



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

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



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



# Texas Immersive MA (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"> <li>• Creative Strategies (ADV 387)</li> <li>• Media Management (ADV 385)</li> <li>• Quantitative and Qualitative Research (ADV 382)</li> </ul>
Spring Year 1	<ul style="list-style-type: none"> <li>• Theories of Persuasive Communication (ADV 382J)</li> <li>• Take one or both: Audience Development &amp; Engagement (ADV 391K) and/or Immersive Media Studio (ADV 391K) (B or higher required)</li> <li>• Supporting Coursework</li> </ul>
Summer Year 1 (Optional)	<ul style="list-style-type: none"> <li>• Creativity in AI (ADV 391K)</li> </ul>
Fall Year 2	<ul style="list-style-type: none"> <li>• Register for Experimental Storytelling (ADV 391K)</li> <li>• Thesis A</li> <li>• Elective</li> </ul>
Spring Year 2	<ul style="list-style-type: none"> <li>• Graduate Campaigns (ADV 391K)</li> <li>• Immersive Experience (ADV 391K)</li> <li>• Thesis B</li> </ul>

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