

GENERAL MA SCHEDULE

-- NO THESIS -- 36 HOURS

Students have a choice of completing one of two degree options: Thesis or No Thesis. With both options, students are required to complete at least 36 total hours, 27 of which must be at the graduate level. Although both options require the same 15 hours of required core courses, each option is supplemented by a varying amount of minor and elective courses.

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. Students may select minor courses in areas such as marketing, sociology, information studies, psychology, or English. Minor courses can be spread across several disciplines.

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

GENERAL MA SCHEDULE -- NO 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/Minor
Elective/Minor

Fall Y2

Elective
Minor
Elective

Spring Y2

Graduate Campaigns ADV 391K*
Sequence class
Elective/minor

*Core Classes

TEXAS CREATIVE MA SCHEDULE

-- NO 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 -- NO 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*
Minor
Portfolio 1 (four-hour class)

Fall Y2

Portfolio 2 (four-hour class)
Minor
Art Director/Copywriting

Spring Y2

Graduate Campaigns ADV 391K*
Portfolio 3 (four-hour class)
Elective (only if nine hours needed for employment, financial aid, etc.)

* Core Class

MEDIA INSIGHTS MA SCHEDULE

-- NO 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 -- NO 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
Minor
Social Media ADV 391K

Spring Y2

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

* Core Class

STRATEGY/PLANNING MA SCHEDULE

-- NO 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 -- NO 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
Strategy/Planning ADV 385

Fall Y2

Advanced Account Planning ADV 391K
Minor
Consumer Behavior ADV 391K

Spring Y2

Graduate Campaigns ADV 391K*
Minor/Elective
Minor

* Core Class