No Thesis/No PR Option

39 hours of coursework, **30** of which must be graduate level

Students who intend to work as practitioners in the advertising business typically choose the No Thesis/No PR degree option.

- Credit/No Credit & Pass/Fail: Only 6 hours allowed.
- ADV 389 (internship) is taken for CR/NC. These hours are not calculated in the 6 hours allowed for CR/NC.
- No more than 9 hrs. of upper-division coursework may be included, of which no more than 6 hrs. may be in ADV or the minor.
- No undergraduate ADV classes may be taken for credit toward a graduate degree unless approved by Grad Advisor.
- Student must select a minor of study and complete at least 6 hrs. in that area.
- A minimum of a "C" must be earned in a course for credit. Students must maintain at least an overall "3.0"average throughout their tenure at UT.

Prerequisites

The Graduate Advisor may waive a prerequisite based on previous coursework. However, no graduate credit is given for waived courses.

- ADV 385 Media Management (counts as graduate elective)
- MKT 320F Foundations of Marketing (counts as undergrad minor)
- Any statistics course (If upper division or graduate course, counts as minor)

Core Coursework - Required

- ADV 380 J Quantitative and Qualitative Research 3 hours
- ADV 382J Theories of Persuasive Communication 3 hours
- ADV 387 Creative Strategies 3 hours
- ADV 388K Integrated Communications Management 3 hours

ADV Electives - Required (courses within ADV – 6 hours required)

- ADV Elective 3 hours
- ADV Elective 3 hours

Minor - Required (courses outside of ADV – 6 hours required)

- Minor Course 3 hours
- Minor Course 3 hours

Additional Courses (Enough to fulfill 39 hours)

- ADV Electives or Minor courses