ADVERTISING, MS

for the degree of Master of Science in Advertising

Advertising education was founded at the University of Illinois in 1946, when Charles H. Sandage, the "father of advertising", arrived on campus. His vision of educating the future of the industry was grounded in theoretical and foundational courses emphasizing the "why of advertising" - not just the "how."

Our courses provide the theoretical, research, and strategic decision-making skills essential for any career in advertising or advanced degree program. Our program allows for flexibility of specialized interest through electives within and outside the department.

Admission

Students are required to complete 36 hours towards the degree, including a professional project or thesis requirement. Full-time status requires 12 hours per semester, making it possible to complete the degree in three semesters. Admission is only granted for fall semester.

View all College of Media undergraduate (https://catalog.illinois.edu/schools/media/#undergraduatetext) and graduate (https://catalog.illinois.edu/schools/media/#graduatetext) degree programs.

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For additional details and requirements for all degrees, please refer to the department's Graduate Degree Requirements and the Graduate College Handbook (http://www.grad.illinois.edu/gradhandbook/).

Thesis Option

Code	Title	Hours
ADV 550	Foundations of Advertising	3
ADV 580	Advertising Theory	3
ADV 581	Quanti Research Methods in Adv	3
ADV 582	Qualitative Rsrch in Advert	3
ADV 587	Graduate Seminar I	3
ADV 588	Graduate Seminar II	3
Graduate-level electives (at least 1 course from College/Department and 1 course from outside the College)		12
ADV 599	Thesis Research (min/max applied toward degree)	6
Total Hours		**36**

Other Requirements

Requirement	Description
Other requirements may overlap.	
Thesis option must have faculty approval.	
Minimum hours required within the unit:	24
Minimum number of 500-lvel hours required overall in the program:	24
Additional background courses that do not count toward graduation may be required, as determined by the advisor.	
Minimum GPA:	2.75

Non-Thesis Option

Code	Title	Hours
ADV 550	Foundations of Advertising	3
ADV 580	Advertising Theory	3
ADV 581	Quanti Research Methods in Adv	3
ADV 582	Qualitative Rsrch in Advert	3
ADV 587	Graduate Seminar I	3
ADV 588	Graduate Seminar II	3
Graduate-level electives (at least 1 course from College/Department and 1 course from outside the College)		12
ADV 598	Professional Project (must have faculty approval)	6
Total Hours		**36**

Other Requirements

Requirement	Description
Other requirements may overlap.	
Minimum hours required within the unit:	24
Minimum number of 500-level hours required overall in the program:	24
Additional background courses that do not count toward graduation may be required, as determined by the advisor.	
Minimum GPA:	2.75

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1. Intellectual reasoning and knowledge
   a. MS graduates will develop an understanding of the “why of advertising” not just the “how”.
   b. MS graduates will demonstrate critical thinking skills, making the intellectual connection between quantitative and qualitative tools, theories and context to properly and effectively solve problems and make decisions related to the fast-changing media and advertising industries.
2. Creative inquiry and discovery
   a. MS graduates will have a strategic understanding of advertising and be able to take into account the relationships between this discipline and other related disciplines.
   b. MS graduates will assess the interdependent, fast-changing, and diverse world of media and advertising.
   c. MS graduates will demonstrate proficiency in analyzing and interpreting research data that is fundamental to innovative problem solving and strategic thinking.

3. Effective leadership and community engagement
    a. MS graduates will utilize interpersonal and group leadership skills (through taking classes with the same cohort every semester and group projects) to be highly effective advertising managers and leaders; demonstrating curiosity, visionary and strategic thinking, teamwork, and knowledge transfer skills.
4. Social awareness and cultural understanding
    a. MS graduates will demonstrate ethical reasoning skills, generate new knowledge, and strengthen professional development.
    b. MS graduates will demonstrate a strong work ethic to foster individual and professional integrity and mutual respect.
    c. MS graduates will be able to think critically and creatively and to apply theory to practice in an atmosphere of inquiry and dynamic exchange with faculty and their peers.
    d. MS graduates will have opportunities for learning outside the classroom.
5. Global consciousness
    a. MS graduates will have opportunity to learn about the fast-changing international and global advertising industry.
6. Professional development
    a. MS graduate students will have the opportunity at least twice per semester to meet with advertising professionals to discuss career goals (i.e., presentations, workshops and collaborations)

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Charles H. Sandage Department of Advertising

Charles H. Sandage Department of Advertising website (https://media.illinois.edu/advertising/)
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(217)333-1602

College of Media

College of Media Catalog page (http://catalog.illinois.edu/schools/media/)
College of Media website (https://media.illinois.edu/)

Admissions

Graduate College Admissions & Requirements (https://grad.illinois.edu/admissions/apply/)