

Board Meeting
November 16, 2017

ESTABLISH THE BACHELOR OF SCIENCE IN COMPUTER SCIENCE AND
ADVERTISING, COLLEGE OF MEDIA, URBANA

Action: Establish the Bachelor of Science in Computer Science and Advertising,
College of Media

Funding: No New Funding Required

The Chancellor, University of Illinois at Urbana-Champaign, and Vice
President, University of Illinois with the advice of the Urbana-Champaign Senate
recommends approval of a proposal from the College of Media to establish the Bachelor
of Science in Computer Science and Advertising.

The Bachelor of Science in Computer Science and Advertising (BS in CS +
Advertising) is a flexible program with in-depth study of advertising that has a
technology focus. Cloud computing, the availability and ubiquity of data, and the rapid
and pervasive adoption of mobile technology have created a paradigm shift in the
advertising industry. Projected areas of growth in advertising and communications will be
in search engine optimization, web analytics, computational advertising, and other
emerging areas at the intersection of technology and media. To work toward meeting this
need, the proposed BS in CS + Advertising will graduate two kinds of students: one who
is focused on immediate entry into the workforce in an advertising agency, business, or

technology firm and the other who wishes to prepare for graduate-level study in one of these areas.

Despite the synergies between computer science and advertising, there is currently no advertising department nor computer science department offering an explicitly cross-disciplinary curriculum. Thus, the BS in CS + Advertising not only opens up employment opportunities for graduates, it puts the university at the forefront as the first institution to introduce a cross-disciplinary curriculum in these two fields.

The BS in CS + Advertising students will be a different population than the students currently majoring in Advertising. Advertising majors can choose careers in strategy, social science research, and creativity, none of which mandate a computer science background. The proposed major is intended to appeal to a new population of students who wish to apply strong computer science skills to the advertising industry, to help meet the growing need for data managers and specialists in technology in this industry.

The Board action recommended in this item complies in all material respects with applicable State and federal laws, University of Illinois *Statutes*, *The General Rules Concerning University Organization and Procedure*, and Board of Trustees policies and directives.

The Executive Vice President and Vice President for Academic Affairs concurs with this recommendation. The University Senates Conference has indicated that no further Senate jurisdiction is involved.

The President of the University recommends approval. This action is subject to further review and approval by the Illinois Board of Higher Education.