

About the Thesis

Thesis

The Thesis is composed of original research, exhibiting a sound theoretical foundation where data is gathered and analyzed, and the results are reported and discussed. This will be written during enrollment in ADV 698A and ADV 698B.

Thesis research topics should pose and attempt to answer a novel research question that will contribute to knowledge in the discipline.

Thesis Supervising Committee

Thesis Supervising Committees are made up of TWO professors who are members of the Graduate Studies Committee and/or teach at the graduate level. These should be chosen prior to registering for the courses.

- The Supervisor is a faculty member with interest in your research area. For faculty bios, see: <http://advertising.utexas.edu/faculty>.
- The Reader may be inside or outside of the ADV department.

A short written proposal should be submitted to the student's supervisor prior to beginning the Thesis.

The Thesis should be sufficient in length to adequately and completely answer the question or address the problem posed for the research. Work closely with your supervising professor to reach an agreement on what is expected of the final project.

Thesis Format Checks

Theses and reports must follow the guidelines of the Graduate School format booklet,

http://www.utexas.edu/ogs/pdn/pdf/format_guidelines-m.pdf

A format check for either electronic or print versions is recommended before turning in your completed work. Contact one of the following degree evaluators:

If your last name begins with A-L

William Crain - williamc@mail.utexas.edu

If your last name begins with M-Z

Renee Babcock - r.babcock@austin.utexas.edu

Failure to meet specified deadlines may result in a postponement of your graduation. Long lines to see a degree evaluator are typical around deadline days. It is highly recommended that students meet their deadlines as early as possible. Please contact a degree evaluator at 512-471-4511 if you have any questions, or stop by Main Building 101, Monday through Friday, 8:00 a.m. - 5:00 p.m.

You DO NOT have to have your Thesis completed for a format check. However you DO need the following completed:

- all preliminary (roman numeral) pages before 1
- references
- first two chapters

Thesis Submission Requirements

Submit a draft of the Thesis to your supervisor no later than 15 days before the last day of the semester. Your thesis must be complete and submitted on or before the last date to be eligible for graduation.

Once your Thesis is complete, have your supervisor or reader sign your signature pages (see format guidelines for examples of a signature page). Also, have your supervisor sign the Master's Degree Certification form.

You must submit your report to the Graduate School.

Follow the guidelines at:

http://www.utexas.edu/ogs/pdn/deadlines/masters_fall.html

Upload the PDF file of your report to the Texas Digital Library by 5:00 p.m. on December 2, 2011.

All master's degree candidates who are completing the thesis option must submit a printed copy of the following pages to the Graduate School by the fall submission deadline:

- a title page
- a signature page (with original signatures of your supervising committee)
- an Abstract and
- a Statement on Research with Human Participants
- submit this form whether you used human participants or not. If you did use human participants, you need to attach a copy of the IRB approval letter or waiver or exemption notification of the form.

You must also submit a PDF file of the report to the Graduate Advisor and Graduate Coordinator.

Email a PDF file to burl@mail.utexas.edu and gradvertising@austin.utexas.edu