



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

Advertising
Cinema Studies
Critical Film Production
Journalism
Public Relations
Media Minor (for non-Media majors)



See all College of Media programs:
media.illinois.edu/majors-minors

ADVERTISING

Every business needs advertising to successfully attract different audiences with the right information using different channels. With various platforms and media available to organizations in all types of industries, advertising is more important than ever.

Whether you're interested in social media, digital communication, print, or television, the advertising industry needs people who can analyze, strategize, create, produce, manage, and distribute targeted messages.





COMPUTER SCIENCE (CS) + ADVERTISING

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 and develop strategies that incorporate technology, data, and analytics.

JOURNALISM

Learn about the news media's role in democratic life while developing fundamental journalism skills. Our small laboratory classes, state-of-the-art 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 Media & Cinema Studies (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 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**
- **Richard and Leslie Frank Newsroom at Richmond Studio**
- **Illinois Student Newsroom at Illinois Public Media**
- **Sandage Social Media Lab**
- **Media Technology Center**
- **Collaborative research labs**
- **Production and post-production spaces**



EXPAND YOUR POINT OF VIEW

Participate in a short-term experiential learning program to learn firsthand from industry leaders, our own alumni, and some of the most innovative media companies in the world. Examples of short-term experiences:

- True/False Film Festival (Columbia, Missouri)
- Media Spring Break Tour (Chicago, Illinois)
- Advertising Global Culture & Tourism (London and Amsterdam)

Immerse yourself in another culture while learning more about media through a global lens. Media students have access to 100+ study abroad programs that provide a global context to complement your coursework at the University of Illinois.



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:

Chicago Tribune



Ogilvy & Mather

mcgarrybowen



DDB Chicago

CONDÉ NAST



CONVERSANT



DigitasLBi

DDB Chicago



HAVAS



nielsen

The Washington Post

Ad Age

MINDSHARE



amazon



MEDIA BY THE NUMBERS



1,000+

Undergraduate and graduate students



150+

Courses, with interdisciplinary access to hundreds more

27%

From underrepresented populations

\$9K

Average tuition and fees per semester, not including room/board



26

States

10

Countries



85%

College of Media seniors who secured jobs or other destinations within 6 months of graduation (averaged over the past three years)

3.33-3.83

Middle 50% high school GPA



18:1

Student-to-faculty ratio



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!

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College of Media at Illinois



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UNIVERSITY OF
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URBANA-CHAMPAIGN

College of Media

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