



The University of Texas at Austin

Stan Richards School of  
Advertising & Public Relations  
Moody College of Communication

# General MA (*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.



# General MA (*Thesis*)

## OVERVIEW CONTINUED:

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

\* = Core Course



# Texas Creative MA

## (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"><li>• Creative Strategies (ADV 387)*</li></ul>
Fall Year 1	<ul style="list-style-type: none"><li>• Portfolio 1 (four-hour course)</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 2 (four-hour course)</li></ul>
Fall Year 2	<ul style="list-style-type: none"><li>• Thesis A</li><li>• Art Director/Copywriting</li><li>• Portfolio 3 (four-hour course)</li></ul>
Spring Year 2	<ul style="list-style-type: none"><li>• Graduate Campaigns (ADV 391K)*</li><li>• Portfolio 4 (four-hour course)</li><li>• Thesis B</li></ul>



# Texas Strategy MA (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"><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 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"><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)**.