Fall 2016. Students admitted to the major prior to Fall 2016 are also strongly encouraged to fulfill six credits of Advertising elective courses numbered 300 or above. College of Media elective courses offered by or cross-listed with Journalism (JOUR), Media and Cinema Studies (MACS), or the College of Media (MDIA) count toward the remainder.
- <sup>2</sup> Which may be credited toward the College requirement of advanced hours outside the College.
- <sup>3</sup> Or another approved basic course or course sequence in statistical methods, which currently includes ECON 202, EPSY 280, PSYC 235, SOC 280, SOCW 225. Such courses may, if they qualify, also be credited toward the requirement of advanced ours and General Education courses outside the College.