



General MA (*Thesis*)

OVERVIEW:

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. 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.

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 the Department of Advertising**.
- The Supervising Committee will **neither** reach nor approve a thesis unless the candidate is currently enrolled in **ADV 698A** or **ADV 698B**.
- A short **written proposal** should be written to the student's supervisor prior to the beginning of the Thesis.



General MA (*Thesis*)

TERM	COURSES
Fall Year 1	<ul style="list-style-type: none">• Creative Strategies (ADV 387)• Media Management (ADV 385)• Quantitative & Qualitative Research (ADV 382)
Spring Year 1	<ul style="list-style-type: none">• Theories of Persuasive Communication (ADV 382J)• Advertising Elective• Elective/Supporting Coursework
Fall Year 2	<ul style="list-style-type: none">• Thesis A• Supporting Coursework• Advertising Elective
Spring Year 2	<ul style="list-style-type: none">• Graduate Campaigns (ADV 391K)• Thesis B• Elective/Supporting Coursework

Texas Creative MA

(Thesis)

ABOUT TEXAS CREATIVE:

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.

TERM	COURSES
Fall Year 1	<ul style="list-style-type: none"> • Creative Strategies (ADV 387) • Media Management (ADV 385) • Quantitative & Qualitative Research (ADV 382)
Spring Year 1	<ul style="list-style-type: none"> • Theories of Persuasive Communication (ADV 382J) • Elective/Supporting Coursework • Portfolio 1 (four-hour course)
Fall Year 2	<ul style="list-style-type: none"> • Portfolio 2 (four-hour course) • Thesis A • Art Director/Copywriting
Spring Year 2	<ul style="list-style-type: none"> • Graduate Campaigns (ADV 391K) • Portfolio 3 (four-hour course) • Thesis B



Texas Strategy MA (Thesis)

ABOUT TEXAS STRATEGY:

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.

TERM	COURSES
Fall Year 1	<ul style="list-style-type: none"> • Creative Strategies (ADV 387) • Media Management (ADV 385) • Quantitative & Qualitative Research (ADV 382)
Spring Year 1	<ul style="list-style-type: none"> • Theories of Persuasive Communication (ADV 382J) • ADV 391K- Social Media Analytics • ADV 381 - Consumer Behavior
Fall Year 2	<ul style="list-style-type: none"> • Digital Metrics (ADV 391K) • ADV 391K - Account Planning • Elective
Spring Year 2	<ul style="list-style-type: none"> • Graduate Campaigns (ADV 391K) • Social Media (ADV 391K) • Thesis B



Texas Immersive MA

(Thesis)

ABOUT TEXAS IMMERSIVE:

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**. 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**.

TERM	COURSES
Fall Year 1	<ul style="list-style-type: none"> • Creative Strategies (ADV 387) • Media Management (ADV 385) • Quantitative and Qualitative Research (ADV 382)
Spring Year 1	<ul style="list-style-type: none"> • Theories of Persuasive Communication (ADV 382J) • Audience Development & Engagement (ADV 391K) • Supporting Coursework
Summer Year 1 (Optional)	<ul style="list-style-type: none"> • Immersive Hack Lab (ADV 391K)
Fall Year 2	<ul style="list-style-type: none"> • Audience Development & Engagement (ADV 391K) and/or Experimental Storytelling (ADV 391K) • Thesis A • Supporting Coursework
Spring Year 2	<ul style="list-style-type: none"> • Graduate Campaigns (ADV 391K) • Audience Development & Engagement (ADV 391K) or Immersive Capstone (ADV 391K) • Thesis B

Texas Public Relations MA (Thesis)

ABOUT TEXAS PUBLIC RELATIONS:

This program is designed to help develop the characteristics in students that define **success** in **advertising strategy** and **new message development**. The Texas Public Relations Program provides students with a blend of **practical skills** and **theoretical rigor** essential for a diverse range of career opportunities in the field of public relations—in addition to coursework in **minor areas** such as **sociology, analytics, marketing, and psychology**—available to students interested in this area.

TERM	COURSES
Fall Year 1	<ul style="list-style-type: none"> • Creative Strategies (ADV 387) • Media Management (ADV 385) • Quantitative and Qualitative Research (ADV 382)
Spring Year 1	<ul style="list-style-type: none"> • Theories of Persuasive Communication (ADV 382J) • PR Ethics & Professional Responsibility (PR 391K) • PR Elective/Supporting Coursework
Summer Year 1 (Optional)	<ul style="list-style-type: none"> • PR Elective/Supporting Coursework
Fall Year 2	<ul style="list-style-type: none"> • PR Management (PR 391K) • Thesis A • PR Elective/Supporting Coursework
Spring Year 2	<ul style="list-style-type: none"> • Graduate Campaigns (ADV 391K) • Thesis B • PR Elective/Supporting Coursework