With the Thesis 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.

**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*
- Integrated Communication Management  ADV 388K*
- Elective/Minor

**Fall Y2**
- Thesis A
- Minor
- Elective

**Spring Y2**
- Graduate Campaigns  ADV 391K*
- Thesis B
- Elective/minor

* Core Class
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.

<table>
<thead>
<tr>
<th>Fall Y1</th>
<th>Fall Y2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Strategies  ADV 387*</td>
<td>Digital Metrics    ADV 377</td>
</tr>
<tr>
<td>Media Management   ADV 385*</td>
<td>Minor</td>
</tr>
<tr>
<td>Quantitative &amp; Qualitative Research ADV 380J*</td>
<td>Social Media    ADV 391K</td>
</tr>
<tr>
<td>Spring Y1</td>
<td>Spring Y2</td>
</tr>
<tr>
<td>Theories of Persuasive Communication ADV 382*</td>
<td>Graduate Campaigns ADV 391K*</td>
</tr>
<tr>
<td>Integrated Communication Management ADV 388K*</td>
<td>Social Media   ADV 391K</td>
</tr>
<tr>
<td>Media Topics ADV 391K</td>
<td>Minor</td>
</tr>
<tr>
<td>Strategy/Planning ADV 385</td>
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</tr>
</tbody>
</table>

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**MEDIA INSIGHTS MA SCHEDULE -- NO THESIS -- 39 HOURS**

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**Fall Y1**

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

**Spring Y1**

- Theories of Persuasive Communication  ADV 382*
- Integrated Communication Management  ADV 388K*
- Media Topics  ADV 391K
- Strategy/Planning  ADV 385

**Fall Y2**

- Digital Metrics  ADV 377
- Minor
- Social Media  ADV 391K

**Spring Y2**

- Graduate Campaigns  ADV 391K*
- Social Media  ADV 391K
- Minor