Curriculum Flow Chart for Computer Science + Advertising

Semester					
Semester 1	CS 124	CS 100 / MDIA 100	MATH 220 or 221	ADV 150	Media Foundations
Semester 2	CS 128	CS 173	MATH 231	ADV 281***	ECON 102
Semester 3	CS 225 ↔ CS 222		MATH **257** or 225		ECON 103 or 302
Semester 4	CS 240	CS 361		ADV 284	ADV 283
Semester 5	CS 374	CS tech**		ADV 390	ADV 460
Semester 6		CS tech**	ADV 492 (spring only)		BADM 320
Semesters 7 and 8	CS 421			ADV 483	ADV 461* (spring only)
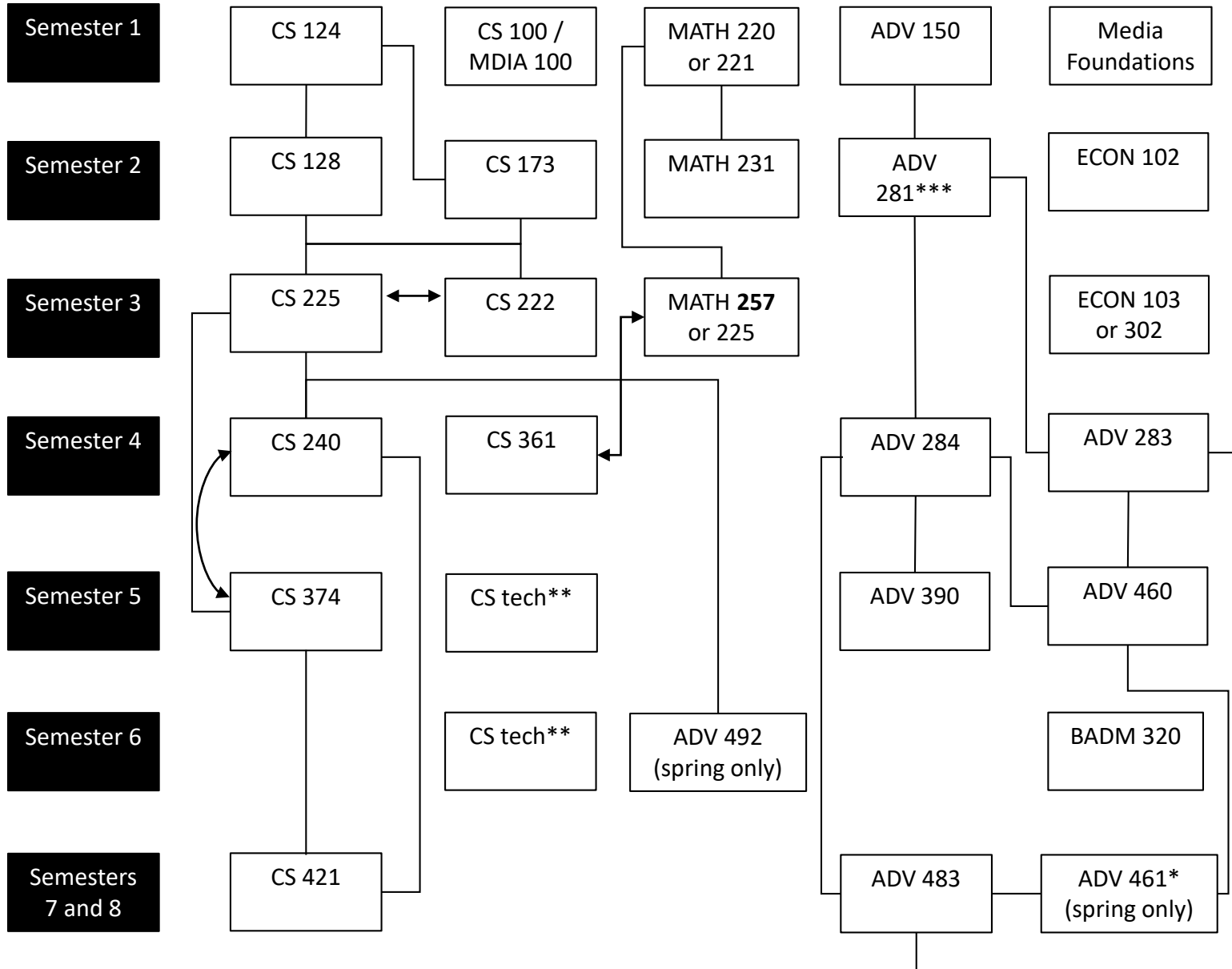
Media Foundations: ANTH 103, PSYC 100, SOC 100

*See course explorer for course prerequisites:
https://courses.illinois.edu/

**CS tech must be 400-level CS above CS 403, excluding CS 421 and CS 491.

***CS + ADV students can substitute calculus credit for the STAT 100 prerequisite of ADV 281.

Follow the College of Media General Education & Language requirements

A **line** from one course to another indicates that the first course is a prerequisite for the second, concurrent enrollment acceptable where there are **straight arrows, curved arrows** indicate courses can be taken in either order but should not be taken together.

Curriculum Plan: Computer Science + ADV Beginning Fall 2021

_____ MDIA 100

General Education Requirements

_____ Composition I

_____ Advanced Composition

_____ 3rd Level Language (LOTE)

_____ 3hrs Humanities and the Arts

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_____ 3hrs Social Behavioral Sciences*

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_____ 3hrs Nat Sciences & Technology

_____ 3hrs Nat Sciences & Technology

Cultural Studies

_____ Western Culture

_____ Non-Western Culture

_____ US Minority Culture

*Completed with Media Foundations/ECON 102

It is recommended that you work in concert with your assigned academic advisor to ensure you are on track to successfully complete your degree.

Computer Science Courses

_____ CS 100 1hr, Fresh Orientation _(Recommended)_

_____ CS 124 3hrs, Intro to Computer Science I

_____ CS 128* 3hrs, Intro to Computer Science II

_____ CS 173** 3hrs, Discrete Structures

_____ CS 222* 1hr, Software Design

_____ CS 225** 4hrs, Data Structures

_____ CS 240 ** 3hrs, Intro to Computer Systems

_____ CS 361** 3hrs, Probability and Statistic for Comp Sci.

_____ CS 374** 4hrs, Algorithms and Models of Comp

_____ CS 421** 3hrs, Programing Languages and Compilers

_____ CS tech*** 3hrs, 400-level CS Elective

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*Has prerequisites and/or co-requisite; See Course Explorer

& if you have earned credit for CS 225, see a CS advisor

** Has prerequisites and/or co-requisite; See Course Explorer

***Must be above CS 403, not CS 491, and distinct from all

other courses used to fulfill program requirements or options.

Additional Notes

Working ahead in your CS coursework does not guarantee entrance into the next CS course.

Prerequisites means you need to be in the process of successfully completing or have completed course(s) prior to enrolling in a course.

_____ 124 hours required for graduation
_____ 60 hours required for residency

Math Courses

_____ MATH 220* 5hrs, Calc or

       MATH 221* 4hrs, Calc I

_____ MATH 231* 3hrs, Calc II

_____ MATH 257* 3hrs, Lin Alg w/Comp. Apps. or

       MATH 225* 2hrs, Into Matrix Theory

Media Foundations:

_____ ANTH 103, PSYC 100, or, SOC 100 (SBS)

_____ ECON 102 (SBS) 3hrs, Microeconomic

_____ ECON 103 or 302 3hrs

_____ BADM 320 3hrs, Principles of Marketing

Advertising Core:

_____ ADV 150 3hr, Intro to Advertising

_____ ADV 281* 3hrs, Adv. Research Methods

_____ ADV 283* 3hrs, Adv. & Brand Strategy

_____ ADV 284* 3hrs, Consumer Insight

_____ ADV 390* 3hrs, Content Creation

_____ ADV 460* 3hrs, Innovation in Advertising

_____ ADV 461* 3hrs, Computational Adv.

_____ ADV 483* 3hrs, Audience Analysis

_____ ADV 492* 3hrs, Tech & Adv. Campaigns

*Course has a prerequisite and/or co-requisite;

See Course Explorer