

# GENERAL MA SCHEDULE -- THESIS -- 36 HOURS

With the Thesis option, students are required to complete at least 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.

## GENERAL MA SCHEDULE -- THESIS -- 36 HOURS

### Fall Y1

Creative Strategies ADV 387\*  
Media Management ADV 385\*  
Quantitative & Qualitative Research ADV 380J\*

### Spring Y1

Theories of Persuasive Communication ADV 382\*  
Elective  
Elective/Minor

### Fall Y2

Thesis A  
Minor  
Elective

### Spring Y2

Graduate Campaigns ADV 391K\*  
Thesis B  
Elective/minor

\* Core Class

# ABOUT THE THESIS

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, Research and Supervising Committee:

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 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.

# TEXAS CREATIVE MA SCHEDULE

## -- THESIS -- 36 HOURS

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.

## TEXAS CREATIVE MA SCHEDULE -- THESIS -- 36 HOURS

### Fall Y1

Creative Strategies ADV 387\*  
Media Management ADV 385\*  
Quantitative & Qualitative Research\* ADV 380

### Spring Y1

Theories of Persuasive Communication ADV 382\*  
Elective/Minor  
Portfolio 1 (four-hour course)

### Fall Y2

Portfolio 2 (four-hour course)  
Thesis A  
Art Director/Copywriting

### Spring Y2

Graduate Campaigns ADV 391K\*  
Portfolio 3 (four-hour course)  
Thesis B

\* Core Class

# MEDIA INSIGHTS MA SCHEDULE

## -- THESIS -- 36 HOURS

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.

### Media INSIGHTS MA SCHEDULE -- THESIS -- 36 HOURS

#### Fall Y1

Creative Strategies ADV 387\*  
Media Management ADV 385\*  
Quantitative & Qualitative Research ADV 380J\*

#### Spring Y1

Theories of Persuasive Communication ADV 382\*  
Media Topics ADV 391K  
Strategy/Planning ADV 385

#### Fall Y2

Digital Metrics ADV 377  
Thesis A  
Social Media ADV 391K

#### Spring Y2

Graduate Campaigns ADV 391K\*  
Social Media ADV 391K  
Thesis B

\* Core Class

# STRATEGY/PLANNING MA SCHEDULE

## -- THESIS -- 36 HOURS

This program is designed to help students develop the characteristics that define success in advertising planning and strategy, for those interested in uncovering insights into advertising communication strategy and study the managerial, economic, legal, and cultural aspects of multinational advertising. Because advertising 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.

## STRATEGY/PLANNING MA SCHEDULE -- THESIS -- 36 HOURS

### Fall Y1

Creative Strategies ADV 387\*  
Media Management ADV 385\*  
Quantitative & Qualitative Research ADV 380J\*

### Spring Y1

Theories of Persuasive Communication ADV 382\*  
Strategy/Planning ADV 385  
Minor

### Fall Y2

Advanced Account Planning ADV 391K  
Thesis A  
Consumer Behavior ADV 391K

### Spring Y2

Graduate Campaigns ADV 391K\*  
Thesis B  
Minor

\* Core Class