Curriculum Flow Chart for Computer Science + Advertising

**Semester 1**
- CS 124
- CS 100 / MDIA 100

**Semester 2**
- CS 128
- CS 173
- MATH 231

**Semester 3**
- CS 225
- CS 222
- MATH 257 or 225

**Semester 4**
- CS 240
- CS 361
- CS tech**

**Semester 5**
- CS 374
- CS tech**
- ADV 492 (spring only)

**Semester 6**
- CS 421
- CS tech**
- ADV 483

**Semesters 7 and 8**
- CS 421

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**Media Foundations:**
- ANTH 103, PSYC 100, SOC 100

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

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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.
### General Education Requirements

- **Composition I**
- **Advanced Composition**
- **3rd Level Language (LOTE)**
- **3hrs Humanities and the Arts**
- **3hrs Humanities and the Arts**
- **3hrs Social Behavioral Sciences***
- **3hrs Social Behavioral Sciences***
- **3hrs Nat Sciences & Technology**
- **3hrs Nat Sciences & Technology**

### Cultural Studies

- **Western Culture**
- **Non-Western Culture**
- **US Minority Culture**

*Completed with Media Foundations/ECON 102

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### Computer Science Courses

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CS 100</td>
<td>1hr</td>
<td>Fresh Orientation (Recommended)</td>
</tr>
<tr>
<td>CS 124</td>
<td>3hrs</td>
<td>Intro to Computer Science I</td>
</tr>
<tr>
<td>CS 128</td>
<td>3hrs</td>
<td>Intro to Computer Science II</td>
</tr>
<tr>
<td>CS 173</td>
<td>3hrs</td>
<td>Discrete Structures</td>
</tr>
<tr>
<td>CS 222</td>
<td>1hr</td>
<td>Software Design</td>
</tr>
<tr>
<td>CS 225</td>
<td>4hrs</td>
<td>Data Structures</td>
</tr>
<tr>
<td>CS 240</td>
<td>3hrs</td>
<td>Intro to Computer Systems</td>
</tr>
<tr>
<td>CS 361</td>
<td>3hrs</td>
<td>Probability and Statistic for Comp Sci.</td>
</tr>
<tr>
<td>CS 374</td>
<td>4hrs</td>
<td>Algorithms and Models of Comp</td>
</tr>
<tr>
<td>CS 421</td>
<td>3hrs</td>
<td>Programming Languages and Compilers</td>
</tr>
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<td>CS 421</td>
<td>3hrs</td>
<td>Programming Languages and Compilers</td>
</tr>
<tr>
<td>CS 491</td>
<td>3hrs</td>
<td>and distinct from all other courses used to fulfill program requirements or options.</td>
</tr>
</tbody>
</table>

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

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### 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, Intro to 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

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### Additional Notes

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

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**