Computer Science

CS 468  **Tech and Advertising Campaigns**  credit: 3 hours.
Same as ADV 492. See ADV 492.

<table>
<thead>
<tr>
<th>CRN</th>
<th>Type</th>
<th>Section</th>
<th>Time</th>
<th>Days</th>
<th>Location</th>
<th>Instructor</th>
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<tbody>
<tr>
<td>64124</td>
<td>Lecture-Discussion</td>
<td>U</td>
<td>03:00 PM - 04:20 PM</td>
<td>MW</td>
<td>11 - Psychology Building</td>
<td>Yao, M</td>
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</tbody>
</table>

Restricted to Computer Engineering or Computer Science major(s). Restricted to students with Junior or Senior class standing. Meets with ADV 492. This project-based course will allow teams of media and computer science students to use technology platforms to solve problems supplied by industry clients. Each student will bring their expertise to the problem at hand. Media students will learn capabilities and limitations of different technology platforms will learn how the end user will be impacted by technology decisions, and how they can help achieve advertising objectives with their code design. Junior or Senior standing. Computer Science students should have a knowledge of coding in various platforms.