

GENERAL MA SCHEDULE -- NOTHESIS -- 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 382*

Spring Y1

Theories of Persuasive Communication ADV382J*
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 382*

Spring Y1

Theories of Persuasive Communication ADV 382J*
Minor
Portfolio 1 (ADV 483-2) (four-hour class)

Fall Y2

Portfolio 2 (ADV 483-3) (four-hour class)
Minor
Art Director/Copywriting

Spring Y2

Graduate Campaigns ADV 391K*
Portfolio 3 (ADV 483-4) (four-hour class)
Elective (only if nine hours needed for employment, financial aid, etc.)

* Core Class

TEXAS ANALYTICS & INSIGHTS MA SCHEDULE

-- NO THESIS -- 36 HOURS

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 Insights & Analytics MA Schedule – No Thesis -- 36 HOURS

Fall Y1

Creative Strategies ADV 387*
Media Management ADV 385*
Quantitative & Qualitative Research ADV 382*

Spring Y1

Theories of Persuasive Communication ADV 382J*
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

TEXASIMMERSIVEMA SCHEDULE -- NO THESIS -- 36 HOURS

Texas Immersive is an interdisciplinary specialization focused on four key areas: Audience--Story--Technology--Innovation. Developing these competencies will foster deep emotional connections, create lasting impact and prepare our students to take on real-world challenges. Overall, students will gain and innovator's mindset and 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 emerging technologies for activation.

Admission to Texas Immersive is by application only. Applications are available during the last month of the Fall Y1 semester. The core of the program is a sequence of team-oriented, portfolio-building classes.

Texas Immersive MA Schedule—No Thesis--36HOURS

Fall Y1

Creative Strategies ADV 387*
Media Management ADV 385*
Quantitative & Qualitative Research ADV 382*

Spring Y1

Theories of Persuasive Communication ADV 382J*
Audience Development & Engagement ADV 391K
Elective

Fall Y2

Experimental Storytelling ADV 391K
Minor
Elective

Spring Y2

Graduate Campaigns ADV 391K*
Immersive Elective
Minor

* Core Class