

No Thesis/No PR Option

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

The No Thesis/No PR degree option is generally chosen by students who intend to work as practitioners in the advertising business (as in the PR 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 6 hrs. of upper-division coursework may be included, of which no more than 6 hrs. may be in the major area 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
- Students must maintain at least a "B" average throughout their tenure at UT

Prerequisites

Students may be waived from taking prerequisites by the Graduate Advisor based on their previous coursework. However, no graduate credit is given for waived courses.

- ADV 385 Media Management (Counts as graduate elective) 3 credits
- MKT 320F Foundations of Marketing (Counts as undergrad minor) 3 credits
- Any statistics course 3 credits
(If upper division or graduate course, counts as minor. If lower division, will not count as graduate credit).

Core course work

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

ADV electives

- ADV Elective 1
- ADV Elective 2

Minors (Any graduate or upper-level undergrad course outside of ADV)

- Minor Course 1
- Minor Course 2

Additional courses (Enough to fulfill 39 hours)

- ADV Elective
- ADV Elective
- ADV Elective
- Minor course
- Minor course
- Minor course