College of Media
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

ADVERTISING CURRICULUM PLAN (FALL 2024 – PRESENT)

Name _____ UIN _____ Date _____ Advisor _____

GENERAL EDUCATION

- ☐ Composition I _____
- ☐ Advanced Composition _____
- ☐ Quantitative Reasoning
  - ☐ QR1 ex. STAT 100, ADV 200 ☐ QR2 _____
- ☐ Western/Comparative Cultures _____
- ☐ Nonwestern Cultures _____
- ☐ US Minority Cultures ex. ADV 175
- ☐ Humanities & the Arts
  - ☐ HUM1 _____ ☐ HUM2 _____
- ☐ Social & Behavioral Sciences
  - ☐ SBS1 ex. ECON 102 or 103 ☐ SBS2 ex. SOC or PSYC 100
- ☐ Natural Science & Technology
  - ☐ NAT1 _____ ☐ NAT2 _____
- ☐ Third Level of a Language Other Than English
  - ☐ Lvl1 _____
  - ☐ Lvl2 _____
  - ☐ Lvl3 _____

HOURS

AT ILLINOIS

_____ of 45 total hours at Illinois
_____ of 21 300+ hours at Illinois

ALL HOURS TAKEN (ILLINOIS + TRANSFER)

_____ of 40 hours of 300+ hours total
_____ of 124 total hours

NOTES

CORE ADVERTISING COURSES

- ☐ ADV 250 (prev. 283)
- ☐ ADV 281
- ☐ ADV 284
- ☐ ADV 390
- ☐ ADV 360 (prev. 460)
- ☐ Senior Project (select ONE)
  - ADV 492 or ADV 498

ADDITIONAL ADV COURSES

18 Credit Hours of Advertising electives

- ☐ Any Advertising course that is not fulfilling a specific degree requirement. Must be taken for letter grade.

9 Credit Hours of College of Media electives

- ☐ JOUR, MACS, MDIA, or a surplus of ADV elective hours.

DEPARTMENTAL REQUIREMENTS

- ☐ College Statistics ex. STAT 100, SOC/GGIS 280
- ☐ ECON 102 Micreconomics
- ☐ ECON 103 Macroeconomics
- ☐ BADM 320 Principles of Marketing
- ☐ Select **TWO** of the following
  - Choose SOC 100 or PSYC 100; ANTH 103
  - Choose SOC or PSYC 100; ANTH 103

ADVANCED HOURS OUTSIDE OF MEDIA

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

11 hours of 200+ coursework

- ☐

9 hours of 300+ coursework

- ☐ ex. BADM 320 (3 cr hr)

SUMMER/"BREAK" PLANNING

Credit Hrs	Course

FOUR-YEAR PLAN

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

Term	
Credit Hrs	Course