Students have a choice of completing one of two degree options: Thesis or No Thesis. With both options, students are required to complete at least 36 total hours, 27 of which must be at the graduate level. Although both options require the same 15 hours of required core courses, each option is supplemented by a varying amount of minor and elective courses.

The 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. Students may select minor courses in areas such as marketing, sociology, information studies, psychology, or English. Minor courses can be spread across several disciplines.

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

---

**GENERAL MA SCHEDULE -- NO THESIS -- 36 HOURS**

**Fall Y1**
- Creative Strategies  ADV 387*
- Media Management  ADV 385*
- Quantative and Qual Research ADV 382*

**Spring Y1**
- Theories of Persuasive Communication  ADV 382*
  Elective/Minor
  Elective/Minor

**Fall Y2**
- Elective
- Minor
  Elective

**Spring Y2**
- Graduate Campaigns  ADV 391K*
  Sequence class
  Elective/Minor

*Core Classes
The Texas Creative curriculum stresses big-idea branding, conceptual thinking, collaboration, and creative development through a series of selective courses and seminars. Texas Creative students regularly supplement their education with internships, community service projects, and real world client problems.

Through our curriculum, creative students are exposed to all sides of the business, including media planning, account planning, digital media, public relations, research methods, ethics, account management, and campaign development.

Admission to Texas Creative is by application only. Applications are available during the last week of the Creative Strategies course. The core of the program is a 4-class sequence of portfolio-building classes.

---

**TEXAS CREATIVE MA SCHEDULE -- NO THESIS -- 36 HOURS**

<table>
<thead>
<tr>
<th>Fall Y1</th>
<th>Fall Y2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Strategies</td>
<td>Portfolio 2 (four-hour class)</td>
</tr>
<tr>
<td>ADV 387*</td>
<td>Minor</td>
</tr>
<tr>
<td>Media Management</td>
<td>Art Director/Copywriting</td>
</tr>
<tr>
<td>ADV 385*</td>
<td></td>
</tr>
<tr>
<td>Quantitative and Qual Research</td>
<td></td>
</tr>
<tr>
<td>ADV 382*</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Minor</td>
</tr>
<tr>
<td></td>
<td>Portfolio 1 (four-hour class)</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>Spring Y1</td>
<td></td>
</tr>
<tr>
<td>Theories of Persuasive Communication</td>
<td>Graduate Campaigns  ADV 391K*</td>
</tr>
<tr>
<td>ADV 382*</td>
<td></td>
</tr>
<tr>
<td>Minor</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Elective (only if nine hours needed for employment, financial aid, etc.)</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* Core Class
This program is designed to help develop the characteristics in students that define success in advertising strategy and new message development. Texas Analytics & Insights focus is designed to allow students to observe, interpret, and integrate consumer intelligence into advertising communication strategy. An advertising intelligence class, account planning courses, media metrics and a consumer behavior seminar -- in addition to coursework in minor areas such as sociology, analytics, marketing, and psychology -- are available to students interested in this area.

---

**INSIGHTS & ANALYTICS MA SCHEDULE -- NO THESIS -- 36 HOURS**

**Fall Y1**
- Creative Strategies  ADV 387*
- Media Management  ADV 385*
- Quantitative and Qual Research ADV 382*

**Spring Y1**
- Theories of Persuasive Communication  ADV 382J*
- ADV Intelligence  ADV 391K
- Strategy/Planning  ADV 385

**Fall Y2**
- Digital Metrics  ADV 391K
- Minor
- Social Media  ADV 391K

**Spring Y2**
- Graduate Campaigns  ADV 391K*
- Social Media  ADV 391K
- Minor

* Core Class

---
Texas Immersive is a trans-disciplinary specialization focused on fostering deep emotional connections, cementing social and/or behavioral impact, and will prepare you to take on real-world challenges of any scale. Ultimately, the aim of the program is for you to leave with a futurist’s mindset and all of the skills required to master the role of Experience Designer.

The sequence begins by understanding how to target an audience and build resilient relationships. Then we focus on the power of stories, and how to drive meaningful interactions in intertwined spaces. Finally, we map out the affordances of emerging technologies as it relates to the audience, story and project goals, and consider an experience from an immersive lens.

Your key into Texas Immersive is by application only: Https://advertising.utexas.edu/texas-immersive/apply-texas-immersive.

Applications are due the last month of each semester. The core of the program is a sequence of team-oriented real-world client, portfolio-building classes with extended opportunities at Texas Immersive Institute.

TEXAS IMMERSIVE MA SCHEDULE -- NO THESIS -- 36 HOURS

Fall Y1
Creative Strategies ADV 387*
Media Management ADV 385*
Quantitative and Qual Research ADV 382*

Spring Y1
Theories of Persuasive Communication ADV 382*
Audience Development & Engagement ADV 391K Minor

Summer Y1
Optional Immersive Hack Lab ADV 391K

Fall Y2
Audience Development & Engagement ADV 391K AND/OR Experimental Storytelling ADV 391K (Offered only in the Fall) Minor
Elective

Spring Y2
Graduate Campaigns ADV 391K*
Audience Development & Engagement ADV 391K OR Immersive Capstone ADV 391K (Offered only in Spring) Minor

* Core Class

TEXAS IMMERSIVE MA SCHEDULE -- NO THESIS -- 36 HOURS (39 hours with Summer course)