

# GENERAL MA SCHEDULE

## -- NO THESIS -- 39 HOURS

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.

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.

## GENERAL MA SCHEDULE -- NO THESIS -- 39 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  
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 -- 39 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 -- 39 HOURS

### Fall Y1

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

### Spring Y1

Theories of Persuasive Communication ADV 382\*  
Integrated Communication Management ADV 388K\*  
Portfolio 1

### Fall Y2

Portfolio 2  
Minor  
Art Director/Copywriting

### Spring Y2

Graduate Campaigns ADV 391K\*  
Portfolio 3  
Minor

\* Core Class

# **MEDIA INSIGHTS MA SCHEDULE**

## **-- NO THESIS -- 39 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 -- 39 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\*  
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 -- 39 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 -- 39 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\*  
Strategy/Planning ADV 385  
Minor

### Fall Y2

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

### Spring Y2

Graduate Campaigns ADV 391K\*  
Minor/Elective  
Minor

\* Core Class