BACHELOR OF SCIENCE IN
COMPUTER SCIENCE AND
ADVERTISING

Computer Science
http://www.cs.illinois.edu

Department Head: Vikram Adve
Department Office: 2232 Siebel Center, 201 N. Goodwin Avenue, Urbana, (217) 333-3373

Advertising
http://www.media.illinois.edu(degrees/advertising-bs-ms

Department Head: Mike Yao
Department Office: 119 Gregory Hall, 810 South Wright Street, Urbana, (217) 333-1601

Minimum required major and supporting course work normally equates to 68 hours plus 12 additional hours of College of Media requirements. All campus general education and foreign language requirements must be met. The minimum hours required for graduation is 124. At least 12 hours of 300- and 400-level course work must be taken on this campus, and a minimum of 40 hours of upper-division course work is required.

A Major Plan of Study Form must be completed and submitted to the Department of Computer Science Office of Undergraduate Affairs by the beginning of the fifth semester (60-75 hours). Please see the computer science advisor in 1210 Siebel Center, as well as an advertising advisor in the College of Media Student Services Center.

To graduate from the Computer Science and Advertising curriculum, a student must complete the following courses, all of which must be taken for a traditional letter grade.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td><strong>Computer Science Core</strong></td>
<td></td>
</tr>
<tr>
<td>CS 125</td>
<td>Intro to Computer Science</td>
<td>4</td>
</tr>
<tr>
<td>CS 126</td>
<td>Software Design Studio</td>
<td>3</td>
</tr>
<tr>
<td>CS 173</td>
<td>Discrete Structures</td>
<td>3</td>
</tr>
<tr>
<td>CS 225</td>
<td>Data Structures</td>
<td>4</td>
</tr>
<tr>
<td>CS 240</td>
<td>Introduction to Computer Systems</td>
<td>3</td>
</tr>
<tr>
<td>CS 374</td>
<td>Introduction to Algorithms &amp; Models of Computation</td>
<td>4</td>
</tr>
<tr>
<td>CS 421</td>
<td>Progmr Languages &amp; Compilers</td>
<td>3 or 4</td>
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<tr>
<td></td>
<td>Computer Science Technical Electives: Two 400-level courses chosen in consultation with an advisor.</td>
<td>6</td>
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<tr>
<td></td>
<td><strong>Mathematical Foundations (also fulfills QR I and II gen eds.)</strong></td>
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<tr>
<td>MATH 220</td>
<td>Calculus</td>
<td>5</td>
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<tr>
<td>or MATH 221</td>
<td>Calculus I</td>
<td></td>
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<tr>
<td>MATH 231</td>
<td>Calculus II</td>
<td>3</td>
</tr>
<tr>
<td>MATH 225</td>
<td>Introductory Matrix Theory</td>
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</tr>
<tr>
<td>CS 361</td>
<td>Probability &amp; Statistics for Computer Science</td>
<td>3</td>
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<tr>
<th>Code</th>
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<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td><strong>Advertising Core</strong></td>
<td></td>
</tr>
<tr>
<td>ADV 150</td>
<td>Introduction to Advertising</td>
<td>3</td>
</tr>
<tr>
<td>ADV 281</td>
<td>Advertising Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>ADV 283</td>
<td>Advertising and Brand Strategy</td>
<td>3</td>
</tr>
<tr>
<td>ADV 284</td>
<td>Consumer Insight</td>
<td>3</td>
</tr>
<tr>
<td>ADV 390</td>
<td>Content Creation</td>
<td>3</td>
</tr>
<tr>
<td>ADV 460</td>
<td>Innovation in Advertising</td>
<td>3</td>
</tr>
<tr>
<td>ADV 483</td>
<td>Audience Analysis</td>
<td>3</td>
</tr>
<tr>
<td>ADV 461</td>
<td>Computational Advertising</td>
<td>3</td>
</tr>
<tr>
<td>ADV 492</td>
<td>Tech and Advertising Campaigns</td>
<td>3</td>
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Total Hours 124