CS + ADVERTISING CURRICULUM PLAN (FALL 2021 – PRESENT)

College of Media
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

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 _____ SBS 2 _____
- ☐ Natural Science & Technology (NST)
  NST 1 _____ NST 2 _____
- ☐ Third Level of Language Other Than English
  Level 1 _____
  Level 2 _____
  Level 3 _____

CORE CS REQUIREMENTS

See Course Explorer for prerequisite information!

- ☐ CS 124 Intro to Comp Sci I
- ☐ CS 128 Intro to Comp Sci II
- ☐ CS 173 Discrete Structures
- ☐ CS 222 Software Design Lab
- ☐ CS 225 Data Structures
- ☐ CS 240 Intro to Computer Systems
- ☐ CS 374 Algorithms & Models of Comp
- ☐ CS 421 Prog Lang & Compilers

CS TECHNICAL ELECTIVES

Two 3-hour 400-level CS courses **ABOVE** CS 403 chosen in consultation with a CS academic advisor

_____ _____

MATHEMATICAL FOUNDATIONS

- ☐ Select ONE Calculus option _____
- ☐ MATH 231 Calculus II
- ☐ Select ONE Algebraic option _____
- ☐ CS 361 Probability & Stats for CS

MEDIA FOUNDATIONS

- ☐ Select **ONE** of the three options _____
- ☐ ECON 102 Microeconomic Principles
- ☐ ECON 103 Macroeconomic Principles
  OR ECON 302 Inter Microeconomic Theory
- ☐ BADM 320 Principles of Marketing

CORE ADV REQUIREMENTS

See Course Explorer for prerequisite information!
All courses are 3 hours unless otherwise specified

- ☐ 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 461 Computational Advertising (SP only)
- ☐ ADV 483 Audience Analysis
- ☐ ADV 492 Tech & Advertising Campaigns (SP only)

GRADUATION TOTAL HOURS

_____ of 124 remaining total hours to obtain a BS CS+ADV
_____ 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