College of Media

Advertising • CS + Advertising • Journalism • Media & Cinema Studies

PERSONALIZED EXPERIENCE. GLOBAL IMPACT.
STUDY AND SHAPE THE FUTURE OF MEDIA

Four undergraduate degrees. Endless opportunities.

Explore your many interests through our flexible curriculum and undergraduate research and creative endeavor projects. Develop a diverse set of sought-after media skills while receiving individual attention and guidance all along the way. Then learn how to effectively brand yourself for the job market.
DEGREES & PROGRAMS

MAJORS
Advertising
Computer Science (CS) + Advertising
Journalism
Media & Cinema Studies

MINORS
18-21 hours of coursework
Cinema Studies
Critical Film Production
Journalism
Public Relations
Media Minor (for non-Media majors)

CERTIFICATES
15 hours of coursework
Media Production
Media Sales
SportMedia
Every business needs advertising if they’re going to successfully attract the right audience with the right information using the right channel. With so many different channels and platforms available to organizations of all sizes across all industries, advertising is more important than ever.

Whether you’re interested in social media, digital media, print, or television, the advertising industry needs people who can analyze, ideate, create, produce, manage, and distribute targeted messages.
The advertising industry has been radically changed by technology. That change has created opportunities for people who can bring computational skills to advertising methodologies such as ad targeting and placement. How ads are selected, and the order in which they are shown, draw from research in the computer science subfields of information retrieval, algorithmic game theory, and machine learning.

This unique degree prepares you to think creatively while also incorporating data and analytics into your strategies.
JOURNALISM

Learn about the news media’s role in democratic life while developing fundamental journalism skills. Our small laboratory classrooms, broadcast studio, and newsroom are training grounds to practice effective communication through writing, editing, and producing stories, podcasts, videography, photography, data visualization, and radio and TV broadcasts.

You can be part of a team of faculty and students working together on special projects, and your work can appear in campus and local news outlets. You can also explore sports, science, politics, social justice, or law through specialized journalism classes.
MEDIA & CINEMA STUDIES

As a MACS major, you’ll gain an understanding of the media you consume through critical media analysis. You’ll have freedom to explore various approaches to film studies, theory, and criticism, as well as learn technical filmmaking skills to produce compelling media of your own. Your training will prepare you to become a leader or a scholar within your chosen media theme.

In an atmosphere that emphasizes collaboration, creativity, and problem solving, you can dive into specific media topics that interest you most, from world cinema to sports media to identity, culture, and politics.
MEDIA CENTERS, LABS, & INITIATIVES

The College of Media offers you exclusive access to scholarly programming with industry experts and practitioners, dedicated work spaces, and resources including:

- Richard and Leslie Frank Center for Leadership and Innovation in Media
- Roger Ebert Center for Film Studies
- Hub for Brand Innovation and Advertising Technology (Brand Hub)
- Illinois Student Newsroom at Illinois Public Media
- Sandage Social Media Lab
- Media Technology Center
- Richmond Studio
- Collaborative research labs
- Production and post-production spaces
EXPAND YOUR POINT OF VIEW

Learn firsthand from industry leaders, our own alumni, and some of the most innovative media companies in the world. Examples of short-term courses:

- True/False Film Festival (Columbia, Missouri)
- Media & Advertising Immersion (Portland and Seattle)
- Advertising Global Culture & Tourism (London and Paris)
- Sunny Side of the Doc Film Festival (France)

Immerse yourself in another culture while learning more about media through a global lens. Media-focused study abroad locations include:

- Austria
- Hong Kong
- Ireland
- Spain
BUILD YOUR RESUME & MAKE CONNECTIONS

Go beyond the classroom and enrich your media experience.

On campus
Gain professional experience at internships available throughout the University of Illinois campus and community. Join clubs and organizations that produce ad campaigns for real clients, write and shoot content for newspapers and special interest magazines, create videos, and produce film festivals! See media.illinois.edu/get-involved.

Across the country and abroad
Connect with our powerful alumni network for internships and first jobs. Media graduates work at leading companies, including:
MEDIA BY THE NUMBERS

- **1,000+ Undergraduate and graduate students**
- **24%** From underrepresented populations
- **26 States**
- **10 Countries**
- **3.33-3.83 Middle 50% high school GPA**
- **18:1 Student-to-faculty ratio**
- **150+ Courses, with interdisciplinary access to hundreds more**
- **$9K** Average tuition and fees per semester, not including room/board
- **85%** College of Media seniors who secured jobs or other destinations within 6 months of graduation (averaged over the past three years)
- **50+ Faculty recognized for industry and teaching excellence**
SMALL COLLEGE. BIG UNIVERSITY.

Discover how you’ll make your mark in media in a world-class learning environment.

US News & World Report ranks the University of Illinois at Urbana-Champaign:
• **Top 15** Public University
• **Top 50** National University

Money ranks us:
• **Top 25** Best Colleges for Your Money

Best College Reviews ranks us:
• **Top 15** College Towns in America

Be part of a university that has a legacy of research and innovation, set in a micro-urban community.

Learn more about becoming an Illini!
go.illinois.edu/MediaInfo
media.illinois.edu
media-ssc@illinois.edu

College of Media
Student Services Center
18 Gregory Hall
810 S. Wright St.
Urbana, IL 61801