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

<table>
<thead>
<tr>
<th>Fall Y1</th>
<th>Fall Y2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creative Strategies  ADV 387*</td>
<td>Elective</td>
</tr>
<tr>
<td>Media Management  ADV 385*</td>
<td>Minor</td>
</tr>
<tr>
<td>Research Methods in ADV  ADV 380J*</td>
<td>Elective</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Spring Y1</th>
<th>Spring Y2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theories of Persuasive Communication  ADV 382*</td>
<td>Graduate Campaigns  ADV 391K*</td>
</tr>
<tr>
<td>Elective/Minor</td>
<td>Sequence class</td>
</tr>
<tr>
<td>Elective/Minor</td>
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</tr>
</tbody>
</table>

*Core Classes
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*
Research Methods in ADV 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
This program is designed to help develop the characteristics in students that define success in advertising strategy and new message development. Texas Analytics & Insights 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.

**TEXAS ANALYTICS & INSIGHTS MA SCHEDULE -- NO THESIS -- 36 HOURS**

**Fall Y1**
- Creative Strategies  ADV 387*
- Media Management  ADV 385*
- Research Methods in ADV  ADV 380J*

**Spring Y1**
- Theories of Persuasive Communication  ADV 382*
- ADV Intelligence  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
Texas Immersive is an interdisciplinary specialization focused on four key areas: Audience -- Story -- Technology -- Innovation. Developing these competencies will foster deep emotion connections, create lasting impact and prepare our students to take on real-world challenges. Overall, students will learn to become Experience Designers...those who understand how to target and build stronger relationships with audiences; tell stories and drive meaningful interactions in a connected environment; and create strong franchises using audience-centric activation models.

TEXAS IMMERSIVE MA SCHEDULE -- NO THESIS -- 36 HOURS

Fall Y1
Creative Strategies  ADV 387*
Media Management  ADV 385*
Research Methods in ADV 380J*

Spring Y1
Theories of Persuasive Communication  ADV 382*
Immersive Foundations ADV 391K
Elective

Fall Y2
Experimental Storytelling ADV 391K*
Minor
Elective

Spring Y2
Graduate Campaigns  ADV 391K*
Immersive Elective
Minor

* Core Class