### Curriculum Plan: COMPUTER SCIENCE + ADVERTISING Freshmen majors (FA 19)

#### REQUIRED CS + ADVERTISING MAJOR COURSES

**Freshman year**
- 3 hr ADV 150 – Introduction to Advertising
- 3 hr ADV 281 – Advertising Research Methods
- 3 hr CS 125+ – Introduction to Computer Science
- 3 hr CS 126+ – Software Design Studio
- 3 hr CS 173+ – Discrete Structures

**Sophomore year**
- 3 hr ADV 283+ – Advertising & Brand Strategy
- 3 hr ADV 284+ – Consumer Insight
- 4 hr CS 225+ – Data Structures
- 3 hr CS 240+ – Introduction to Computer Systems

**Junior Year**
- 3 hr ADV 390+ – Content Creation
- 3 hr ADV 460+ – Innovation in Advertising
- 3 hr ADV 483+ – Audience Analysis
- 4 hr CS 374+ – Intro to Algorithms & Models of Computation
- 3 hr CS Tech Electives: 400-level course chosen in consultation with a CS advisor

**Senior Year**
- 3 hr ADV 461+ – Computational Advertising
- 3 hr ADV 492+ – Tech and Advertising Campaigns
- 3/4 hr CS 421+ – Programming Languages & Compilers
- 3 hr CS Tech Electives: 400-level course chosen in consultation with a CS advisor

+ See course schedule for all pre-requisite information

### GENERAL EDUCATION REQUIREMENTS

**Composition I**

- Advanced Composition

**Quantitative Reasoning 1**

- MATH 220/221 (or equivalent; required)

**Quantitative Reasoning 1 or 2**

- MATH 231 (required)

**Cultural Studies (9 hrs)**

- Western/Comparative

**Mathematical Foundations**

1. MATH 220/221 – Calculus/Calculus I
2. MATH 231 – Calculus II
3. MATH 225 – Introductory Matrix Theory
4. CS 361 – Probability & Stats for Computer Science

**College of Media Foundations**

1. ECON 102 – Microeconomics
2. ECON 103 – Macroeconomics
3. ECON 302 – Inter Microeconomic Theory
4. BADM 320 – Principles of Marketing
5. One of the following: 
   - PSYC 100,
   - SOC 100,
   - ANTH 103

### Advanced Hours Requirement

At least 20 hours in courses outside the College of Media numbered 200 or above

- At least 9 of the 20 hours must be in courses numbered 300 or above

### Graduation Requirements

- 72 elective hours outside College of Media
- Including:
  - 11 hours at the 200+ level
  - 9 hours at the 300+ level
- 124 total hours required for graduation