



General MA (*No Thesis*)

OVERVIEW:

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**.

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

Texas Creative MA (*No 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
<p style="text-align: center;">Fall Year 1</p>	<ul style="list-style-type: none"> • Creative Strategies (ADV 387) • Media Management (ADV 385) • Quantitative and Qualitative Research (ADV 382)
<p style="text-align: center;">Spring Year 1</p>	<ul style="list-style-type: none"> • Theories of Persuasive Communication (ADV 382J) • Supporting Coursework • Portfolio 1 (Four-hour class)
<p style="text-align: center;">Fall Year 2</p>	<ul style="list-style-type: none"> • Portfolio 2 (four-hour class) • Supporting Coursework • Art Director/Copywriting
<p style="text-align: center;">Spring Year 2</p>	<ul style="list-style-type: none"> • Graduate Campaigns (ADV 391K) • Portfolio 3 (four-hour class) • Elective (if needed for employment, financial aid, etc.)

Texas Strategy MA

(No 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 and 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) • Supporting Coursework



Texas Immersive MA (No Thesis)

ABOUT TEXAS IMMERSIVE:

Texas Immersive is where **creativity, strategy, and innovation** converge to shape the future of **immersive media and experiential storytelling**. Designed for students eager to explore how technology transforms audience engagement, the program provides hands-on experience in crafting interactive narratives, brand experiences, and dynamic environments. Rooted in **audience-first design**, it bridges media, technology, and human experience — equipping students with the skills to push the boundaries of **what’s next** in entertainment, education, marketing, and social impact.

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) • Take one or both: Audience Development & Engagement (ADV 391K) and/or Immersive Media Studio (ADV 391K) (B or higher required) • Supporting Coursework
Summer Year 1 (Optional)	<ul style="list-style-type: none"> • Creativity in AI (ADV 391K)
Fall Year 2	<ul style="list-style-type: none"> • Register for Experimental Storytelling (ADV 391K) • Supporting Coursework • Elective
Spring Year 2	<ul style="list-style-type: none"> • Graduate Campaigns (ADV 391K) • Immersive Experience (ADV 391K) • Supporting Coursework

Next Steps: To progress in the Texas Immersive sequence, students must complete **Audience Development & Engagement (ADV 391K)** or Immersive Media Studio (ADV 391K) with a grade of **B or higher**. Upon meeting this requirement, students will be eligible to take **Experimental Storytelling (ADV 391K)**, followed by **Immersive Experience (ADV 391K)** in subsequent semesters.

Additional Texas Immersive courses are available for Supporting Coursework including **Foundations of Immersive Media (391K)** and **Creativity in AI (ADV391K)**.



Texas Public Relations MA (No 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 Elective • PR Elective/Supporting Work
Summer Year 1 (Optional)	<ul style="list-style-type: none"> • PR Elective/Supporting Work
Fall Year 2	<ul style="list-style-type: none"> • PR Elective • PR/Elective Supporting Work • PR Elective
Spring Year 2	<ul style="list-style-type: none"> • Graduate Campaigns (ADV 391K) • PR Elective • Supporting Coursework