



CS + ADVERTISING CURRICULUM PLAN (FALL 2021 – 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
- ☐ CS 340 Intro to Computer Systems
- ☐ CS 374 Algorithms & Models of Comp
- ☐ CS 421 Prog 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 150 Intro to Advertising
- ☐ ADV 281 ADV Research Methods
- ☐ ADV 283 Advertising & Brand Strategy
- ☐ ADV 284 Consumer Insights
- ☐ ADV 390 Content Creation
- ☐ ADV 460 Innovation in Advertising
- ☐ ADV 461 Computational Advertising (SP only)
- ☐ ADV 483 Audience Analysis
- ☐ ADV 492 Tech & Advertising Campaigns (SP only)

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

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

Term	
Credit Hrs	Course

Term	
Credit Hrs	Course