College of Media
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

ADVERTISING CURRICULUM PLAN (FALL 2021 – PRESENT)

Name _____ UIN _____ Date _____ Advisor _____

GENERAL EDUCATION REQUIREMENTS

- ☐ Composition I _____
- ☐ Advanced Composition _____
- ☐ Quantitative Reasoning (QR1, QR2)
  QR1 _____ QR2 _____
- ☐ Western/Comp Cultures (WCC) _____
- ☐ Nonwestern Cultures (NWC) _____
- ☐ US Minority Cultures (USM) _____
- ☐ Humanities & the Arts (HUM)
  HUM 1 _____ HUM 2 _____
- ☐ Social & Behavioral Science (SBS)
  SBS 1 _____ SBS2 _____
- ☐ Natural Science & Technology (NST)
  NST 1 _____ NST 2 _____
- ☐ Third Level of Language Other Than English
  Level 1 _____
  Level 2 _____
  Level 3 _____

CORE ADVERTISING REQUIREMENTS

See Course Explorer for prerequisite information!

- ☐ ADV 150 Intro to Advertising
- ☐ ADV 281 ADV Research Methods
- ☐ ADV 283 Advertising & Brand Strategy
- ☐ ADV 284 Consumer Insights
- ☐ ADV 390 Content Creation
- ☐ ADV 460 Innovation in Advertising
- ☐ ADV 483 Audience Analysis
- ☐ ADV 498 Sandage Project

12 HOURS OF ADVERTISING ELECTIVES

12 HOURS OF MEDIA ELECTIVES (ADV, JOUR, MACS, or MDIA)

DEPARTMENTAL REQUIREMENTS

- ☐ Statistics (fulfills QR1; STAT 100, ECON 202, SOC 280, PSYC 235, SOCW 225)
- ☐ ECON 102 Microeconomics
- ☐ ECON 103 Macroeconomics
- ☐ BADM 320 Principles of Marketing
- ☐ Select **TWO** of the following

OUTSIDE ELECTIVES

(NO cross-listing with ADV, JOUR, MACS, or MDIA)
72 hours outside of the College of Media including

11 hours of 200+ coursework

9 hours of 300+ coursework

52 hours of 100+ coursework, fulfilled through outside Gen Eds, minor coursework, etc.

_____ of 52 remaining

GRADUATION TOTAL HOURS

_____ of 124 remaining total hours to obtain a BS Advertising

_____ of 60 remaining hours to take at Illinois

_____ of 21 hours of 300+ coursework remain

NOTES

FOUR-YEAR PLAN

Term	(ex. Fall 2021)
Credit Hrs	Course

Term	
Credit Hrs	Course

Term	
Credit Hrs	Course

Term	
Credit Hrs	Course

Term	
Credit Hrs	Course

Term	
Credit Hrs	Course

Term	
Credit Hrs	Course

Term	
Credit Hrs	Course