Thesis

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

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

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

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

ADVERTISING ELECTIVES
Any Advertising course outside of the core coursework
• At least two advertising electives are required 6 hours

MINOR COURSES
Any graduate or upper-division undergraduate course outside of advertising 6 hours
• At least two minor courses required

Upper-division coursework: No more than 9 hours of upper-division coursework may be included
All upper-division ADV/PR courses taken for credit require the approval of the Graduate Advisor
Credit/No Credit: Only 6 hours of CR/NC allowed (only minor courses can be taken CR/NC)
A minimum of a “C” must be earned for course credit. A letter grade of “C-” will not count towards a graduate degree
## Thesis: At a Glance

### Year One

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<th>Term</th>
<th>Course</th>
<th>Core</th>
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<tbody>
<tr>
<td>Fall</td>
<td>Creative Strategies</td>
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<td>Media Management</td>
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<td>Quantitative &amp; Qualitative Research</td>
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<td>Spring</td>
<td>Integrated Communication Mgmt</td>
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<td>Theories of Persuasive Comm</td>
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### Year Two

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<tr>
<td>Fall</td>
<td>Thesis A</td>
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<td>Advertising Elective or Minor</td>
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<td>Spring</td>
<td>Thesis B</td>
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<td></td>
<td>Graduate Campaigns</td>
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Within the Master’s Program, a thesis is an extended research project developed 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. They 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.