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

<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>Quantitative &amp; Qualitative Research ADV 380J*</td>
<td>Elective</td>
</tr>
<tr>
<td></td>
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<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>Sequence class</td>
</tr>
<tr>
<td>Elective/Minor</td>
<td>Elective/Minor</td>
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<tr>
<td>Elective/Minor</td>
<td>Elective/Minor</td>
</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 -- 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
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
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.

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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*
- 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