College of Media
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

CS + ADVERTISING CURRICULUM PLAN (FALL 2023 – 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 _____ 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
- ☐ Choose EITHER **CS 340** or **CS 233 and CS 341**

- ☐ CS 374 Algorithms & Models of Comp
- ☐ CS 421 Programming 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
- ☐ Select **ONE** of the two options
  _____
- ☐ BADM 320 Principles of Marketing

CORE ADV REQUIREMENTS

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

- ☐ ADV 250 Advertising & Brand Strategy
- ☐ ADV 281 ADV Research Methods
- ☐ ADV 284 Consumer Insights
- ☐ ADV 390 Content Creation
- ☐ Choose EITHER ADV 360 or ADV 483

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

ADVERTISING ELECTIVES

Two 3-hour Advertising elective courses chosen in consultation with your academic advisor

_____ _____

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 to take at Illinois

_____ of 40 hours of 300+ coursework remain

NOTES

FOUR-YEAR PLAN

Term	(ex. Fall 2023)
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