

ADVERTISING, BS

for the degree of Bachelor of Science in Advertising

ADVERTISING (ADV), teaches students about the role that it plays in society, as well as its impact in business and sales. Advertising influences the products we buy, the media we consume, the causes we support, and the celebrities we follow on social media. In this program students will learn about branding, strategy, consumer behavior, and more. Whether you are creative, analytical, interested in television, print, or digital media – the advertising major has something for everyone!

Programs in Advertising

Undergraduate Programs:

major: Advertising, BS (p. 1)
 major: Computer Science + Advertising, BS (http://catalog.illinois.edu/undergraduate/eng_media/computer-science-advertising-bs/)
 minors: Media (<http://catalog.illinois.edu/undergraduate/media/minors/media/>) | Public Relations (<http://catalog.illinois.edu/undergraduate/media/minors/public-relations/>)

Graduate Programs:

degree: Advertising, MS (<http://catalog.illinois.edu/graduate/media/advertising-ms/>)
 degree: Strategic Brand Communication, MS (<http://catalog.illinois.edu/graduate/media/strategic-brand-communication-ms/>)

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To graduate from the advertising curriculum, a student must meet all general University and College requirements for the degree, and must complete the following courses including a minimum of 40 hours at the 300-level or above, all of which must be taken for a traditional letter grade:

Code	Title	Hours
Required Major Courses		18
ADV 250	Advertising and Brand Strategy	3
ADV 281	Advertising Research Methods	3
ADV 284	Consumer Insight	3
ADV 360	Innovations in Advertising	3
ADV 390	Content Creation	3
Choose one of the courses below:		3
ADV 492	Tech and Advertising Campaigns	
ADV 498	The Sandage Project	
Advertising Electives		18
Any ADV course not already required above		
College of Media Electives		9
Courses offered by or cross-listed with Advertising (ADV), Journalism (JOUR), Media and Cinema Studies (MACS), or Media (MDIA)		
Other Required Supporting Coursework:		

BADM 320	Principles of Marketing	3
Fulfills the advanced hours outside of the College requirement		
ECON 102	Microeconomic Principles	3
ECON 103	Macroeconomic Principles	3
STAT 100	Statistics	3
Or another approved basic course or course sequence in statistical methods, which currently includes ECON 202, EPSY 280, PSYC 235, SOC 280, SOCW 225.		
Select two of the following:		7-8
ANTH 103	Anthro in a Changing World	3
PSYC 100	Intro Psych	4
SOC 100	Introduction to Sociology	4

Advanced Hours Requirement

At least 20 hours in courses numbered 200 or above. These courses must be outside and not cross-listed with the College of Media. At least 9 of the 20 hours must be in courses numbered 300 or above.

Please note: Courses used to fulfill University General Education requirements or to fulfill requirements for a minor may count toward these requirements.

Total Hours **124**

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Sample Sequence

This sample sequence is intended to be used only as a guide for degree completion. All students should work individually with their academic advisors to decide the actual course selection and sequence that works best for them based on their academic preparation and goals. Enrichment programming such as study abroad, minors, internships, and so on may impact the structure of this four-year plan. Course availability is not guaranteed during the semester indicated in the sample sequence.

When reviewing the sample sequence, please note media electives are any non-required ADV, JOUR, MACS, or MDIA course. Advertising (ADV) electives are any advertising course not already required for the major. Electives are additional courses to help students achieve 124 hours required for the degree. These can often be any level, but students should check with their advisor for specific guidance.

Students must fulfill their Language Other Than English requirement by successfully completing a third level of a language other than English. This may require up to three semesters of language depending on high school coursework or placement. See the corresponding section on the Degree and General Education Requirements page (<http://catalog.illinois.edu/general-information/degree-general-education-requirements/>).

First Year

First Semester	Hours	Second Semester	Hours
ADV Elective		3 ADV 250	3
STAT 100		3 ECON 102	3
MDIA 100		1 General Education course	3
Composition I or General Education course		3-4 General Education course or Composition I	3-4

Elective or Language Other Than English (3rd level)		3-4 General Education course	3
		15	15
Second Year			
First Semester	Hours	Second Semester	Hours
ADV 281		3 ADV 284	3
ECON 103		3 ANTH 103, SOC 100, or PSYC 100	3-4
General Education course		3 General Education course	3
General Education course		3 General Education course	3
General Education course		3 ADV elective	3
		15	15
Third Year			
First Semester	Hours	Second Semester	Hours
ADV 390		3 ADV 360	3
BADM 320		3 ADV elective	3
SOC 100, PSYC 100, or ANTH 103		4-3 Media elective	3
ADV elective		3 General Education course	3
Elective		3 Elective	3
		Elective	3
		16	18
Fourth Year			
First Semester	Hours	Second Semester	Hours
ADV 498 or 492		3 ADV elective	3
ADV elective		3 Media Elective	3
Media elective		3 Elective	3
Elective		3 Elective	3
Elective		3 Elective	3
		15	15

Total Hours 124

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Students graduating with a Bachelor of Science in Advertising will be able to:

1. Evaluate the ethical, economic, legal, cultural, and historical dimensions of advertising in a global society.
2. Conduct research and analyze data to develop appropriate use metrics for advertising planning.
3. Ethically meet brand objectives and reach diverse audiences by critically evaluating and analyzing media outlets.
4. Apply creative concepts and innovative thinking to produce culturally relevant brand storytelling and content creation.
5. Create strategic brand communications built on research and evidence-based strategies appropriate for the intended audience.

6. Effectively collaborate within diverse teams to design and deliver strategic and engaging presentations.

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Department of Advertising website (<https://media.illinois.edu/advertising/>)
 Department of Advertising faculty (<https://media.illinois.edu/advertising/faculty/>)
 Department of Advertising email (addept@illinois.edu) (217) 333-1602
 College of Media Admissions and Degree Requirements (<http://catalog.illinois.edu/schools/media/>)
 College of Media website (<https://media.illinois.edu/>)