

# GENERAL MA SCHEDULE -- NO THESIS -- 36 HOURS

Students have a choice of completing one of two degree options: Thesis or No Thesis. With both options, students are required to complete at least 36 total hours, 27 of which must be at the graduate level. Although both options require the same 15 hours of required core courses, each option is supplemented by a varying amount of minor and elective courses.

The program includes work in the major area (advertising), minor area, and advertising elective courses. The minor is usually taken in one or more areas that are related to advertising. Students may select minor courses in areas such as marketing, sociology, information studies, psychology, or English. Minor courses can be spread across several disciplines.

The flexibility of the M.A. program allows students to create a graduate degree focused on their interests through advertising sequences, electives, and minors.

## GENERAL MA SCHEDULE -- NO THESIS -- 36 HOURS

### Fall Y1

Creative Strategies ADV 387\*  
Media Management ADV 385\*  
Quantative and Qual Research ADV 382\*

### Spring Y1

Theories of Persuasive Communication ADV 383J\*  
Advertising Elective  
Supporting Coursework

### Fall Y2

Advertising Elective  
Supporting Coursework  
Elective

### Spring Y2

Graduate Campaigns ADV 391K\*  
Supporting Coursework/Elective  
Supporting Coursework/Elective

\*Core Classes

# TEXAS CREATIVE MA SCHEDULE

## -- NO THESIS -- 36 HOURS

The Texas Creative curriculum stresses big-idea branding, conceptual thinking, collaboration, and creative development through a series of selective courses and seminars. Texas Creative students regularly supplement their education with internships, community service projects, and real world client problems.

Through our curriculum, creative students are exposed to all sides of the business, including media planning, account planning, digital media, public relations, research methods, ethics, account management, and campaign development.

Admission to Texas Creative is by application only. Applications are available during the last week of the Creative Strategies course. The core of the program is a 4-class sequence of portfolio-building classes.

## TEXAS CREATIVE MA SCHEDULE -- NO THESIS -- 36 HOURS

### Fall Y1

Creative Strategies ADV 387\*  
Media Management ADV 385\*  
Quantative and Qual Research ADV 382\*

### Spring Y1

Theories of Persuasive Communication ADV 383J\*  
Supporting Coursework  
Portfolio 1 (four-hour class)

### Fall Y2

Portfolio 2 (four-hour class)  
Supporting Coursework  
Art Director/Copywriting

### Spring Y2

Graduate Campaigns ADV 391K\*  
Portfolio 3 (four-hour class)  
Elective (only if nine hours needed for employment, financial aid, etc.)

\* Core Class

# TEXAS STRATEGY MA SCHEDULE

## -- NO THESIS -- 36 HOURS

This program is designed to help develop the characteristics in students that define success in advertising strategy and new message development. Texas Analytics & Insights focus is designed to allow students to observe, interpret, and integrate consumer intelligence into advertising communication strategy. An advertising intelligence class, account planning courses, media metrics and a consumer behavior seminar -- in addition to coursework in minor areas such as sociology, analytics, marketing, and psychology -- are available to students interested in this area.

## TEXAS STRATEGY MA SCHEDULE -- NO THESIS -- 36 HOURS

### Fall Y1

Creative Strategies ADV 387\*  
Media Management ADV 385\*  
Quantative and Qual Research ADV 382\*

### Spring Y1

Theories of Persuasive Communication ADV 383J\*  
ADV Intelligence ADV 391K  
Strategy/Planning ADV 385

### Fall Y2

Digital Metrics ADV 391K  
Supporting Work  
Social Media ADV 391K

### Spring Y2

Graduate Campaigns ADV 391K\*  
Social Media ADV 391K  
Supporting Coursework

\* Core Class

# TEXAS IMMERSIVE MA SCHEDULE

## -- NO THESIS -- 36 HOURS

Texas Immersive is a trans-disciplinary specialization focused on fostering deep emotional connections, cementing social and/or behavioral impact, and will prepare you to take on real-world challenges of any scale. Ultimately, the aim of the program is for you to leave with a futurist's mindset and all of the skills required to master the role of Experience Designer.

The sequence begins by understanding how to target an audience and build resilient relationships. Then we focus on the power of stories, and how to drive meaningful interactions in intertwined spaces. Finally, we map out the affordances of emerging technologies as it relates to the audience, story and project goals, and consider an experience from an immersive lens.

Your key into Texas Immersive is by application only: <https://advertising.utexas.edu/texas-immersive/apply-texas-immersive>.

Applications are due the last month of each semester. The core of the program is a sequence of team-oriented real-world client, portfolio-building classes with extended opportunities at Texas Immersive Institute.

## TEXAS IMMERSIVE MA SCHEDULE -- NO THESIS -- 36 HOURS (39 hours with Summer course)

### Fall Y1

Creative Strategies ADV 387\*  
Media Management ADV 385\*  
Quantative and Qual Research ADV 382\*

### Spring Y1

Theories of Persuasive Communication ADV 383J\*  
Audience Development & Engagement ADV 391K  
Supporting Coursework

### Summer Y1

Optional Immersive Hack Lab ADV 391K

### Fall Y2

Audience Development & Engagement ADV 391K  
AND/OR Experimental Storytelling ADV 391K (Offered only in the Fall)  
Supporting Coursework  
Elective

### Spring Y2

Graduate Campaigns ADV 391K\*  
Audience Development & Engagement ADV 391K OR  
Immersive Capstone ADV 391K (Offered only in Spring)  
Supporting Coursework

\* Core Class

# TEXAS PUBLIC RELATIONS MA SCHEDULE -- NO THESIS -- 36 HOURS

This program is designed to help develop the characteristics in students that define success in advertising strategy and new message development. Texas Texas Public Relations Program provides students with a blend of practical skills and theoretical rigor essential for a diverse range of career opportunities in the field of public relations.-- in addition to coursework in minor areas such as sociology, analytics, marketing, and psychology -- are available to students interested in this area.

## TEXAS PUBLIC RELATIONS MA SCHEDULE -- NO THESIS -- 36 HOURS

### Fall Y1

Creative Strategies ADV 387\*  
Media Management ADV 385\*  
Quantative and Qual Research ADV 382\*

### Spring Y1

Theories of Persuasive Communication ADV 383J\*  
PR Theories and Concepts PR 391K  
PR Elective/Supporting Work

Optional: Summer Y1  
PR Elective/Supporting Work

### Fall Y2

PR Ethics & Prof Responsibility PR 391K  
PR/ElectiveSupporting Work  
PR Elective

### Spring Y2

Graduate Campaigns ADV 391K\*  
PR Eelective  
Supporting Coursework

\* Core Class