



General MA (*No Thesis*)

OVERVIEW:

Students can choose between two degree options: **Thesis or No Thesis**. Both options require at least **36 total hours, with 27 at the graduate level**.

We offer **one MA degree in Advertising**. All students take the same **5 core courses**, totaling 15 hours.

Core Courses (15 hours)

- Creative Strategies (ADV 387)
- Media Management (ADV 385)
- Quantitative and Qualitative Research (ADV 382)
- Theories of Persuasive Communication (ADV 382J)
- Graduate Campaigns (ADV 391K)

Concentrations (Optional)

Students have the option to specialize by following a structured sequence of courses and selecting electives in areas such as:

- Texas Creative
- Texas Strategy
- Texas Immersive

Minor and Elective Courses:

The program includes work in **advertising, minor areas, and advertising electives**. Minors can be in related fields like **marketing, sociology, information studies, psychology, or English**, and can span multiple disciplines. This flexibility allows students to tailor their degree to their interests.



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OVERVIEW:

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)*• Advertising Elective• Supporting Coursework
Fall Year 2	<ul style="list-style-type: none">• Advertising Elective• Supporting Coursework• Elective
Spring Year 2	<ul style="list-style-type: none">• Graduate Campaigns(ADV 391K)*• Supporting Coursework/Elective• Supporting Coursework/Elective

* = Core Course



Texas Creative

(No Thesis)

ABOUT TEXAS CREATIVE:

The Texas Creative concentration 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 each spring semester. The concentration is a 4-class sequence of portfolio-building classes.

TERM	COURSES
Summer 1	<ul style="list-style-type: none">• Creative Strategies (ADV 387)*
Fall Year 1	<ul style="list-style-type: none">• Portfolio 1 (Four-hour class)• 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)*• Supporting Coursework• Portfolio 2 (four-hour class)
Fall Year 2	<ul style="list-style-type: none">• Portfolio 3 (four-hour class)• Supporting Coursework• Art Director/Copywriting
Spring Year 2	<ul style="list-style-type: none">• Graduate Campaigns(ADV 391K)*• Portfolio 4 (four-hour class)• Elective (if needed for employment, financial aid, etc.)



Texas Strategy

(No Thesis)

ABOUT TEXAS STRATEGY:

This concentration is designed to help develop the characteristics in students that define success in **advertising strategy** and **new message development**. This 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 (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 concentration 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)**.