Table of Contents

THE GRADUATE PROGRAM IN ADVERTISING | 1
   ABOUT THE PROGRAM | 1
   DEGREES OFFERED AND GENERAL REQUIREMENTS | 1
      MASTER'S IN ADVERTISING | 1
      DEGREE OPTIONS | 2
      PH.D. IN ADVERTISING | 2

ABOUT | 4
   ABOUT TEXAS ADVERTISING | 4
      BACKGROUND | 4
      SIZE | 4
      RESEARCH PRODUCTIVITY | 5
      DIVERSITY OF STUDY OPTIONS | 5
      CONCLUSIONS | 6
      ABOUT OUR ALUMNI | 6
      ABOUT THE COST | 7

ADMISSION REQUIREMENTS AND PROCEDURE | 8
   ADMISSION TO THE GRADUATE SCHOOL | 8
   APPLICATION PROCEDURE | 8 - 9

FINANCIAL AID AND GENERAL INFORMATION | 10
   FINANCIAL AID | 10
      UNIVERSITY OF TEXAS FELLOWSHIPS | 10
      ADVERTISING DEPARTMENT TEACHING ASSISTANTSHIPS | 10

FREQUENTLY ASKED QUESTIONS | 11

CALENDAR OF IMPORTANT DATES FOR APPLICANTS | 14
**ABOUT THE PROGRAM**

Whether your objective is to become a member of the professional advertising community or a professor in a university, graduate study in the Texas Advertising program is designed to provide both intellectual breadth and specialized practical training needed to meet your goals. Emphasis is placed on the knowledge, methods, and skills needed for problem solving, scholarly teaching, original research, intellectual leadership, creative expression, and other modes of achievement in the field of advertising.

Graduate work in advertising may lead to the Master of Arts (M.A.) or the Doctor of Philosophy (Ph.D.). The candidate for a graduate degree does work in advertising that is combined with supporting work on an advanced level (upper-division undergraduate or graduate) in one or more relevant areas. An internship is also encouraged as part of the M.A. program. The proportion of each type of study may vary according to the academic background of the individual student. In a typical year, around 120 master’s students and 30 doctoral students are enrolled. Students from a wide variety of undergraduate backgrounds, and from all over the world come to Texas Advertising for graduate education.

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**DEGREES OFFERED AND GENERAL REQUIREMENTS**

**MASTER OF ARTS IN ADVERTISING**

*Program Prerequisites: All students must complete a basic marketing course and a basic statistics course prior to their first semester in the program.*

The flexibility of the M.A. program allows the student to create a graduate degree focused on their interests through the advertising sequences, electives and minors.

The 36 to 39 semester hour program includes work in the major area (advertising), minor area and Advertising elective courses. The minor is usually taken in one or more areas that are related to advertising. In the past students have selected minor courses in areas such as marketing, sociology, information studies, psychology, or English. Minor courses need not be in a single discipline.

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**Students from a wide variety of undergraduate backgrounds come to UT for graduate education in advertising.**
DEGREE OPTIONS

Electives are courses within the advertising department. Students have a choice of completing one of two degree options --- a Thesis or a No Thesis option. Although both options require the same 18 hours of required core courses, each option is supplemented by a varying amount of minor and elective courses.

THESIS DEGREE OPTION

With this option, students are required to complete 36 total hours, 27 of which must be at the graduate level. Two academic semesters (6 hours of course credit) are required to write the thesis. The topic of the thesis is chosen by the student and must be approved by the student’s faculty supervisor and reader. This option generally is chosen by students who intend to seek further study at the doctoral level.

NO THESIS DEGREE OPTION

This option requires students to complete 39 total hours, 30 of which must be at the graduate level. Again, this option is generally preferred by those intending to work as practitioners in advertising or other areas of communications.

PH.D. IN ADVERTISING

The Stan Richards School of Advertising and Public Relations at The University of Texas at Austin is the only program in the world to offer a Ph.D. in Advertising. In this interdisciplinary approach to the study of advertising, coursework in advertising and research methodology is supplemented by taking classes in two additional fields, thereby integrating knowledge from those various disciplines. For example, a student interested in the psychological impact of advertising might choose to take courses in psychology, while a student who is more concerned about the economic effects of advertising would be likely to take several courses in economics or business. This allows students to focus their program of study to meet their own particular goals and to develop greater expertise in their chosen research areas. In this way, each doctoral student is encouraged to become a true expert regarding some aspect of advertising that especially interests him or her. In a typical year, around 30 Doctoral students are enrolled.

The time needed to complete a Ph.D. is varied. Some or most of the coursework taken during a Master’s program may be counted toward the Ph.D., depending upon how applicable a course is to the student’s area of study. For example, a student entering with a Master of Arts in Advertising may have all or most of

UT is the only program in the nation that grants a Ph.D. in advertising.
that coursework counted toward the doctoral program, while a student with a Master’s degree in an unrelated field may have none of their previous coursework counted. On average, most students take about 4 years to complete their Ph.D. program.

For additional information, you can download a copy of our Ph.D. Handbook (Acrobat PDF format) at http://advertising.utexas.edu/sites/advertising.utexas.edu/files/attachments/PhD_Handbook.pdf.

It is suggested that applicants interested in the Ph.D. program contact the graduate adviser for additional information.
The first advertising course was taught at The University of Texas (UT) in 1914. In 1948, both the Department of Marketing and the School of Journalism formally recognized an undergraduate major in advertising. From then until 1960, students who wanted a degree in advertising had two choices: a business-oriented curriculum offered by the Department of Marketing in the College of Business — a Bachelor of Business Administration in Advertising — or a communication-oriented curriculum offered by the School of Journalism in the College of Arts and Sciences — a Bachelor of Journalism in Advertising.

Graduate courses in advertising were offered in both departments. A Master’s of Business Administration with concentration in the Division of Advertising could be sought as early as 1947. The School of Journalism first offered a Master’s of Arts in Communication with concentration in Advertising in 1953. From 1960 until 1974, advertising was one of two sequences offered in the School of Journalism.

During the Fall of 1974 the Department of Advertising was established in the College of Communication to meet the increasing needs of the advertising curriculum. The MA program was established in 1976 and the Ph.D. shortly thereafter. This department has grown into one of the top programs in the country and continues to strive toward best serving its students and the advertising industry.

How does the advertising program at UT compare to programs at other schools? That is one of the most common questions people ask when considering where to apply. Unfortunately, there is no simple answer. It depends on how these programs are judged and who evaluates them. The following information is designed to help you in your choice of a graduate program that best fits your needs.

**Program Size**

In the United States, over 100 institutions of higher education offer an organized program of study in advertising. The advertising program at The University of Texas at Austin (UT) is one of the largest in the nation. It is one of only a few such programs around the country that are housed in their own school. Most programs are a part of a journalism, marketing, or another department. In fact, UT is the only program that grants a Ph.D. specifically in advertising; other programs offer an emphasis in advertising, with the Ph.D. in “mass communication” or some other more general field of study.

With close to 120 M.A. student and 30 Ph.D. students enrolled annually, Texas Advertising has one of the largest graduate student population of any university. Certainly, large
size and high quality are two different things. But size, if combined with quality instruction, means many well-trained graduates and an influential force in the advertising profession.

UT is a national force in advertising research and the academic marketplace.

Another indicator of quality is the breadth of knowledge and experience possessed by a school's faculty. With close to 30 faculty, Texas Advertising has one of the largest advertising faculty in the world. This means the widest possible range of expertise so that students can work with and learn from faculty who are specialists in many different areas of advertising.

RESEARCH PRODUCTIVITY

Yet another indicator is the amount of research conducted by a program’s faculty. Faculty that produces original research are “on the cutting edge” of knowledge in their area of specialty. They provide students with the most up-to-date information, and they have influence in the national academic community.

Over the past two decades, studies have compared the research productivity of faculty publishing articles about advertising. One study looked at just the three major advertising journals in the U.S., including every year they were published, while the other looked at a broader range of journals over a limited number of years. In the first study UT Austin ranked first and in the second study tied for third. These results are clear — UT Austin is a national force in advertising research and the academic marketplace.

“[C]reatives from New York to Los Angeles have been counting on kick-ass kids from Austin.”

-Advertising Age

DIVERSITY OF STUDY OPTIONS

Texas Advertising is unique in one especially notable respect. Texas Advertising has built the nationally recognized Texas Creative program. This highly-praised program established in the late 1970s, is well known for producing talented copywriters and art directors that end up in advertising agencies around the world.

An article in Adweek magazine discussed the backgrounds of creative talent and stated, “They’ve come from the leading advertising programs — Art Center, Portfolio Center and University of Texas tops among them — with books filled with highly polished, technically sophisticated ads.” The former two programs are art and design schools that specialize in helping students develop their portfolio, rather than comprehensive advertising programs. Even in that company, UT ranks among the best.

Similarly, an Advertising Age article on advertising education referred to “the schools that are presently highly regarded by agency creatives and industry recruiters — such as Atlanta’s Portfolio Center, the [Pasadena] Art Center, and the University of Texas at Austin.”
Advertising Age went on to mention that “though the University of Texas may seem an unusual place to find a top ad program, creatives from New York to Los Angeles have been counting on kick-ass kids from Austin.”

Since the mid-1990s, Texas Creative has been invited by The One Club for Art & Copy, Inc. of New York City to display work of graduating students in its exhibit promoting aspiring creatives. Texas Advertising is one of only a handful of schools invited. Not all advertising students in the graduate program are in the creative sequence; but, the Texas Creative program makes the department unique among ad programs around the country by developing a richly diverse talent pool that covers all aspects of the profession: creative, account management, planning, media, and research.

Having consistently been ranked as one of the top three advertising programs over the past 20 years, a study published in the Journal of Advertising Education in 2010 ranked the Texas Advertising program as the number one program in advertising in the U.S. Ranking significantly ahead of the nearest competition, Texas Advertising scored 102 points. The next closest program was VCU with a score of 35 points.

CONCLUSIONS

It may be difficult to objectively rank ad programs, because such rankings are reliant on the perspectives of different groups of people. However, if you look at the pattern — how UT compares to other schools when ranked in a variety of different ways — the Texas Advertising program is consistently at or near the top of each list. If you factor in the breadth of other quality graduate programs at this tier-one research University, along with the reasonable cost, an education in the Texas Advertising program is clearly a terrific opportunity.

ABOUT OUR ALUMNI

Graduates of the advertising program at UT include some people with very impressive credentials, and they are employed in a wide range of jobs. A large percentage of them, as you might expect, have gone to work in advertising agencies. They are employed as account people, art directors, copywriters, media planners, media buyers, and researchers. Several have risen to the level of vice president, president, and even Chief Executive Officer of agencies and companies around the world. Texas Advertising alums are currently working at each of the twenty largest agencies in the country, at several of the smaller “hot” shops, and at agencies of virtually every size and geographic location imaginable, including a variety of different countries.
Many have gone to the “client side,” working for the businesses and other organizations that advertise. Others have chosen to work in media. They have taken positions at online media companies, digital services, magazines, television stations, etc., across the nation and around the world. Still others have gone into advertising and marketing related positions, working in commercial production, sales promotion, public relations, event planning, and direct marketing. In addition, Texas Advertising graduates can be found teaching advertising in colleges and universities all around the world. Recently, social media sites such as LinkedIn, Facebook, and Twitter have been used to connect alumni, students, faculty, and staff of the Texas Advertising.

ABOUT THE COST

The University of Texas at Austin is highly regarded as a major research university. Many of its colleges and departments rank among the best in the nation. In spite of this, it is one of the least expensive universities in the country. Even among state-supported schools, which typically cost far less than private schools, it compares quite favorably. The University of Texas looks even better when compared to the cost of most private universities. Whether you qualify as a resident or a nonresident student, the costs remain among the lowest in the nation.

For more information on current tuition and fees visit http://www.utexas.edu/ogs/prospective/tuition.html
Admission Requirements and Procedures

Admission to the Graduate School

To be eligible for graduate study at The University of Texas at Austin, you should satisfy the following requirements:

1. A bachelor’s degree from an accredited institution or proof of equivalent training at a foreign institution.

2. At least 3.0 grade-point average in all undergraduate upper-division work (junior & senior)

3. A satisfactory score on the Graduate Record Examinations General Test (GRE). We DO NOT accept the GMAT.

4. Written and oral English skills must be sufficient, at the outset of the program, for participation and contribution in classes and all written work.

Non-native English speaking applicants must submit either a TOEFL or an IELTS exam score. Admission materials are important for identifying applicants who possess an appropriate level of English. The statement of purpose, for example, indicates not only the applicant’s goals, training, etc., but also the applicant’s written English ability.

The Department of Advertising requirements are usually higher than these minimums and test scores are not the sole consideration in determining who will be admitted. A variety of factors other than test scores, such as professional experience, the statement of purpose, and letters of recommendation, are considered for each applicant. Each application is reviewed on a case-by-case basis.

Application Procedure

Applications are accepted for Fall admission only. The deadline for application is December 1st.

When applying to the M.A. or Ph.D. program, do not send portfolio materials. Please keep your application limited to the documents and materials described below. Additional materials will not be considered.

To apply for entry into either the M.A. or the PhD program, you must submit the following to the Graduate and International Admissions Center:

1. A completed and submitted Electronic Online Admissions application found at https://www.applytexas.org. This application should be submitted as soon as possible even if other data and documents are to follow.
2. Three letters of reference from academic or professional sources. Reference contact information will be submitted online as part of your online application. Please gather email addresses of your references before completing your application. Once you SUBMIT your complete application, an online recommendation form will be sent to recommender to fill out. You may confirm receipt of your letters, send reminders to your references, or add a new reference via the recommendation module on the online status check.

3. A short essay or statement of purpose (no more that 2-3 pages double spaced) defining and discussing goals in pursuing graduate work in advertising, intended research areas, and previous training, education and preparation.

4. An official report from Educational Testing Service of the required Graduate Record Examinations (GRE).

5. An official report from Educational Testing Service of the required TOEFL or EILTS Examination for non-native English speakers.

6. Transcripts of undergraduate and graduate work at all schools previously attended. All transcripts must be uploaded electronically. Please follow these instructions for uploading transcripts, http://www.utexas.edu/ogs/admissions/howtous.html

7. A résumé in pdf format describing work background or professional experience, if any. Your resume can be uploaded to your admissions record shortly after you submit your application. You will receive an acknowledgement email from GIAC once your documents can be uploaded.

Graduate and International Admissions Center (GIAC): http://www.utexas.edu/ogs/admissions/usgradcontact.html
Financial Aid and General Information

Financial Aid

University of Texas Fellowships

There is a variety of financial aid available at The University of Texas at Austin. The Graduate School provides a limited number of fellowships to graduate students as well. These fellowships are awarded competitively on the basis of prior academic merit, as represented in academic records, letters of recommendation, and GRE scores, with financial need considered where academic merit is equal. Inquiries about other financial assistance, such as loans and work/study opportunities, should be directed to:

The Office of Student Financial Services
The University of Texas at Austin
Box 7758
University Station
Austin, TX 78713-7758
Tel. 512 475-6282
Fax 512 475-6296
World Wide Web: http://finaid.utexas.edu/

The Graduate School offers The Preemptive Fellowships to attract new top-quality graduate students to The University. A University-devised formula is used to determine eligibility. These fellowships are for recruitment only and all applicants with completed files are automatically considered.

Advertising Department Teaching Assistantships

The Advertising Department awards a very limited number of graduate teaching assistantships. PhD students are given priority and are guaranteed funding for the first three years of study.

Private foundations and agencies are an important source of fellowship aid, and we urge you to investigate these sources carefully. Keep in mind that most foundations have application deadlines well in advance of your enrollment. In many cases the Graduate Record Examination is required for consideration, so you will need to register for the test early in the academic year. It is advised that students take ample time to research and prepare for the costs associated with attending the Texas Advertising program.
Frequently Asked Questions

1. **What is the value of a graduate degree over an undergraduate degree?**

   It depends on what you think is important. Some people believe that the value of a graduate degree should be measured by its worth in getting you a job. In that respect, the graduate degree may have little value over an undergraduate degree from this Department, since most of our undergraduate students are able to find jobs. On the other hand, if your undergraduate training is in another field, it probably makes more sense to get a Master’s degree than to get a second undergraduate degree.

2. **Will the graduate degree help you get a higher paying job?**

   Perhaps, but not always. It depends upon how much a specific employer values graduate education. Perhaps the most tangible benefit of a graduate degree is as a long-term investment. Graduate training is more in-depth than undergraduate training, which means that you should be prepared to advance more quickly after you start a job. In some companies, it can also enable you to obtain promotions, later in your career, that otherwise might be unattainable. However, the greatest value of a graduate degree is that it makes you a more educated citizen, without regard to its impact on your earning power. Additional education always has value.

3. **How good is the program’s placement rate?**

   Each year, Communication Career Services (CCS) conducts an employment survey of Advertising graduates approximately six months after they graduate. These surveys provide a wealth of information regarding job satisfaction, salary ranges and usefulness of CCS services.

   Of the Texas Advertising Master’s graduates in 2012, 90% were employed earning a median salary ranging between $40,001-50,000. The largest percentage of the 2012 advertising graduates held positions in media while the majority of others were working in account service, creative, and marketing.

   CCS also conducted a survey of 2005-2007 advertising graduates to gather data on their employment and career choices five years after graduation. Five years after graduation, 84% of the Texas Advertising Master’s graduates were employed earning a median salary ranging between $50-60,000. Detailed reports are available from CCS.
4. **AFTER I START THE PROGRAM, CAN I TAKE CLASSES IN OTHER DEPARTMENTS?**

Absolutely. Master’s students are expected to take at least two (2) courses outside the Advertising Department. The Ph.D. degree offered by this Department is designed to be interdisciplinary, so the student would take a number of courses in subject areas that fit into that student’s Plan of Work. Each Ph.D. student is different since each designs a Plan of Work consistent with their own personal goals.

5. **WHAT TOPICS CAN I STUDY FOR MY THESIS?**

The topic you eventually choose for your thesis is generally up to you. Because of our large and diverse faculty, it usually is possible to find a professor who will work with you on any advertising or marketing communications issue.

6. **WHAT IS THE AVERAGE COURSE LOAD?**

Class requirements vary across semesters and professors. Unlike undergraduate classes, your graduate courses meet less often (once a week) and usually for longer periods of time (3-hour sessions). Additionally, graduate classes incorporate a lot of in-class discussion, and can require a great amount of reading, writing and group work. It is important to note that all graduate classes are a serious time investment, but you can successfully manage course loads with the right schedule and use of time management.

7. **WHAT IS THE AVERAGE CLASS SIZE?**

Overall, your grad classes will generally consist of twenty to thirty students, but this will vary across semester and course. The largest core class you will take is Creative Strategies, as it is cross-listed with an undergraduate section.

8. **WHAT IS A REASONABLE AMOUNT OF HOURS TO TAKE ON PER SEMESTER?**

The lucky number is nine. Your first semester may start off slow, but then somewhere around October you will find yourself with major projects and papers due, keeping you busy for the rest of the semester. Of course, the amount of hours you decide to take per semester also depends on how quickly you would like to finish the program and if you are focusing on concentrations within the program. For example, if you pursue the Texas Creative program, your time will predominantly be spent on time-consuming portfolio classes. If you do the Account Planning route, your time will predominantly be spent in team meetings, working on a branding campaign.

9. **HOW DO I APPLY TO THE CREATIVE SEQUENCE?**

If you are interested in the Texas Creative Program, you must take the Creative Strategies class during your first semester in the program (you can get a head start and take the class during the summer). Toward the end of that course, you will be offered a chance to apply to The Texas Creative Program. The application consists of one question. Some examples of questions from the past include “Where are you going?”, “Where does it hurt?”, and “What’s under
there?" The way you answer this question is only limited by your creativity and an 11” x 17” piece of paper.

10. WHAT KIND OF FINANCIAL AID IS AVAILABLE?

The Department has very little involvement with financial aid issues. Some teaching assistantships (TAs) are available; however, we don’t really consider this financial aid, but rather a job. Ph.D. students receive a higher priority than Master’s students when we hire TAs, and we cannot even guarantee a teaching assistantship to every Ph.D. student since the number of TA jobs is limited.
Calendar of Important Dates for Applicants

**DECEMBER 1** -
Deadline for Fall admission application.

**MARCH 1** -
M.A. and PhD admission decisions will be available by March 1.

For additional information, contact the Graduate Adviser or Graduate Coordinator:

Gary Wilcox, Graduate Advisor
Email: burl@mail.utexas.edu

Ronda Barnett, Grad Coordinator
Email: ronda.barnett@austin.utexas.edu

Telephone: 512-471-8103
FAX: 512-471-7018
E-mail: gradvertising@mail.utexas.edu

Or see our world wide web site:
http://advertising.utexas.edu/

Facebook: Facebook.com/TexasAdGrad
Twitter: @TexasAdGrad

The UT Graduate School site:
http://www.utexas.edu/ogs/