

STAN RICHARDS SCHOOL OF ADVERTISING & PUBLIC RELATIONS



GRADUATE BROCHURE

TABLE OF CONTENTS

01

THE GRADUATE PROGRAM

02

ABOUT TEXAS ADVERTISING

03 Faculty

04

ABOUT OUR ALUMNI

05

M.A. ADVERTISING

05 Degree Options

06 Diversity of Study Options

08

PH.D. ADVERTISING

09

ADMISSIONS REQUIREMENTS

10 Application Procedure

11

TUITION AND AID

12

FREQUENTLY ASKED QUESTIONS



THE GRADUATE PROGRAM

Whether your objective is to become a professor at a university or a member of the professional advertising community, graduate study in the Stan Richards School of Advertising & Public Relations is designed to meet your goals. Combining field-specific expertise with methodological and theoretical rigor, our program prepares leaders in academia and industry.

Graduate work in advertising may lead to the Master of Arts (M.A.) or the Doctor of Philosophy (Ph.D.). The candidate for a graduate degree completes specialized coursework in advertising as well as advanced-level coursework in one or more relevant subject areas. For the M.A. program an internship is encouraged. The proportion of each type of study may vary according to the academic

background of the individual student.

Students from a wide variety of undergraduate backgrounds, and from all over the world, come to the Stan Richards School for graduate education in advertising and strategic communications.

With close to 100 M.A. and 30 Ph.D. students annually enrolled, the school has one of the largest and most diverse student populations of any university, enriching our program's academic culture and the industry and academic worlds our many graduates enter every year.

ABOUT TEXAS ADVERTISING

Advertising has been taught at The University of Texas at Austin for over 100 years and more than 60 years at the graduate level. This means that the impact of our program, in industry and academia alike, is immeasurable.

During the fall of 1974, the Department of Advertising was established in the College of Communication to meet the increasing needs of the advertising curriculum. The current M.A. program was established in 1976 and the Ph.D. shortly thereafter. Over that span our department has been consistently recognized as one of the top advertising programs anywhere, with a recent study published in the Journal of Advertising Education ranking us the No. 1 program in the U.S.

In the Fall of 2014, the program was renamed the Stan Richards School of Advertising & Public Relations in honor of Stan Richards, founder of Dallas-based advertising agency The Richards Group, the largest independent agency in America.

“I am incredibly humbled to receive this honor” said Richards. “I personally value the close relationship I’ve now had with The University of Texas for a number of years, and The Richards Group is always thrilled to recruit from the school’s talented pool of students and young alumni. I look forward to seeing what is already one of the top advertising and PR programs in the country continue to grow and flourish as the Stan Richards School of Advertising & Public Relations.”

In the United States, over 100 institutions of higher education offer an organized program of study in advertising. Most programs are part of a journalism, marketing, or other department. But the advertising program at The University of Texas at Austin stands apart from the others. As a comprehensive school of Advertising and Public Relations, we offer a variety of advertising-related degree plans, highly regarded faculty researchers and an award-winning creative sequence. In fact, The University of Texas at Austin is the only program that grants a Ph.D. in advertising.





FACULTY

Another indicator of quality is the breadth of knowledge and experience possessed by a school's faculty. With over 30 faculty members, the Stan Richards School of Advertising & Public Relations has one of the largest advertising faculties in the world. The widest possible range of expertise means students can work with and learn from specialists in many areas of advertising.

The University of Texas at Austin is one of the top public research universities in the country. Our program is an example of the university's high standards for research excellence. Faculty that produce original research are on the cutting edge of knowledge in their area of specialty, providing students with the most up-to-date information, critical approaches and scholarly methods.

With a global impact on academic and communication professionals, our program is one of the best-recognized graduate programs in the nation. In terms of the research productivity of our faculty, recent studies of scholarly output rank us at the top. A recent study of the history of three major advertising journals in the U.S. ranked our

faculty first in research output, in another, which looked at more journals over a shorter period, our faculty ranked third in research output.

Graduate students in the Stan Richards School of Advertising & Public Relations are also publishing research in top academic journals and are doing so at more than twice the rate of their peers, according to a 2015 study in the *Journalism & Mass Communication Educator*. This achievement can be attributed in large part to the program's design, which supports and nurtures a collaborative environment among faculty and students.

Graduates of The Stan Richards School of Advertising and Public Relations are employed in a wide range of professions with broad skill sets and impressive credentials. As expected, a large percentage of them have gone to work in advertising agencies, employed in accounts, creative, media, strategy, and research. Many have risen to the level of vice president, president, and even CEO of not only ad agencies, but major brands around the world. Our alumni currently work at all of the largest agencies in the country, several of the smaller “hot” shops, and at agencies of virtually every size and geographic location imaginable, including in a variety of different countries.



ABOUT OUR ALUMNI

Grads also have gone to the “client side,” working for businesses and other organizations that advertise. Many have chosen to work in the media industries more broadly, taking positions at online media companies, digital services, magazines, television stations, and social media companies across the nation and around the world. Still others have gone into advertising and marketing positions, working in commercial production, sales promotion, public relations, event planning, and direct marketing. In addition, graduates can be found teaching advertising in colleges and universities all around the world.

M.A. ADVERTISING

The flexibility of the M.A. program allows students to create a graduate degree focused on their interests through advertising sequences, electives, and minors.

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. In the past, students have selected minor courses in areas such as marketing, sociology, information studies, psychology, or English. Minor courses can be spread across several disciplines.

DEGREE OPTIONS

Students have a choice of completing one of two degree options: Thesis or No Thesis. Although both options require the same 18 hours of required core courses, each option is supplemented by a varying amount of minor and elective courses.

THESIS DEGREE OPTION

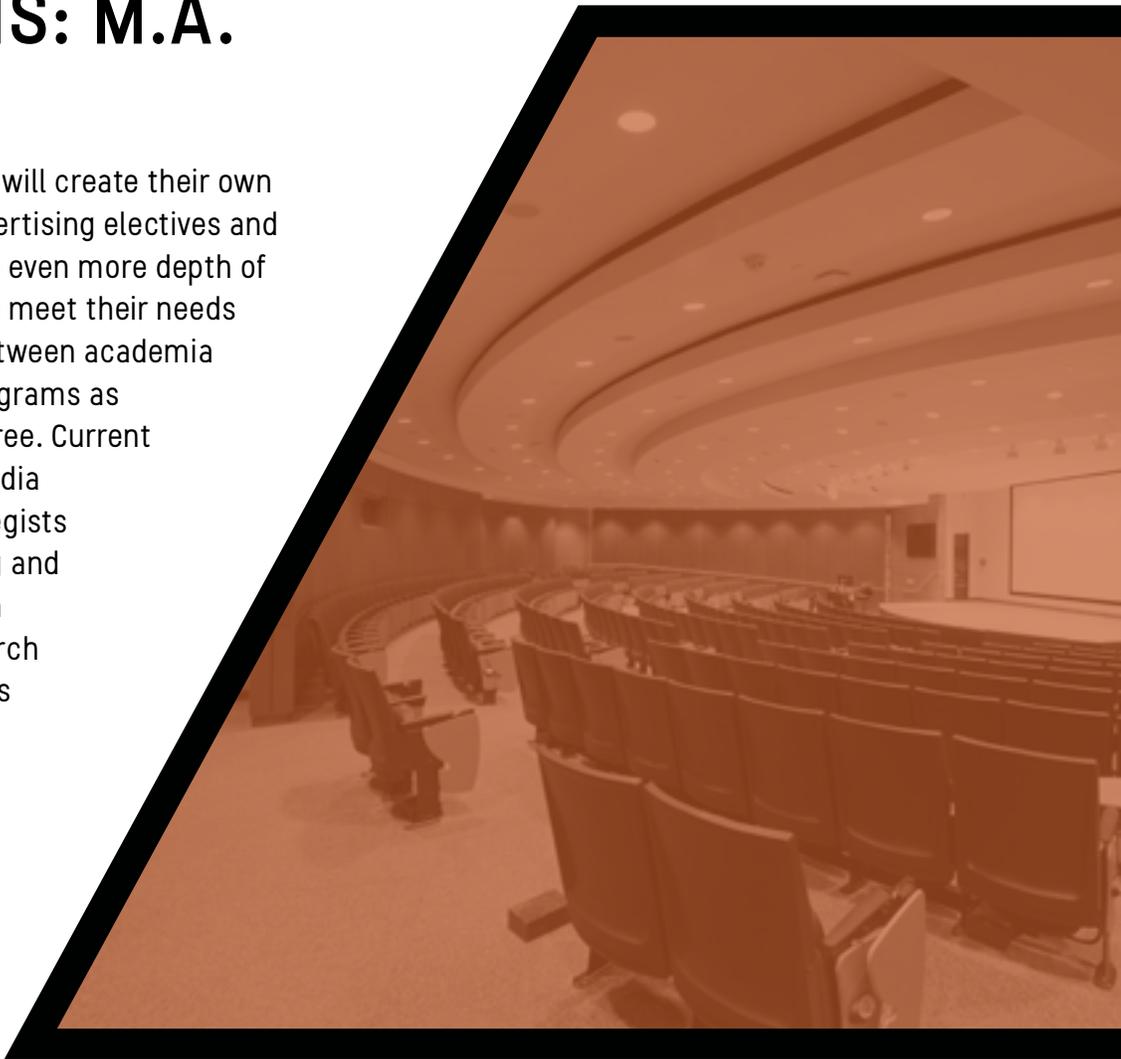
With this option, students are required to complete 36 total hours, 27 of which must be at the graduate level. Two academic semesters (6 hours of course credit) are required to complete the thesis. The topic of the thesis is chosen by the student and must be approved by the student's faculty supervisor and reader. This option generally is chosen by students who intend to seek further study at the doctoral level.

NO THESIS DEGREE OPTION

This option requires students to complete 39 total hours, 30 of which must be at the graduate level. This option is generally preferred by those intending to work as practitioners in advertising or other areas of communications.

DIVERSITY OF STUDY OPTIONS: M.A.

Although many of our students will create their own area of emphasis using our advertising electives and minor courses, some will desire even more depth of study in one area or another. To meet their needs and to better bridge the gap between academia and industry, we offer three programs as enhancements to our M.A. degree. Current enhancement programs are Media Insights, for future media strategists and digital specialists; Planning and Strategy, for those interested in marketing and consumer research related to advertising; and Texas Creative, for future digital copywriters and art directors.



MEDIA INSIGHTS

This program is designed to help students develop the characteristics that define success in advertising media and new media development. Within Media Insights, students gain better understanding of digital media within the context of advertising, social media, analytics, and other forms of integrated communication. Because advertising media is a broad and quickly evolving industry, the program offers a variety of courses, allowing students to focus their training and allowing the Stan Richards School itself to adapt to industry developments.

PLANNING AND STRATEGY

Planning and Strategy focus is designed to allow students to observe, interpret, and integrate consumer insights into advertising communication strategy. A strategies class, advanced account planning course, and a consumer behavior seminar -- in addition to coursework in minor areas such as sociology, anthropology, marketing, and psychology -- are available to students interested in this area.

TEXAS CREATIVE

For decades The Stan Richards School of Advertising & Public Relations has been nationally recognized for its Texas Creative program. This highly-praised program established in the late 1970s is well known for producing talented copywriters and art directors employed in agencies around the world.

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.

Our students graduate with portfolios and experience that land them in some of the best advertising shops in the world where they soon find themselves winning new business pitches, piling up awards, and filling the pages of Communication Arts

with work that surprises, connects, and rewards. For the past two decades, Texas Creative has been one of the few schools invited by The One Club for Art & Copy, Inc. of New York City to display work of graduating students in its exhibit promoting aspiring creative work.

The Texas Creative program makes the school unique among university ad programs around the country by developing a richly diverse talent pool that covers all aspects of the profession. 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.

PH.D. ADVERTISING

The Stan Richards School is the only program in the world to offer a Ph.D. in Advertising. Our approach to the study of advertising is by nature interdisciplinary, as core coursework in advertising and research methodology is supplemented by classes in two additional fields, thereby integrating knowledge from those various disciplines. For example, students interested in the psychological impact of advertising might choose to take courses in psychology, while those interested in the effects of health communication could take several courses in that area. This allows students to focus their program of study to meet their own particular goals and to develop greater expertise in specific research areas. In this way, each doctoral student is encouraged to become a true expert in an area of his or her choosing.

The time needed to complete a Ph.D. varies from student to student. Some or most of the coursework taken during a Master's program may

be counted toward the Ph.D., depending upon how applicable a course is to the student's area of study. For example, students entering with a Master of Arts in Advertising may have all or most of that coursework counted toward the doctoral program, while those with a Master's degree in an unrelated field may have little to none counted toward the Ph.D. On average, most students take about four years to complete their Ph.D. program.

For additional information, download a copy of our [Ph.D. Handbook](#) (Acrobat PDF format); however, it is suggested that applicants interested in the Ph.D. program contact the graduate adviser.

ADMISSION REQUIREMENTS

To be eligible for graduate study at The University of Texas at Austin, you should satisfy the following requirements:

1. A bachelor's degree from an accredited institution or proof of equivalent training at a foreign institution.
2. At least 3.0 grade-point average in all undergraduate upper-division work (junior & senior).
3. A satisfactory score on the Graduate Record Examinations General Test (GRE). We DO NOT accept the GMAT.
4. Written and oral English skills must be sufficient, at the outset of the program, for participation and contribution in classes and all written work. Non-native English speaking applicants must submit either a TOEFL or an IELTS exam score.

Admission materials are important for identifying applicants who possess an appropriate level of English. The statement of purpose, for example, indicates not only the applicant's goals and training, among other things, but also the applicant's written communication ability.

The Stan Richards School of Advertising & Public Relations requirements are usually higher than these minimums, and test scores are not the sole consideration in determining who will be admitted. A variety of factors other than test scores, such as professional experience, the statement of purpose, and letters of recommendation, are considered for each applicant. Each application is reviewed on a case-by-case basis.

Program Prerequisites: All students must complete a basic marketing course and a basic statistics course prior to their first semester in the program.

APPLICATION PROCEDURE

To apply for entry into either the M.A. or the Ph.D. program, you must submit the following to the Graduate and International Admissions Center (GIAC):

1. A completed and submitted Electronic Online Admissions application. This application should be submitted as soon as possible even if other data and documents are to follow.
2. Three letters of reference from academic or professional sources. Reference contact information will be submitted online as part of your online application. Please gather email addresses of your references before completing your application. Once you submit your complete application, an online recommendation form will be sent to each recommender to fill out. You may confirm receipt of your letters, send reminders to your references, or add a new reference via the recommendation module on the online status check.
3. A short essay or statement of purpose (no more than 2–3 pages double spaced) defining and discussing goals in pursuing graduate work in advertising, intended research areas, and previous training, education and preparation.
4. An official report from Educational Testing Service of the required GRE.
5. An official report from Educational Testing Service of the required TOEFL or IELTS Examination for non–native English speakers.
6. Transcripts of undergraduate and graduate work at all schools previously attended. All transcripts must be uploaded electronically. Please follow [these instructions](#) for uploading transcripts.
7. A résumé in PDF format describing work background or professional experience, if any. Your résumé can be uploaded to your admissions record shortly after you submit your application. You will receive an acknowledgement email from the Graduate and International Admissions Center (GIAC) once your documents can be uploaded.

IMPORTANT DATES

December 1st: Application Deadline

March: M.A. and Ph.D. admission decisions will be available.

When applying to the M.A. or Ph.D. program, do not send portfolio materials. Please keep your application

TUITION AND AID

ABOUT THE COST

The University of Texas at Austin is highly regarded as a major research university. Many of its colleges and departments rank among the best in the nation. In spite of this, it is one of the least expensive universities in the country. Even among state-supported schools, which typically cost far less than private schools, it compares quite favorably. The University of Texas looks even better when compared to the cost of most private universities. Whether you qualify as a resident or a nonresident student, the costs remain among the lowest in the nation.

Find more information on tuition and fees [here](#).

Inquiries about other financial assistance, such as loans and work-study opportunities, should be directed to:

The Office of Student Financial Services
The University of Texas at Austin
Box 7758
University Station
Austin, TX 78713-7758

Tel. 512 475-6282
Fax 512 475-6296
[Website](#)

FUNDING SOURCES

There are a variety of funding sources available at The University of Texas at Austin in the form of fellowships, scholarships, and graduate assistantships. The fellowships are awarded competitively on the basis of prior academic merit, as represented in academic records, letters of recommendation, and GRE scores, with financial need considered in some cases.

The Stan Richards School of Advertising & Public Relations and Moody College of Communication offer fellowships and assistantships to attract new top-quality applicants as well as to support continuing students. Ph.D. students are given priority and are offered support for their first three years of study. Private foundations and agencies are an important source of fellowship support and we urge you to investigate these sources carefully.

Unlike many other graduate programs where students are required to take five classes a semester, three classes are considered a full-time load at UT Austin which allows almost all students the opportunity to pursue both employment and internship positions while they're enrolled.

FREQUENTLY ASKED QUESTIONS

1 What is the value of a graduate degree over an undergraduate degree?

It depends on what you think is important. Some people believe that the value of a graduate degree should be measured by its worth in getting you a job. In that respect, the graduate degree may have little value over an undergraduate degree from this school, since most of our undergraduate students are able to find jobs in the field. On the other hand, if your undergraduate training is in another field, it probably makes more sense to get a Master's degree than to get a second undergraduate degree.

2 Will the graduate degree help you get a higher paying job?

Perhaps but not always. It depends upon how much a specific employer values graduate education. Perhaps the most tangible benefit of a graduate degree is viewed as a long-term investment. Graduate training is more in-depth than undergraduate training, which means that you should be prepared to advance more quickly after you start a job. In some companies, it can also enable you to obtain promotions, later in your career, that otherwise might be unattainable. However, the greatest value of a graduate degree is that it makes you a more educated citizen and professional, without regard to its impact on your earning power. Additional education always has value.

3 What is the average class size?

Overall, your grad classes will generally consist of twenty to thirty students, but this will vary across semester and course. The largest core class you will take is Creative Strategies, as it is sometimes cross-listed with an undergraduate section.

4 How good is the program's placement rate?

Each year, Communication Career Services (CCS) conducts an employment survey of Advertising graduates approximately six months after they graduate. These surveys provide a wealth of information regarding job satisfaction, salary ranges and usefulness of CCS services.

5 After I start the program, can I take classes in other departments?

Absolutely. Master's students are expected to take at least two (2) courses outside the Advertising School. The Ph.D. degree offered by this School is designed to be interdisciplinary, so the student would take a number of courses in subject areas that fit into that student's Plan of Work. Each Ph.D. student is different since each designs a Plan of Work consistent with his or her own personal goals.

6 What is the semester load?

Class requirements vary across semesters and professors. Unlike undergraduate classes, your graduate courses meet less often (once a week) and usually for longer periods of time (3-hour sessions). A reasonable amount of hours to take each semester is nine. Of course, the amount of hours you decide to take also depends on how quickly you would like to finish the program and if you are focusing on concentrations within the program. With that in mind, graduate classes incorporate a lot of in-class discussion, and can require a substantial amount of reading, writing, and group work. It is important to note that all graduate classes are a serious time investment. But you can successfully manage course loads with the right schedule and good time management.

7 Do the time commitments of the program allow for students to hold some sort of part-time employment while in school?

Most students hold either internships or part-time employment while in the program. With most courses each being 3 hours a day (only one day a week), it can be more convenient when scheduling around work as you can block out larger chunks of time, or even whole days, to dedicate to either class or a job. As concentrations go, it is worthwhile to note that Texas Creative is highly demanding of your time. While it is certainly possible to hold part-time employment, we don't advise more than twenty hours a week because schedules will become more hectic as each semester progresses.

8 How do I apply to the Creative Sequence?

If you are interested in the Texas Creative Program, you must take the Creative Strategies class during your first semester in the program (you can get a head start and take the class during the summer.) Toward the end of that course, you will be able to apply to the Texas Creative Program. The application consists of one question. Some examples from the past include "Where are you going?"; "Where does it hurt?"; and "What's under there?" The way you answer this question is limited only by your creativity and an 11" x 17" piece of paper.

9 What kind of financial aid is available?

The Stan Richards School of Advertising & Public Relations has very little involvement with financial aid issues. Some teaching assistantships (TAs) are available; however, we really don't consider this financial aid, but rather a job. Ph.D. students receive a higher priority than Master's students when we hire TAs.

10 What topics can I study for my thesis?

The topic you eventually choose for your thesis is generally up to you. Because of our large and diverse faculty, it usually is possible to find a professor who will work with you on any advertising or marketing communication issue.



advertising.utexas.edu



adgradlife.com



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[@TexasAdGrad](https://www.instagram.com/TexasAdGrad)



[@TexasAdGrad](https://www.youtube.com/TexasAdGrad)

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Stan Richards School of Advertising & Public Relations

Belo Center for New Media (BMC)

300 W. Dean Keeton

Austin, TX 78712



[Home](#) > [UT Austin Tuition Rates](#)

UT Austin Tuition Rates

Tuition Information

Undergraduate

Learn about current tuition rates, cost breakdowns by college/school, tuition rebates, how to pay your tuition, and more.

[Fall and Spring Tuition Rates, 2017-18 \(PDF\)](#)

[Summer Tuition Rates, 2017 \(PDF\)](#)

[Calculate tuition rates and learn more here](#) □

Longhorn Fixed Tuition

Longhorn Fixed Tuition is an optional tuition program available **only to undergraduate students** enrolling at UT Austin **for the first time**.

Tuition tables:

[Enrolled 2017-18 \(PDF\)](#)

[Enrolled 2016-17 \(PDF\)](#)

[Enrolled 2015-16 \(PDF\)](#)

[Enrolled 2014-15 \(PDF\)](#)

[Compare traditional and Longhorn Fixed Tuition rates, and learn more here](#) □

Graduate

Learn about current tuition rates, tuition rates for dual degree programs, how to pay your tuition, and more.

[Fall and Spring Tuition Rates, 2017-18 \(PDF\)](#)

[Summer Tuition Rates, 2017 \(PDF\)](#)

Quick Links

[Pay your tuition](#) □

[How do we compare](#) □

[Learn more about tuition at UT Austin](#) □

Campus Resources

[Financial Aid](#) □

[Student Accounts Receivable](#) □

[Housing and Food Service](#) □

[Admissions](#) □

*Have questions? Contact
Student Accounts Receivable*

Location:

Office of Accounting
MAI 4

Email:

tuition@austin.utexas.edu

Phone:

[512-475-7777](tel:512-475-7777)

Fax:

[512-471-0212](tel:512-471-0212)

[Calculate tuition rates and learn more here](#) □

Professional

Learn about current tuition rates for professional programs, dual degree programs, how to pay your tuition, and more.

[Fall and Spring Tuition Rates, 2017-18 \(PDF\)](#)

[Summer Tuition Rates, 2017 \(PDF\)](#)

[Calculate tuition rates and learn more here](#) □

School of Law

Learn about current tuition rates for the School of Law, dual degree programs, how to pay your tuition, and more.

[Fall and Spring Tuition Rates, 2017-18 \(PDF\)](#)

[Summer Tuition Rates, 2017 \(PDF\)](#)

[Calculate tuition rates and learn more here](#) □

Dell Medical School

Learn about the current tuition rate at Dell Medical School.

[Learn more here](#) □



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