Thesis

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

STUDENTS WHO INTEND TO SEEK FURTHER STUDY AT THE DOCTORAL LEVEL TYPICALLY CHOSE THE THESIS DEGREE OPTION.

PREREQUISITES
All students must complete the following prerequisites prior to their first semester in the program.
A basic marketing course
• A basic statistics course

CORE COURSEWORK - REQUIRED
• ADV 380J Quantitative & Qualitative Research 3 hours
• ADV 382J Theories of Persuasive Communication 3 hours
• ADV 385 Media Management 3 hours
• ADV 387 Creative Strategies 3 hours
• ADV 388K Integrated Communications Management 3 hours
• ADV 391K Graduate Campaigns 3 hours

SEQUENCE OPTIONS (3 course sequence; courses count as ADV electives)
• Creative Sequence
• Account Planning Sequence
• Media Management Sequence

THESIS COURSES - REQUIRED
• ADV 698A (semester before graduation) 3 hours
• ADV 698 B (semester of graduation) 3 hours

ADV ELECTIVES & MINORS (Elective courses are courses within ADV; minor courses are outside of ADV)
• At least two ADV electives (6 hours) and two minor courses (hours)

• Credit/No credit & Pass/Fail: Only 6 hours allowed.
• ADV 389 (internship) must be taken as CR/NC; these hours are not calculated in the 6 hours allowed.
• No More than 9 hours of upper-division coursework may be included, of which no more than 6 hours may be in either ADV or the minor. No undergraduate ADV classes may be taken for credit toward degree unless approved by the Grad Advisor.
• A minimum of a “C” must be earned for course credit. Students must maintain an overall 3.0 average throughout their tenure at UT.
## Thesis: At a Glance

### Year One

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<thead>
<tr>
<th>Fall</th>
<th>Course</th>
<th>Title</th>
<th>Core</th>
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<tbody>
<tr>
<td>ADV 387</td>
<td>Creative Strategies</td>
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<tr>
<td>ADV 385</td>
<td>Media Management</td>
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<td>ADV 380J</td>
<td>Quantitative &amp; Qualitative Methods</td>
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<tr>
<th>Spring</th>
<th>Course</th>
<th>Title</th>
<th>Core</th>
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<tr>
<td>ADV 388K</td>
<td>Integrated Communication Mgmt.</td>
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<tr>
<td>MKT 382J</td>
<td>Theories of Persuasion</td>
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**SEQUENCE/ADV ELECTIVE/MINOR**

### Year Two

**Fall**

- ADV Elective/Minor Course
- Sequence Course
- Thesis Course ADV 698A

**Spring**

- ADV 391K Graduate Campaigns
- ADV Elective/Minor Course
- Thesis Course 698B
About the Thesis

Within the Master’s Program, a thesis is an extended research project developed in and completed in the ADV 698A and ADV 698B graduate courses. The thesis is composed of original research exhibiting a sound theoretical foundation where data is gathered and analyzed, 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 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 ADV698A or ADV 698B.

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.