ADVANCED 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

Term	
Credit Hrs	Course

Term	
Credit Hrs	Course