

REQUIRED CS + ADVERTISING MAJOR COURSES

Freshman year
 3 hr ADV 150 Introduction to Advertising
 3 hr ADV 281+ Advertising Research Methods
 4 hr CS 125+ Introduction to Computer Science
 3 hr CS 126+ Software Design Studio
 3 hr CS 173+ Discrete Structures

Sophomore year
 3 hr ADV 283+ Advertising & Brand Strategy
 3 hr ADV 284+ Consumer Insight
 4 hr CS 225+ Data Structures
 3 hr CS 240+ Introduction to Computer Systems

Junior Year
 3 hr ADV 390+ Content Creation
 3 hr ADV 460+ Innovation in Advertising
 3 hr ADV 483+ Audience Analysis
 4 hr CS 374+ Intro to Algorithms & Models of Computation
 3 hr CS Tech Electives: 400-level course chosen in consultation with a CS advisor

Senior Year
 3 hr ADV 461+ Computational Advertising
 3 hr ADV 492+ Tech and Advertising Campaigns
 3/4 hr CS 421+ Programming Languages & Compilers
 3 hr CS Tech Electives: 400-level course chosen in consultation with a CS advisor
 +See course schedule for all pre-requisite information

MATHEMATICAL FOUNDATIONS

___ MATH 220/221 Calculus/Calculus I
 ___ MATH 231 Calculus II
 ___ MATH 225 Introductory Matrix Theory
 ___ CS 361 Probability & Stats for Computer Science

COLLEGE OF MEDIA FOUNDATIONS

___ ECON 102 Microeconomics
 ___ ECON 103 Macroeconomics
 OR ECON 302 Inter Microeconomic Theory
 ___ BADM 320 Principles of Marketing
 ___ **One** of the following:
 PSYC 100, SOC 100, ANTH 103

ADVANCED HOURS REQUIREMENT

At least 20 hours in courses **outside** the College of Media numbered 200 or above

At least 9 of the 20 hours must be in courses numbered 300 or above

GENERAL EDUCATION REQUIREMENTS

Composition 1

Advanced Composition

Quantitative Reasoning 1

MATH 220/221 (or equivalent; required)

Quantitative Reasoning 1 or 2

MATH 231 (required)

Cultural Studies (9 hrs)

Western/Comparative

Nonwestern

U.S. Minority

Humanities/Arts (6 hrs)

1
2

Social/Behavioral Sciences (6 hrs)

1 ECON 102 (required)
2 ECON 103 (required)

Natural Science/Technology (6 hrs)

1
2

Non-primary Language (3rd level)

GRADUATION REQUIREMENTS

72 elective hours outside College of Media ___

Including:

11 hours at the 200+ level ___

9 hours at the 300+ level ___

124 total hours required for graduation ___

MY FOUR-YEAR PLAN

SEMESTER: _____

Credit Hrs. Course

SEMESTER: _____

Credit Hrs. Course

SEMESTER: _____

Credit Hrs. Course

SEMESTER: _____

Credit Hrs. Course

SEMESTER: _____

Credit Hr. Course

SEMESTER: _____

Credit Hr. Course

SEMESTER: _____

Credit Hr. Course

SEMESTER: _____

Credit Hr. Course

