College of Media
UNIVERSITY OF ILLINOIS URBANA-CHAMPAIGN

ADVERTISING CURRICULUM PLAN (FALL 2025 – PRESENT)

Name _____ UIN _____ Date _____ Advisor _____

GENERAL EDUCATION

- ☐ Composition I _____
- ☐ Advanced Composition _____
- ☐ Quantitative Reasoning
  - ☐ QR1 _____ ☐ QR2 _____
- ☐ Western/Comparative Cultural _____
- ☐ Nonwestern Cultural _____
- ☐ US Minority Cultural 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 VS. TOTAL)

HOURS AT ILLINOIS

_____ of 45 total hours needed

_____ of 21 300+ hours needed

TOTAL HOURS (ILLINOIS + TRANSFER)

_____ of 40 hours of 300+ hours

_____ of 124 total hours

NOTES

CORE ADVERTISING COURSES

- ☐ ADV 150 Intro to ADV
- ☐ ADV 250 ADV and Brand Strategy
- ☐ ADV 280 Intro to ADV Media
- ☐ ADV 281 ADV Research Methods
- ☐ ADV 284 Consumer Insight
- ☐ ADV 360 Innovations in ADV
- ☐ ADV 390 Content Creation
- ☐ Senior Capstone Project *(select ONE, as it is not possible to receive credit for both ADV 492 and ADV 498)*

ADV 492 or ADV 498

18 ADVERTISING ELECTIVE HOURS

9 MEDIA ELECTIVE HOURS

DEPARTMENT REQUIREMENTS

- ☐ BADM 320 Principles of Marketing
- ☐ Select ONE of Statistics (e.g. STAT 100, ADV 200)
- ☐ Select ONE of Economics (e.g. ECON 102 or ECON 103)
- ☐ Select ONE of SOC 100, PSYC 100, or ANTH 103

ADVANCED HOURS OUTSIDE OF MEDIA

NO cross-listing w/ ADV, JOUR, MACS, or MDIA

11 HOURS OF 200+ LEVEL

9 HOURS OF 300+ LEVEL

ex. BADM 320 (3 cr hr)

SUMMER/"BREAK" COURSES

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	
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Term	
Credit Hrs	Course