



# Ph.D. Student Handbook

Ph.D. in Advertising  
Department of Advertising

<http://advertising.utexas.edu>

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## **Introduction**

The candidate for the Ph.D. completes work in advertising as well as supporting work on an advanced level in three or more relevant areas. There are three components of doctoral study: coursework, comprehensive exams, and independent scholarly research leading to a dissertation. The proportion of each type of study may vary according to the previous training of the individual student and the nature of the major area. In a typical year, about 30 Doctoral students are enrolled.

The following pages cover the degree requirements and common procedures in the Department of Advertising Ph.D. program. This publication represents the combined information available from various official documents and from Departmental and University graduate program practices. It is designed to help you understand the basic steps in obtaining the Ph.D. degree. Academic policies and procedures do change, and we will do our best to keep students informed of and involved in any Departmental or Graduate School program alterations. You should also refer to *The Graduate School Catalog* for important information.

Once admitted into the program, it is the responsibility of each graduate student to be informed about all requirements pertaining to his/her program of study. Deadlines and requirements are available on various Registrar, Graduate School, Advertising Department web sites, as well as in this handbook. Once a student forms a departmental ad hoc course committee and eventually a Dissertation Committee, it becomes the responsibility of the student and the committee chair to be aware of procedures and deadlines.

The Advertising Graduate Program Office is a primary source for information about these procedures and deadlines. The University is a large institution and the only way it can get its business done is by imposing certain deadlines; failing to observe them usually means paying additional fees or delay in progress. Working closely with the Advertising Graduate Program Office will help ensure timely and successful completion of the program.

Finally, a word about the Department of Advertising's Ph.D. Program. More is expected of graduate students than undergraduate and **doctoral studies presume a level of involvement that greatly exceeds that of a Master's program**. A student who takes, and obtains acceptable grades, in all of the necessary classes may still find that he or she is inadequately prepared for the Comprehensive Exams, Dissertation, and Dissertation Defense that follows. The Ph.D. is a primarily a research degree and to succeed in this program, a student should become actively - or aggressively - involved in research, even beyond that required for specific coursework.

## **Purpose of the Ph.D. Program**

The Doctoral program in Advertising at The University of Texas is devoted to providing a rigorous educational experience that challenges graduates to attain their highest potential of intellectual achievement and original creative productivity. The Ph.D. program is designed to meet the needs of outstanding graduate students who wish to prepare for teaching and research positions in colleges and universities or for research careers in industry or business. Graduates of the doctoral program at The University of Texas are expected to be active members of a community of scholars who respect, participate in, and productively extend the evolution of theory and research in the discipline.

Although the Ph.D. program is one of the largest in the country, it remains highly selective. Completion of the doctoral program assumes a willingness and capacity on the part of students to further development of the discipline. Students also should be receptive to a well-rounded education in Advertising, as it is grounded in communication, human behavior, marketing and culture. The Doctoral program is deliberately designed to be *broad and flexible*, and students are encouraged to draw upon the full range and interests of the faculty, both within the department and across other departments in the University.

The Doctoral program cannot be defined in terms of a specific number of hours of credit, although a few core requirements may be stated. Beyond these core courses, the student is required to select a major area of study, to take courses recommended by an advisory committee in this area, and to pursue course

work in three or more supporting fields. Supporting fields are most commonly in the social and behavioral sciences or business administration, but the student may suggest other fields.

Typically, the Ph.D. degree requires a minimum of 75 hours beyond the Bachelor’s degree. Students not having a Bachelor’s degree in advertising may require additional work beyond the 75-hour minimum. Whether or not courses taken for a Master’s degree will count toward the hours required for the Ph.D. depends upon the relevance of those courses to the student’s major and supporting fields of study.

The Ph.D. in Advertising is designed to be a *full-time* program and an annual doctoral review is conducted each May to ensure that students are making satisfactory progress toward completing their program. Although there is no “standard” time frame for completing the program, most students complete 18-24 hours per year and then spend approximately 9-12 months writing their dissertation. In addition to course work, at the completion of course work, students must:

- take written and oral comprehensive examinations based on the student's plan of study.
- apply for formal candidacy through the Graduate School, naming a Dissertation Committee
- present a dissertation proposal and obtain approval of the student’s dissertation committee.
- complete a dissertation written under the direction of a supervising professor.
- apply through the Graduate School for a formal Oral Defense meeting.
- present an oral defense before the Dissertation Committee, which consists of at least five faculty members.

*Program Prerequisites*

ADV 385	Media Management (graduate)
MKT 320F	Foundations of Marketing
—	A Statistics Course

**In no case will on-the-job experience substitute for these courses.** They provide the necessary background for graduate-level work in advertising. Any of the undergraduate courses may be taken prior to applying for the program *or* as an admitted student in the program. The ADV 385 courses may be applied as advertising courses and be counted towards hours required for the Ph.D. degree.

**Overview of the Ph.D. Program**

Doctoral work in Advertising is interdisciplinary in nature.

- Your program begins under the direction of a Course Committee. Generally, you will do work in at least four areas, with one committee member from each area and one member, usually from Advertising, serving as the Committee’s Chair, for a total committee of five professors. Normally two to three members of the committee are from Advertising. The Committee Chair serves as your supervisor.
- During the first year in the Doctoral program, in consultation with the Graduate Adviser, the following should be completed:
  1. Determine the areas of concentration.
  2. Decide on a Committee member in each area.
  3. Determine the specific courses that are required in each area by consulting each Committee member.
  4. File a *Program of Work* with the Department of Advertising to indicate that each member has agreed to serve on your Course Committee. Once the Course Committee is finalized, the chair of the Committee serves as your major adviser.

NOTE: Although there is no specific number of courses required for the Doctoral degree, a "typical" program might be as follows:

Advertising	30 hours
Concentration #2	15 hours
Concentration #3	15 hours
Concentration #4	15 hours
Master's Work*	
<b>Total</b>	<b>75 hours</b>

\* The student’s Committee will decide how many hours of the Master's work, if any, are applicable to the Doctoral program work.

- Once the courses in each area have been set and the ad hoc interdisciplinary committee has been approved, a tentative *Program of Work* is submitted, with all applicable courses listed—including Master's work, to the supervising professor. A sample of this document is available on the Ph.D. Blackboard site.
- Before the *Program of Work* is approved, the supervising professor will convene the committee for a formal discussion of the proposed program. Any changes that might occur in the program--such as substituting one course for another--should be handled at this meeting. The approved *Program of Work* is followed by the student until all courses are completed. Any changes in the approved *Program of Work* must be in writing and approved by the entire committee.
- Upon completion of all courses and after passing the written and oral comprehensive examinations in the areas of concentration (including Advertising), the student will file the appropriate paperwork to apply to the Dean of Graduate Studies for "admission to candidacy." It is at this point the Course Committee is dissolved and a Dissertation committee is formed. The student is then officially *ABD* (All But Dissertation).
- The Dissertation Committee consists of 5 members, including a supervising professor (four members is not acceptable). At least one member must be outside the department and at least three members must be from within the department.
- The student must be admitted to candidacy by the Graduate School before registering for the dissertation course.
- After completing the dissertation research and writing the manuscript, the Dissertation Committee must agree to accept the dissertation for the purpose of having a final oral examination (defense of dissertation).
- The student must make a request of the Graduate School (two weeks in advance) to hold the final oral examination. The examination will cover the dissertation and the general field of the dissertation and any parts of the program as the Committee may determine. The Dissertation Supervisor must report to the Graduate School the results of the examination. (See p. 10, third paragraph from the bottom.)

**Ph.D. Program Procedures**

Ad Hoc Course Committee

Students should identify their *Ad Hoc* Course Committee members and prepare their proposed course work *prior to registration for their third semester of course work* as a Doctoral student. Doctoral students entering the program from the Advertising Master’s program should prepare these materials during their first year as a Doctoral student. Timely completion of this required paperwork will be considered at each Doctoral student’s **annual evaluation**. Students should see the Graduate Adviser if they have questions about forming their *Ad Hoc* Course Committee. The Graduate Coordinator also has information about required forms and paperwork.

Ad Hoc Course Committee Procedures:

- In consultation with the faculty member supervising the *Ad Hoc* Course Committee, the student should select and meet with each faculty member who will be overseeing an area of concentration of the course work for the doctorate. Once verbal agreement has been reached on the composition of the *Ad Hoc* Course Committee, a meeting of the Ad Hoc Committee members **must** be convened by the student. At that meeting all Committee members can review and discuss the student's proposed *Program of Work* and may require additions or modifications to the proposed program. At this point the student should obtain written approval of the *Program of Work* by all Ad Hoc Course Committee members and submit this form to the Graduate Adviser to be kept in the student's file in preparation for certification of academic credentials.
- Once the student has completed all course work he or she should meet with all committee members and the Graduate Coordinator to plan and prepare for a comprehensive examination in each area.
- Once the student has completed all written comprehensive exams, an oral defense of those exams is conducted. Upon completion of the oral defense, the Graduate Adviser should be notified in writing by the *Ad Hoc* Course Committee Chair that the student has passed or failed the exam via a form on the Ph.D. Blackboard site. After the Graduate Adviser has received written confirmation from all *Ad Hoc* Course Committee chair concerning the satisfactory completion of comprehensive exams in all areas of concentration, the student must apply for Candidacy using an on-line procedure available on the Graduate School web site. Information about this procedure is available in the Advertising Graduate Program Office.
- The *Application for Candidacy* must be **approved** by the Dean of Graduate Studies before the student may enroll in the dissertation course. The deadline is published in the academic calendar.
- Supervision of the dissertation will be in the hands of the Dissertation Committee, specifically the Chair, which will administer the proposal defense and the final oral defense. Once the dissertation is complete and in review by committee members, the student must formally request a final oral examination through the Graduate School. This request must be submitted at least two weeks before the date of the examination. Once this request is received at the Graduate School, appropriate paperwork will be sent to the Dissertation Committee Chair. This paperwork must be made available by the Committee Chair at the end of the oral defense for signatures of all committee members and subsequently for signature of the Graduate Adviser. It must then be returned to the Graduate School.

Program of Work

Before registering for the third semester of Doctoral course work at the University of Texas, Doctoral students must have an approved *Program of Work* which contains at least **four areas of concentration** (including grades on courses already completed), supporting work (if any), and a tentative dissertation area. Sample copies of *Programs of Work* are available from the Ph.D. Blackboard site. After approved and signed by course committee, it should then be submitted to the Graduate Adviser for approval.

The major concentration of the program is Advertising, consisting of at least 30 semester hours. Three additional areas of concentration each consist of 15 semester hours of course work. One of those three must be "Research Methods" (see below). Other areas of course concentration for recent Advertising graduates include marketing, consumer behavior, public policy, cognitive psychology, telecommunications, popular culture, media studies, and philosophy, among others.

A successful *Program of Work* usually contains a minimum of 75 semester hours of course work, which is organized into at least four areas of concentration. The Graduate School requires that **at least 30 hours** of Ph.D. work be completed beyond the Master's and completed **within 6 years**. Master's work falling outside this 6-year span may be included on the overall program, but *not* on the forms submitted to the Graduate School. The *Ad Hoc* Course Committee will evaluate all proposed course work for currency based on the nature of the classes and the student's intervening experience.

On the *Program of Work*, courses are normally divided into the major area and supporting work. As a minimum, the *Program of Work* should show evidence of formal study in those areas that are relevant or necessary to provide an adequate background to carry out the proposed research. The four areas should demonstrate that the student has not specialized too narrowly but is able to bring the discoveries, techniques, and theories of another discipline to bear on the dissertation topic. The phrase "outside the major area" is commonly interpreted to mean outside the Department, but questions about appropriate course work should be directed to the Graduate Adviser.

Independent study courses are not listed by topic in the permanent record file, but on the *Program of Work* the applicant should list a conference course as "Independent study course--" and then state the special topic for the course.

A substantial amount of course work must have been taken at the University of Texas at Austin (30 hours or more), and the courses should be offered by several members of the faculty. If the courses on a *Program of Work* have almost all been taken under one professor, the Office of Graduate Studies will usually ask the *Ad Hoc* Committee to reconsider the student's program.

At the Doctoral level, there is **no formal transfer of credit earned at another institution**. Such courses may be entered on the *Program of Work* if the *Ad Hoc* Course Committee is satisfied that the courses represent up-to-date content and a high performance. Courses from the Master's program (excluding thesis hours) may be included on the tentative *Program of Work* submitted, provided that the courses fit into the four areas of concentration or supporting work.

Although a great deal of flexibility exists for courses to be included on the *Program of Work*, the major concentration is "Advertising." Typically, all Programs of Work will include the three required courses in Advertising: two ADV 392 Issues in Advertising Theory and Research seminars and one ADV 391K Advanced Advertising Research.

A **second mandatory concentration** is "Research Methods." Since the Doctoral degree is a research degree, students are expected to be capable of actively conducting research as well as evaluating research (e.g., to act as a reviewer for journal articles and conference papers). Students are strongly encouraged to take a minimum of 15 hours of course work in this area. Courses should reflect some mix of **both** "quantitative" and "qualitative" methods.

Students beginning the program during or after Fall 2009 are required to enroll in three consecutive semesters of **ADV 189 (Advertising Research Practicum)**. This research practicum requires the student to commit to working on a research project with a graduate faculty member. During these three semesters the student will have opportunity to do graduate level research under the direction of a faculty member before they begin their own research for their dissertation. It is also an opportunity for students to gain first hand knowledge of the journal submission and review process. Enrollment in the practicum typically begins during the second semester of the students first year of the program.

Generally, students should follow the five steps below to complete the *Program of Work*.

**Step 1:** *Prepare proposed program of coursework in consultation with your faculty supervisor (i.e., your coursework committee chair).*

- You should have a total of four core areas for your propose program of coursework. In addition to Advertising and Research Methods, you will need to decide on two other areas of specialization according to your research interest(s).
- In general, the Advertising area should have a total of 30 hours of coursework. Approximately 4~5 courses or 12~15 hours for each of the other three areas are usually required. However, this may vary by faculty.
- Both quantitative and qualitative research courses should be represented in the Research Methods area.

- If you have completed graduate coursework at a different institution, you will need to discuss with your faculty supervisor and committee members as to the appropriateness of including some of them in your proposed program of coursework.

**Step 2:** *Form coursework committee (invite faculty to serve as area chairs).*

- Your coursework committee should have a total of five faculty members (including your supervisor who is the chair of the committee). You should have three internal faculty members (i.e., advertising faculty) and at least one external member (outside of the advertising department). You should identify prospective faculty members in consultation with your faculty supervisor. Ideally those would be faculty members with whom you've had classes.
- Meet with faculty who might serve on your committee. When you meet with prospective committee members, you should explain to them your research interests and any past and present research activities/experiences. You should also explain to them (especially external members) what it means to be on the committee (i.e., their responsibilities: advise and approve your proposed coursework, give written comprehensive exam questions, attend oral comprehensive exam meeting, decide on your pass/fail of comprehensive exam).
- After a faculty member agrees to serve on your coursework committee, you should then go back with your draft proposed program of coursework to discuss with them (especially courses in their respective area) and have their feedback. Based on their comments, revise your proposed program of coursework.

**Step 3:** *Set up coursework committee meeting.*

- Contact committee members to find a common date/time for a committee meeting to review your proposed program of coursework. Committee members should be given at least two weeks advance notice. It is your responsibility to obtain their schedules and arrange for the meeting and the room. It is also your responsibility to confirm with your committee members. Make sure you send a reminder email a day or two before the meeting. The course committee meeting usually does not take long (less than one hour) but you should reserve the meeting room for one hour just to be sure.

**Step 4:** *Prepare three documents for coursework committee meeting.*

- Your proposed program of coursework
- A timeline of when you expect to do what in the next several semesters (leading up to comprehensive exams and dissertation proposal defense and final dissertation defense)
- A cover sheet for committee members to sign once your program of work is accepted

**Step 5:** *The coursework committee meeting.*

- Your supervisor will run the meeting. You should be prepared to talk about (1) your areas of research interest; (2) given your interest, why you organize your coursework as such (you should talk about why each area is needed and why you choose those courses for the area); and (3) your timeline to complete your coursework, comprehensive exams, and defend your proposal and dissertation.
- After your explanation, your supervisor will open the floor up for committee members to comment on their respective area. The discussion will focus on how best to ensure that you have the needed competency for each area through coursework. Sometimes, committee members will ask for addition, deletion and/or reorganization.
- If only minor changes are required, committee members might sign on the cover sheet at the end of the meeting. Afterwards, a final version of the program of work (with changes made) and the signed cover sheet should be sent to committee members for their files. You should also give the Graduate Coordinator one copy for your file in her office.
- If significant changes are needed, the course of action would be to revise the proposed program of coursework according to suggestions. You then need to go back to each committee member individually for his/her signature. After all's done, give the Graduate Coordinator a copy for your file in her office.

### Comprehensive Exams

Comprehensive exams (a) take place at the completion of the student's course work; (b) cover common areas of advertising that the student should be prepared to be tested on, regardless of his or her specific areas of specialization or the makeup of the *Ad Hoc* Course Committee; and (c) test what the student knows (in contrast to what the student can produce with the aid of notes and library research).

When all course work has been completed (or is nearly completed) and the *Ad Hoc* Course Committee has approved the *Program of Work*, then the Doctoral student should meet with the course committee chair to discuss the comprehensive examinations. Comprehensive exams must be taken after completion of all courses listed in the *Program of Work* or, at the earliest, during the last semester of coursework.

Each member of the *Ad Hoc* Course Committee represents one of the student's areas of course concentration; the members are usually people with whom the student has taken courses. Each member of the *Ad Hoc* Course Committee is responsible for testing the student on a particular area of course concentration. All students should be prepared to be tested over the core material taught in the advertising program, as well as over more individualized or specialized areas of interest preparatory to the dissertation.

The exact format of the comprehensive examinations and the timing is worked out between the student and his or her *Ad Hoc* Course Committee. However, exams in all areas of concentration should be **completed within a limited time** period (e.g., over one semester or a summer). All exams must be completed and passed, the appropriate paperwork submitted for advancing to candidacy, and approval received from the Dean of Graduate Studies, prior to the 12th class day of the term in which the student plans to register for the dissertation course (ADV 399R, ADV 699R, or ADV 999R). Usually, the Chairperson of the *Ad Hoc* Committee helps the student make these arrangements. The student should inform the Graduate Adviser of these arrangements, in writing.

The format of the exam is a timed four-hour, on-premise exam for each area of concentration on the student's *Program of Work*, taken without any reference material, in a room identified by the supervising faculty member. **The student must take a total of four (4) exams (one for each area of concentration)**. Beginning Fall 2010, the administration of the comprehensive exams will be scheduled by the Graduate Coordinator on four specific days each semester. Students planning to take their exams should contact the Graduate Coordinator prior to the semester in which they want to take the exams for the specific dates.

Written exam questions will be submitted to the Graduate Office by each member of the *Ad Hoc* Course Committee over his or her respective area of course concentration. Upon completion of the exams, the Graduate Coordinator will photocopy and distribute copies of **all** exam questions and answers to each member of the *Ad Hoc* Course Committee. Each member is responsible for grading his or her respective questions but will have the opportunity to review all of the questions and answers. After allowing adequate time, e.g. at least two weeks for all Committee members to read all written exams, an oral examination is scheduled.

At the **oral examination**, the student and all *Ad Hoc* Course Committee members meet to discuss the written exams. Any questions about the quality of a written exam can be discussed during the oral. Typically, the oral exam will last approximately two to three hours.

### Advancing to Candidacy

Once the comprehensive examinations are completed with a passing vote by the *Ad Hoc* Course Committee, the student can apply to be advanced to candidacy using an on-line procedure available on the Graduate School web site. Information about this procedure is available in the Advertising Graduate Program Office.

### The Dissertation

A dissertation is required for every candidate. It must be an original contribution to scholarship, the result of independent investigation in the major area. The proposal must be approved by the Dissertation Committee at an Oral Dissertation Proposal Defense and appropriate form filed with the Graduate Adviser. The candidate should make copies of the Dissertation Proposal available to the committee at least two weeks before the Oral Defense. The completed dissertation proposal must be accepted unanimously by the Dissertation Committee.

*Dissertation Committee.* The Dissertation Committee is appointed by the Dean of Graduate Studies upon recommendation of the Graduate Adviser. The Committee is charged with advising the student about the research and writing of the dissertation. The Committee usually consists of five members (four is not acceptable), at least one of who must be from outside the major program, and at least three members should be from within the department. The Supervisor must be from the student's major program. The Committee conducts the final oral examination (i.e., the defense of the dissertation) and approves the dissertation. In general, members of the Dissertation Committee must be members of a Graduate Studies Committee. Emeritus faculty members may serve on committees but should not be appointed as the Dissertation Supervisor.

*Dissertation Supervisor.* The Chairperson of the Dissertation Committee ordinarily serves as the supervisor of the research. The supervisor for the dissertation is selected by the student, provided, of course, the person consents. When the research supervisor is not a member of the Graduate Studies Committee, a member of the Graduate Studies Committee must be appointed as Co-chairperson of the Dissertation Committee.

*Committee Changes.* Except for faculty members who are not longer employed by the University, no Committee member including the supervisor may be replaced or withdrawn from a Committee without his or her explicit consent. Committee changes must be submitted on the petition for Change in Doctoral Committee and must be signed by *both* the Graduate Adviser and the dissertation supervisor. The petition attests to the fact that *all* members of both Committees (the previous Committee and the proposed Committee) agree to the change, and that new members (1) will have ample time to become familiar with the student's dissertation, (2) will accept the Committee responsibility, and (3) are aware that there will be no reimbursement for any expenses incurred. **Committee changes must be submitted no less than thirty days before the final oral.** For this reason, any Committee changes should be requested as they become necessary and well before a student's final defense. In the event of the death of a committee member, the student should consult with the Graduate Adviser to find a replacement.

*The Dissertation Course.* The dissertation course must be taken every long semester once a student is admitted to candidacy and in the summer (if the student is working with the Committee or University facilities). **Students may not register for the dissertation course until they have been officially admitted to candidacy.** Students register for a 399, 699, or 999 course depending on whether they need 3, 6, or 9 hours of credit, respectively.

The dissertation will be submitted to our department and to the Office of Graduate Studies digitally. A student may elect to print and/or bind any number of copies for personal distribution. The document will follow traditional formatting style described in the format guidelines available on the Graduate School website mentioned above.

The dissertation will normally be written in English. Requests for permission to write in some other language pertinent to the research will be granted only when there are circumstances warranting an exception. An insufficient command of English is not an acceptable justification for an exception. Approval in advance by the Vice President and Dean of Graduate Studies is required in all cases.

### *Final Oral (Defense of the Dissertation)*

A satisfactory final oral examination is required for the approval of a dissertation. The examination will cover the dissertation, the general field of the dissertation, and such other parts of the program as the Committee may determine. If the examiners are satisfied that the student has: (1) completed the work assigned by the committee; (2) passed all examinations required by the department, including the final oral; (3) completed a dissertation which is an independent investigation in the major field and itself constitutes a contribution to knowledge; and, (4) submitted for publication in *Dissertation Abstracts International*, an abstract which meets the approval of the Committee, they then sign the approval sheets for the Doctoral dissertation and an official recommendation to the Dean of Graduate Studies to grant the Doctoral degree. They also sign the dissertation.

*A request to hold the final oral examination must be formally scheduled by the student through the Office of Graduate Studies at least two weeks in advance.* The committee's decision to examine the

student on the dissertation must be unanimous. Every committee holding a final oral will be expected to report, *through its chair*, within two weeks after the examination.

A pass report indicates that the committee is unanimously satisfied with the dissertation and the examination. When a student has only very minor revisions to make after defending his or her dissertation, the committee should feel free to sign the report and leave the overseeing of the revisions to the Chair.

The committee has three alternatives if it does not file a pass report. One is *reconsideration*; this decision indicates that extensive revision is necessary, but that the committee is willing to examine the rewriting without requiring another oral examination. The second is *not pass*; this report indicates that the committee is not satisfied with the dissertation but anticipates that it could be made satisfactory with rewriting. Another oral is needed. Third is *failure*; this report indicates that the committee has decided that the dissertation is unsatisfactory, and the candidate may not rewrite. The dissent of a single member of the committee is usually considered enough to result in failure. If the committee cannot agree upon a single decision, the matter is referred to the Dean of Graduate Studies for review.

The final oral examination should not be perfunctory; it should be treated as a formal occasion in which the student has the opportunity to discuss and to defend his or her work as an expert in his or her chosen field. The student has reached the summit of his or her graduate career, and the final oral offers the chance for a stimulating exchange and a matching of wits that hopefully leaves the participants richer as a result of the experience. **The orals are open to other members of the faculty, and with the Committee's consent, to non-faculty.**

### Annual Review of Progress

By June 1, or as soon thereafter as is practical, the Graduate Admissions Committee (GAC) will conduct a review of each Doctoral student to provide feedback concerning the student's progress. Prior to this meeting every doctoral student, even those who have taken only a few courses in their program and those who are nearly ready to defend their dissertation, must submit an Annual Report to the Graduate Adviser. It must be turned in PDF format on a CD. That report should contain, at a minimum, the following:

1. A current vita containing education background, research projects, publications, etc.
2. A one-page description of each course taken outside the Department of Advertising, which should include:
  - a. The course number, title, syllabus and instructor.
  - b. A brief description and evaluation of the course content.
3. A paper on any advertising-related topic the student selects, drawn from previous course work. Length and format should be appropriate for submission to a conference or journal or in compliance with the requirements of the course work chosen.
4. A statement of the student's short-term goals (what he or she expects to complete or accomplish over the next year, e.g., completing a research project currently in progress) and a statement of long-term goals (what the student, at that time, expects to do upon completion of the Ph.D.).

**All materials must be delivered to the Graduate Adviser by the last day of spring semester classes.** The *Ad Hoc* Course Committee Chairperson or dissertation supervisor can also submit a one-page evaluation in support of the student's materials. **Failure to submit an Annual Report in a timely manner can result in a negative evaluation** by the GAC.

Criteria used by the GAC to evaluate the student's progress will include the number of enrollment hours per term, grade point average, the materials listed in 1-4 above, the potential contribution to scholarship evident in the written paper or project, and the compatibility of the student's accomplishments with the stated goals.

The types of recommendations that will be made are: 1) that the student be continued in her or his program, 2) that she or he be put on probationary status, subject to certain conditions, or 3) that her or his program be terminated. Students will receive a written statement of evaluation decision from the Graduate Adviser or GSC Chair.

## General Information

### IMPORTANT GROUPS AND INDIVIDUALS

The Advertising Graduate Office can help with many routine questions, and the Adviser can help with any academic planning. The Advertising Graduate Office often communicates with students through special mailings, e-mail, or Blackboard. **Many notices and reminders are sent to students by e-mail**, so you should check your email regularly. Most required forms are electronic and available on the Graduate School web site, the Advertising Department Website or Blackboard. All doctoral students are subscribed to the Advertising PhD list serve as well as the Ph.D. Blackboard site.

*Advising.* The Graduate Adviser is the overall Director of Graduate Studies within the Department of Advertising. She/he approves the student's course selections each semester as well as all formal documents or petitions during the student's program of study. The Advertising Graduate Office maintains student records and helps to ensure that students are aware of program requirements. Each student is **required** to consult the Graduate Adviser during registration each semester so that advising bars may be cleared. An online advising site (<https://utdirect.utexas.edu/avgadv/>) is available to facilitate this process. Since registration is a busy time, students should feel free to see the Graduate Adviser throughout the semester to discuss more in-depth academic planning, career choices or related concerns.

*Graduate Adviser.* The Graduate Adviser is a Department of Advertising faculty member who is elected by the Advertising faculty and appointed by the Vice-President and Dean of Graduate Studies to represent the Graduate School in all matters pertaining to the graduate program in the Department. The Graduate Adviser advises newly admitted students and monitors the progress of all graduate students, seeing that the requirements of the University and Department are carried out, and that high standards are maintained. The Graduate Adviser is the first step in the process of approval for administrative matters and advises students on all scholastic matters.

*Graduate Studies Committee.* The Department of Advertising Graduate Studies Committee (GSC) is composed of all assistant, associate, and full professors who are active participants in the graduate program. The GSC controls Department of Advertising graduate policies.

The GSC makes recommendations concerning new and existing graduate courses. The GSC designates course offerings and instructors for them, subject to approval by the Chair of the Department of Advertising. The GSC has the option of setting admission requirements higher than or supplementary to those of the Graduate School and sets general requirements for degrees.

In the Department of Advertising, a standing subcommittee of the GSC meets regularly and carries out most routine functions relating to individual students. This subcommittee is the Graduate Admissions Committee (GAC). The GAC is composed of the Graduate Adviser and three other GSC members elected annually by the Advertising faculty. The GAC recommends admission of students to the program (with the advice of other faculty members), rules on transfer credits, reviews requests for course substitutions, and awards student development fund and research grant money.

*Graduate Coordinator.* The Graduate Coordinator plays a vital role in the day-to-day operations of the Department's graduate program. Responsibilities include the initiation, coordination, and facilitation of services, programs and procedures in such a way that the graduate student receives individual attention and the opportunity to become familiar with and functional within the University.

The Graduate Coordinator is familiar with the University and Departmental policy concerning application, admission, registration, candidacy and graduation and informs and assists students in dealing with these policies. This involves close coordination with the Graduate School, the Office of the Dean of the College of Communication, the Department of Advertising administration, the International Office, the Graduate Opportunity Program, and any other offices on campus with which a student might need assistance. The Graduate Coordinator's offices disseminates information about the program, handles petitions and special requests, assists with registration, maintains student files, compiles statistics and maintains a library of Professional Reports submitted by former students. The Graduate Coordinator often serves both in administrative and counseling capacities.

*Advertising Graduate Council (AGC).* This motivated and enthusiastic student-run organization serves the needs of graduate Advertising students. Its purpose is to maximize the Graduate School experience and to increase the employment prospects of Advertising graduate students. AGC's primary strategy is to gain positive exposure for Advertising graduate students and the Department of Advertising, both within the University community as well as with prospective and former students, advertising agencies, and advertiser. For more information, interested students should contact the Graduate Coordinator for a current list of officers and phone numbers.

## REGISTRATION

*Conventional Registration.* The exact steps for graduate registration are specified each semester in the *University of Texas Course Schedule*. All Advertising students are expected to be continuously registered. The Advertising graduate registration procedure involves visiting the online advising site (<https://utdirect.utexas.edu/avgadv/>) and consulting with the Graduate Adviser about the student's plans and overall program progress. Once the Adviser and student are satisfied with the student's plans for the term, an electronic form is returned to the Graduate Coordinator and any routine advising bars are cleared. Bars pertaining to library and other fines cannot be cleared by the Advertising Graduate Office.

*Late Registration.* Students are expected to make every effort to register in accordance with the *University of Texas Course Schedule*. The Graduate School is **extremely unsympathetic** to student requests for late registration.

*Continuous Registration.* Once admitted to candidacy for the Doctoral degree, a student must enroll and pay tuition by the twelfth class day of the fall semester and the spring semester of each academic year until completion of the degree.

*Re-entry after an Inactive Period.* If a continuing student is not enrolled for one long semester (i.e., Fall or Spring), he or she must apply to the University for permission to re-enter. The re-entry form is available at the Admissions Office. The application must be submitted by the following dates: July 1 for Fall, December 1 for Spring, and May 1 for Summer. Although a student may be given permission to re-enter by the Graduate School, this decision is not official or complete without the approval of the Graduate Adviser. If a new student registers and withdraws before the 12th class day of the first semester, he or she must reapply for admission to the Graduate School or have his or her original admission extended by petition from the Graduate Adviser to the Dean of Graduate Studies.

*Course Load.* A 9-hour load is considered full-time for students in the long semesters. The maximum course load for a graduate student is 15 semester hours in a long-session semester or 6 semester hours in each 6-week summer session. A student who enrolls in a 9-week summer session may not register for more than 10 hours. A heavier course load must have the recommendation of the Graduate Adviser and approval of the Dean of Graduate Studies. It will be permitted only under exceptional circumstances. If a student is employed by the University as an assistant instructor, teaching assistant, graduate research assistant, or student assistant, the course load must be correspondingly reduced. A student should consult the Graduate Adviser about a combined course and workload. The Graduate School recognizes nine hours as a minimum full load. Individual programs, however, may require more than nine hours.

*Definition of Full-time Graduate Status.* Nine hours of graduate-level work will be the minimum requirement for full-time status in long-term sessions, and six hours of graduate-level work will be the minimum requirement in any combination of six-, nine-, or twelve-week sessions in the summer. *The practical applications and important exceptions are as follows:*

1. University Fellowship holders: 9 hours during a long-term semester; and a total of 6 hours during any combination of summer sessions for those students who also hold a University Fellowship during a summer as part of a Preemptive Fellowship agreement.
2. TAs, AIs, and GRAs: 9 hours during a long-term semester; and 3 hours in each summer session in which the student holds an appointment as a TA, AI, or GRA.
3. All other students who need to be certified as having full-time status: 9 hours during a long-term semester; and 6 hours during any combination of summer semesters, *except as noted below:*

- a. Students with Stafford Loans (formerly called Guaranteed Student Loans) need to check their promissory notes in order to determine what enrollment status is required for deferment of payments. In the summer, they must meet the six-hour requirement but in addition they must enroll for both six-week sessions or a full twelve-week session. For further information, students should consult their lender or servicing agent, or seek advice from a counselor in the Office of Student Financial Services. *(Some graduate students need only half-time status in order to meet the requirements of their loan agencies. For this purpose, six hours in long-term semesters and three hours for the whole summer will suffice.)*
- b. Students who need to be certified for full-time status for student housing during the summer must take three hours in each of the two six-week sessions or take six hours for a full twelve-week session.
- c. Students who need to be certified for full-time status for VA Benefits during the summer must take three hours in each of the two six-week sessions or take six hours in a full twelve-week session.
- d. Students who need to be certified for full-time status and need dissertation only must sign up for 9 hours of 999R or W in the long-term semester; and 6 hours of 699R or W in the twelve-week summer session. 399R or W is still available and may be combined with other courses to provide a 9-hour load, but 399R or W by itself does not constitute a full-time load.
- e. For Master's degree students who are in their last year and need no further course work, 398R, 698A, or 698B is acceptable as full-time if the degree is terminal (i.e., if they will not continue in a Doctoral program). However, a 3-hour load may be considered only as half-time for students with a Guaranteed Student Loan (see point *a* above).

3. Residency: *The Graduate School Catalog* specifies that a student "must spend at least two semesters, or the equivalent, in residence as a full-time student and must complete the major portion of the degree program at the University of Texas at Austin." Any semester needed for residency must meet the requirements as specified above. *(Students who cannot meet the residency requirement in two semesters because they can only take a few hours per semester should ask the Graduate Adviser to seek an equivalency agreement with the Graduate School.)*

In conclusion, bear in mind that outside agencies that grant loans or provide for educational funding can set their own requirements about what constitutes full-time status. Students need to be familiar with the regulations of any agency to which they have an obligation.

***Withdrawal.*** Dropping an entire course load constitutes withdrawal from the University. A student must contact the Graduate Adviser before contacting the Dean of Graduate Studies about withdrawing.

## REQUIREMENTS FOR GRADUATE DEGREES

***Good Standing.*** Students not meeting the minimum requirements of the Graduate School (i.e., falling below a 3.0 average) will receive a "warning" letter and be on probation for one semester during which time they must bring their grade point up to a 3.0. If a student fails to obtain a 3.0 average after this semester, the University will dismiss the student from the Graduate School.

***Credit/No Credit.*** A Doctoral student who wishes to take a course, or courses, on a Credit/No Credit basis must elect this option at the time of registration or by the 12th class day and must have the approval of the Graduate Adviser. Dissertation courses must be taken for a letter grade. Courses taken on a Credit/No Credit basis are not computed in the grade-point average. Performance at the level of "C" or above constitutes a grade of "Credit." **NOTE:** Doctoral students normally do not include Credit/No Credit courses on their *Program of Work*.

***Applying Undergraduate Courses Toward the Degree.*** Doctoral students may take a very small number of undergraduate, upper-division courses and count them on the *Program of Work*, provided that the courses are in an area(s) in which the student has no substantial prior academic experience, such as statistics. There are usually no more than one or two undergraduate, upper-division courses on a *Program of Work*, and the *Ad Hoc* Course Committee will probably expect to see follow-up graduate-level courses

accompanying the undergraduate courses on the *Program of Work*. Upper-division hours begin at the 320 level.

*Incompletes.* The Department of Advertising and the University Office of Graduate Studies strongly discourage students from delaying completion of work required by specific courses. When students take “Incompletes” (“X” on transcripts) for courses, they jeopardize their ability to obtain fellowships and University appointments. In the Department of Advertising, having more than one “X” from the previous long-term session renders the student ineligible for a teaching assistantship, for example.

The student has **one semester** in which to remove an “X”, and students are urged to be very clear with instructors on what must be done, and by when, to complete course requirements. Any “X” that remains on a transcript for more than two years will not be changed to a letter grade; in other words, the “X” stays on the student's record. Exceptions to this policy are very rare. A course in which an incomplete was received may not be used in the *Program of Work*.

If a student takes a course, and later decides not to complete it, he or she is urged to consider withdrawing from that course in order to clear his or her academic record (the “Q” grade for quit is reported by the instructor).

*Time Limitations.* No official time limit has been imposed on acquiring the Doctoral degree. Nevertheless, all completed work included in the degree program at the time of admission to candidacy must have been taken within the previous six years (exclusive of a maximum of three years of military service). The Doctoral program and the student's progress will be reviewed by the Graduate Admissions Committee if the degree has not been completed within three years from the date of admission to candidacy, and yearly thereafter. Recommendations are to be forwarded to the Dean of Graduate Studies. The Committee may recommend: (1) additional course work, (2) other additional requirements, (3) extending candidacy for one or two semesters, or (4) termination of candidacy. Students are expected to be registered continuously, that is, for each semester they are completing the degree work.

*Grievance Procedures.* Grievances should be submitted in writing to the Graduate Adviser. Appeals may be directed to the Graduate Admissions Committee, then to the Vice President and Dean of Graduate Studies. The last appeal is to the President of the University. Official grievance procedures are listed in the *Handbook of Operating Procedures*.

*Graduation.* In the penultimate semester of course work, the student should contact the University Graduate School in MAI 101 for the appropriate graduation application and information forms. It is the student's responsibility to fill out all forms before University deadlines. These forms are on-line.

## **ASSISTANTSHIPS, FELLOWSHIPS AND FINANCIAL AID**

*Teaching Assistants and Assistant Instructors.* Financial assistance through the Department of Advertising is available in several different forms. The Department of Advertising awards a limited number of graduate teaching assistantships on a semester-by-semester basis contingent on academic merit; specific background, skills, and teaching ability; needs of the Department; and, the availability of funding. Both Ph.D. and Master's students may be supported by these awards for no more than three years and two years, respectively. To apply for a teaching assistantship, students must send a letter of intent and a copy of a current resume or curriculum vita to:

Chairperson  
Department of Advertising  
CMA 7.142  
The University of Texas at Austin  
1 University Station A1200  
Austin, TX 78712-1092  
Tel. (512) 471-1101  
FAX (512) 471-7018

Graduate students in good standing with the program (admitted without conditions, currently enrolled for at least 9 hours, maintaining a suitable GPA and with an academic record free of incompletes) are eligible for appointments as teaching assistants and assistant instructors.

Teaching assistants (TAs) within the Department of Advertising are typically employed 10 hours per week (.25 time) or 20 hours per week (.50 time) to serve with a professor in various capacities related to teaching/conducting Advertising courses. Teaching assistants and assistant instructors are provided with office/desk space for conducting their course-related work.

For the Ph.D. degree, assistance may be given for a maximum of three academic years (or 6 semesters). For the combined M.A. and Ph.D., assistance may be given for a maximum of five academic years (or 10 semesters).

The following explanation, excerpted from a Graduate School memorandum, describes regulations and procedures for TA and AI appointments:

*Both teaching assistants and assistant instructors “must be certified by the Graduate School to be in good academic standing and making satisfactory progress toward an advanced degree.” Satisfactory progress is interpreted by the Graduate School to mean having a grade point average of “B” or better, and having a record of completed course work. For appointments beginning in the Fall, students with acceptable averages will be considered to be making satisfactory progress if they have no Incompletes for the semesters of the prior long session (i.e., previous Fall and Spring semesters). At the start of the Spring semester, TA’s and AI’s with suitable averages will be considered to be making satisfactory progress if they do not have more than one Incomplete for the Fall term. TA’s and AI’s shall, at the start of the Summer session, not have more than one Incomplete for the preceding Spring term.*

Candidates for appointment as assistant instructors are required to hold a Master’s degree or (to) have attained an equivalent level of achievement in graduate study and professional accomplishment. This equivalence is interpreted by the Graduate School to mean 30 hours of course work beyond the Baccalaureate degree, with no more than 9 of those in upper-division undergraduate work.

An additional requirement is that “an assistant instructor shall have satisfactorily completed one semester of a course in Teaching Methodology (398T) and shall have had at least one semester of service as a teaching assistant or shall have had at least one year of teaching experience in an accredited school or college.” The University Office of Graduate Studies has authorized the appointment of assistant instructors concurrently with their taking 398T. Persons who have had at least one year of classroom teaching in an accredited college or secondary school and/or have taken one semester or a comparable teaching methodology course may petition to waive the 398T requirement.

Because of limited funds and the large number of students who apply for financial aid, competition for departmental aid is great. For information concerning University financial aid, contact the Office of Student Financial Aid, Box 7758 University Station, The University of Texas at Austin, Austin, TX 78712.

#### Sources for financial assistance.

**University Preemptive Fellowships.** A student is eligible to be nominated by the Graduate Adviser of the department of the Graduate School for this award if he or she is ranked in the top ten percent of the national applicant pool in Advertising. Preemptive Fellowships are for recruitment of new students only.

**University Continuing Fellowships.** These awards are given to students already enrolled at UT and are based on performance in the graduate program. Dates of each competition are posted.

**Jesse H. Jones Fellowships.** The College of Communication annually awards these Fellowships to graduate students who possess exceptional ability in advertising, journalism, radio-television-film or speech communication. The fellowships are awarded each Spring for the following academic year. Dates of each competition are posted.

**Department of Advertising Fellowships and Scholarships.** The Department of Advertising annually awards these Fellowships and Scholarships to graduate students. They are awarded each Spring for the following academic year. The scholarships include the Robert M. Gray Scholarship and the Morris Hite/Tracy Locke Endowed Presidential Scholarship. The Ray Hall Advertising Fellowship is awarded to graduate students who demonstrate interest and/or talent in the creative area of advertising or in advertising media.

**Waiving Out-of-State Tuition.** Half-time appointment as a TA or AI qualifies nonresident students to have the out-of-state portion of tuition waived as long as their appointment is current. Under this provision, the tuition is the same as for a Texas resident. In addition, a certain percentage of nonresident students who are awarded a scholarship of \$1000 or more (by a scholarship committee officially recognized by the administration of the University), in competition with Texas residents, are eligible to pay the same tuition as Texas residents.

**All But Dissertation (ABD) Academic Rate.** Assistant instructors who have been admitted to candidacy are paid at a higher academic rate than other assistant instructors. In order to qualify for this rate, instructors must have met all requirements for admission to candidacy before September 1.