

Thesis Degree Option

36 hours of coursework, 27 of which must be graduate level

The Thesis degree option is typically chosen by students who intend to seek further study at the doctoral level.

- 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 grad course, counts as minor; lower division, will not count as grad credit).

Core coursework

- 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

Thesis Courses

- ADV 698A (semester before graduation) 3 credits
- ADV 698B (semester of graduation) 3 credits

ADV electives (courses within ADV)

- ADV Elective 1
- ADV Elective 2

Minor (any graduate or upper-level undergrad course outside of ADV)

- Minor Course 1
- Minor Course 2

Additional courses (Enough to fulfill 36 hours)

- ADV Elective 3
- ADV Elective 4
- Minor course 3
- Minor course 4

About the Thesis

Within the Master's Program, a thesis is an extended research project developed in and completed in the ADV 698A and 698B graduate courses. 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.

Topic

- Should pose and attempt to answer a novel research question that will contribute to knowledge in the discipline.
- May have evolved either directly or indirectly from work developed in previous graduate coursework.

Research

Should be original research, exhibiting a sound theoretical foundation where data are gathered and analyzed, and results are reported and discussed.

Supervising Committee

The Supervising Committees are made up of TWO professors (supervisor and a reader) 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.

- Supervisor should be a faculty member with an interest and or expertise in the area selected for the Thesis research.
- Reader should be selected in consultation with the supervising professor and should be a faculty member with an interest and/or expertise in some facet of the area of research; can be from outside Department of Advertising.
- The Supervising Committee will neither read nor approve a thesis unless the candidate is currently enrolled in ADV 398A or ADV 398B.

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