ADVERTISING CURRICULUM PLAN (FALL 2022 – 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)
  - HUM1 HUM2
- ☐ Social & Behavioral Science (SBS)
  - SBS1 SBS2
- ☐ Natural Science & Technology (NST)
  - NST1 NST2
- ☐ Third Level of Language Other Than English
  - Level 1
  - Level 2
  - Level 3

CORE ADVERTISING REQUIREMENTS

See Course Explorer for prerequisite information!

- ☐ ADV 281 ADV Research Methods
- ☐ ADV 283 Advertising & Brand Strategy
- ☐ ADV 284 Consumer Insights
- ☐ ADV 390 Content Creation
- ☐ ADV 460 Innovation in Advertising
- ☐ Senior Project (select **ONE**)

ADVERTISING ELECTIVES (18 HOURS)

MEDIA ELECTIVES (9 HOURS)

(ADV, JOUR, MACS, or MDIA including subjects cross-listed with our rubrics)

DEPARTMENTAL REQUIREMENTS

- ☐ Basic Statistics
- ☐ ECON 102 Microeconomics
- ☐ ECON 103 Macroeconomics
- ☐ BADM 320 Principles of Marketing
- ☐ Select **TWO** of the following

ADVANCED HOURS OUTSIDE OF MEDIA

(NO cross-listing with ADV, JOUR, MACS, or MDIA)

11 hours of 200+ coursework

9 hours of 300+ coursework

GRADUATION TOTAL HOURS (124 HOURS)

- of 124 remaining hours to obtain a BS Advertising
- of 60 remaining hours to take at Illinois
- of 21 hours of 300+ coursework at Illinois
- of 40 hours of 300+ coursework total

NOTES

FOUR-YEAR PLAN

Term	(ex. Fall 2022)
Credit Hrs	Course

Term	
Credit Hrs	Course

Term	
Credit Hrs	Course

Term	
Credit Hrs	Course

Term	
Credit Hrs	Course

Term	
Credit Hrs	Course

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