



The University of Texas at Austin
**Stan Richards School of
Advertising & Public Relations**
Moody College of Communication

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MA Student Handbook

Master of Arts in Advertising
Stan Richards School of Advertising & Public Relations
Moody College of Communication

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MASTER'S STUDENT HANDBOOK
2018-19

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A MESSAGE FROM THE DIRECTOR OF THE SCHOOL

Welcome to the Stan Richards School of Advertising & Public Relations and to the University of Texas. We're glad that you've decided to do graduate work at UT Austin. The Stan Richards School and the Moody College of Communication are consistently ranked among the top five in the Nation. We have great facilities, excellent faculty and an outstanding student community. We're committed to providing you with the best graduate education possible.

Ongoing changes in the advertising industry, in media, and in communications technology demand that today's graduates be on the cutting edge to meet the challenges of tomorrow. The objective of our MA program is to develop the intellectual breadth and depth necessary for a successful career in both the academy and the professions. Our highly lauded program is designed to help our students develop the knowledge, methods, and skills needed for original research and problem solving, intellectual leadership, creative expression, insight development and other modes of achievement in the individual's chosen discipline.

Wherever your career may take you, your time at UT should be an educational experience. Our faculty, students, and staff share a vision of excellence: that with hard work and challenging questions today, we create a momentum of achievement to improve not only our field, but ourselves, tomorrow.

I hope you will be an active part of the excitement that is advertising education at the University of Texas.

I wish you the best of luck.



JoAnn Sciarrino
Director, Stan Richards School of Advertising & Public Relations

I. DIRECTORY

2018-2019

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Mark J.T. Smith, PhD Dean of the Graduate School and 512-232-3600
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II. INTRODUCTION

Graduate work in advertising leads to the Master of Arts (MA) or in some cases the Doctor of Philosophy (PhD). The candidate for an advanced degree presents work done in a chosen major area but is also expected to do supporting work on an advanced level (upper-division undergraduate or graduate) in one or more relevant areas. In a typical year about 80 master's students and 30 doctoral students are enrolled.

The following pages survey the degree requirements and common procedures in the Stan Richards School of Advertising Master of Arts program. This publication represents the combined information available from various official documents and from the School and University graduate program practices. It is designed to help you understand the basic steps in obtaining your graduate degree. Academic policies and procedures do change, and we will do our best to keep students informed of and involved in any School or Graduate School program alterations. You should also refer to The Graduate School Catalog for important information.

II. STUDENT RESPONSIBILITIES

Once admitted into the program, it is the *responsibility of each graduate student to be informed about all requirements pertaining to his/her program of study*. Reasonable care is taken to inform individual students of particular requirements via the student email list serv. However, the student should stay informed about deadlines and enroll for appropriate courses. The University is a large institution with strict deadlines; failing to observe them usually means paying additional fees or delay in progress. Working closely with the Advertising Graduate Office will help insure timely and successful completion of the program. Current academic calendar: <https://registrar.utexas.edu/calendars/18-19>

III. PROGRAM PREREQUISITES

An entering student must hold a Bachelor's degree from an accredited institution. All students must complete the following courses (or equivalent) prior to beginning coursework at UT Austin:

Foundations of Marketing
Statistics Course

In no case will on-the-job experience substitute for these courses. They provide the necessary background for graduate-level work in advertising. Any of the undergraduate courses may be taken either prior to applying for the program *or* enrollment at UT Austin.

IV. BASIC PROGRAM REQUIREMENTS FOR THE MA

There are two Master's degree options offered to prepare the student for successful careers – MA without Thesis and MA with Thesis. The degrees combine conceptual and theoretical underpinnings with knowledge about the practical aspects of advertising and the business environment within which it operates. All graduate students share the responsibility of maintaining at least a **“B” average (3.0 GPA)** throughout their tenure at the University. The University expects students to be continuously registered as a full-time student while in the graduate program.

THE MA PROGRAM OF STUDY

Beginning Fall 2019, both the non-thesis and thesis MA programs of study require 36 hours beyond the Bachelor's degree. The degree requires a minor of at least 6 hours of supporting work. However, all minor courses need not be in a single discipline. For example, one minor course might be taken in marketing and another in public relations, psychology, or data science. Requirements for the degrees are as follows—note the flexibility on timing between minors and electives:

Master's Degree without Thesis

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

The program must include at least twenty-seven semester hours of graduate coursework. No more than 9 semester hours of upper-division undergraduate courses are permitted in the thirty-six-hour program. Six hours of coursework must be ADV elective coursework and at least six hours must be courses outside of Advertising to fulfill minor requirement. Students must be registered the semester they file to graduate.

Master's Degree with Thesis

This degree program will include thirty-six semester hours, at least twenty-seven of which must be at the graduate level. The twenty-seven hours will include the thesis courses -- ADV 698A followed by ADV 698B. Students must be registered for the thesis (ADV 698B) course the semester in which the thesis is submitted. No more than 9 semester hours of upper-division undergraduate courses are permitted in the thirty-six-hour program. The Minor consists of a minimum of six hours in a supporting subject or subjects. Requirements for degree are as follows:

Fall Y1

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

Spring Y1

- Theories of Persuasive Communication ADV 382*
- Elective
- Elective/Minor

Fall Y2

- Thesis A ADV 698A
- Minor
- Elective

Spring Y2

- Graduate Campaigns ADV 391K*
- Thesis B ADV 698B
- Elective/minor

* Core Class

Students choosing the Master's degree with thesis option must complete an extended research project developed in and completed in the ADV 698A and ADV 698B graduate thesis courses. ADV 698A is typically taken in the fall of the second year and ADV 698B in the spring of second year. The thesis topic as formally proposed may have evolved either directly or indirectly from work developed in previous graduate coursework. Research completed for the thesis should be original research, exhibiting a sound theoretical foundation, where data are gathered and analyzed, and results are reported and discussed. Thesis research topics should pose and attempt to answer a novel research question that will contribute to knowledge in the discipline.

The thesis must meet all requirements set by the Graduate School. The thesis must, in the opinion of the Supervising Committee:

- a. exhibit a sound theoretical foundation
- b. display analytical and/or problem-solving competence
- c. be structurally and grammatically acceptable
- d. be of high overall quality

The Supervising Committee will neither read nor approve a thesis unless the candidate is *currently* enrolled in ADV 698A or ADV 698B.

The Minor or Supporting Work

Master's level students are required to complete 6-12 hours in a Minor depending on which degree program is selected. Courses fulfilling this requirement may be from different departments, but they must represent a coherent program of study. Courses chosen for Minor work should support the student's area of study. For example, if the student plans to write a Thesis or Report about the portrayals of gender in advertising, a course in Gender Studies might be appropriate.

Additional Rules Governing Master's Coursework

- No more than 20 percent (i.e., 6 hours) of coursework may be taken as "CR/NC" (or Pass/Fail for upper-division undergraduate courses). The option applies only to minor courses. All advertising core courses and electives (as well as any background courses) must be taken for a letter grade.
- In order to have candidacy approved a student must have a "B" average (3.0 GPA) or above in the major and in the minor areas, as well as a "B" average overall (3.0 GPA).

THESIS GUIDELINES

The thesis shall consist of evidence of research capability and design, and a presentation of that research exhibiting communicative skills expected of a Master's candidate. Because it is the belief that both research and presentation of this research may vary widely in both type and scope, the following will satisfy this requirement.

- **Supervising Committee**

The Supervising Committee normally consists of two persons, a Supervisor and a Reader, who must be members of a Graduate Studies Committee. In some cases, a third person may be included. It is permissible to have the Reader be from outside the Advertising school.

The Supervisor should be a faculty member with an interest and/or expertise in the area selected for the Thesis research. Typically, the Reader should be selected in consultation with the supervising professor and should be a faculty member with an interest and/or expertise in some facet of the area of research.

- **Length of Project**

The thesis should be of sufficient length to adequately and completely answer the question or address the problem posed for the research. Typically, students submit a short-written proposal (of no more than 2-3 pages) to the supervising professor. While discussing this proposal with the supervising professor, issues like the scope of the project, suggested research methods, and how these relate to the overall length of the finished project should be addressed. Each student should work closely with the supervising professor to reach agreement on what is expected of the final project.

Certification of Master's Degree Requirements and Graduation

Upon registering for the second half of Thesis course (ADV 698B) or in the last semester of coursework, in order to graduate, a student must file an electronic application to graduate. The Graduate Coordinator will notify students via email when to file this document. It is the responsibility of each graduate student to be informed about all requirements pertaining to this process.

V. GENERAL INFORMATION

IMPORTANT GROUPS AND INDIVIDUALS

Email

The Graduate Coordinator (BMC 4.362) can help with many routine questions and the Adviser can help with any academic planning. It is helpful to the Graduate Coordinator if any special requests (e.g., for letters, forms, etc.) are put in writing. There are certain times of the year when the Office is very busy, so having a written request ensures that no requests are misplaced. The Graduate Coordinator often communicates with students through correspondence by email. All graduate students must have an active email address registered with the University. It is the student's responsibility to be added to the UT list serve and set email filters that allows correspondence from the list serve to be received.

Advising

The Graduate Adviser is the overall director of Graduate Studies within the school. She/he approves the student's course selections each semester as well as all formal documents during the student's program of study. The Advertising Graduate Office maintains student records and helps to ensure that students are aware of program requirements. Each student is **required** to consult the Graduate Adviser prior to registration each semester so that advising bars may be cleared. An online advising site (<https://utdirect.utexas.edu/avgadv/>) is available to facilitate this process. Since registration is a busy time, students should feel free to see the Graduate Adviser throughout the semester to discuss more in-depth academic planning.

Role of the Graduate Adviser

The Graduate Adviser is a Department of Advertising faculty member who is elected by the Advertising faculty and appointed by the Vice-President and Dean of Graduate Studies to represent the Graduate School in all matters pertaining to the graduate program in the Department. The Graduate Adviser advises newly admitted students and monitors the progress of all graduate students, seeing that the requirements of the University and Department are carried out and that high standards are maintained. The Graduate Adviser is the first step in the process of approval for administrative matters and advises students on all scholastic matters.

Role of the Graduate Coordinator.

The Graduate Coordinator plays a vital role in day-to-day operations of the school's graduate program. Responsibilities include the initiation, coordination, and facilitation of services, programs and procedures in such a way that the graduate student receives individual attention and the opportunity to become familiar with and functional within the University. The Graduate Coordinator is familiar with the University and Departmental policy concerning application, admission, registration, candidacy and graduation and informs and assists students in dealing with these policies. This involves close coordination with the Graduate School, the Office of the Dean of the Moody College of Communication, the Stan Richards School of Advertising administration, the International Office, the Graduate Opportunity Program, and any other offices on campus with which a student might need assistance. The Graduate Coordinator's offices disseminate information about the program, handles petitions and special requests, assists with registration, maintains student files, compiles statistics and maintains a library of

Professional Reports submitted by former students. The Graduate Coordinator often serves both in administrative and counseling capacities.

Advertising Graduate Council (AGC)

This motivated and enthusiastic student-run organization serves the needs of Master's students in Advertising. Its purpose is to maximize the Graduate School experience and to increase the employment prospects of Advertising MA students. AGC's primary strategy is to gain positive exposure for Advertising MA students and the Stan Richards School of Advertising, both within the University community as well as with prospective and former students, advertising agencies, and advertisers.

For more information, interested students should visit their website: <http://adgradcouncil.net/>

REGISTRATION

Types of Registration

Conventional Registration

All Advertising MA students are expected to be continuously registered. The Advertising graduate registration procedure involves visiting the online advising site (<https://utdirect.utexas.edu/avgadv/>) and consulting with the Graduate Adviser about the student's plans and overall program progress. Once the Adviser and student are satisfied with the student's plans for the term, an electronic form is returned to the Graduate Coordinator and any routine advising bars are cleared. Bars pertaining to library and other fines cannot be cleared by the Advertising Graduate Office. At this point, the student is able to use the University's online system to complete registration.

Course Load

The maximum course load for a graduate student is 15 semester hours in a long-session semester or 6 semester hours in each 6-week Summer session. The Graduate School recognizes *nine* semester hours during a long-session semester and *three* hours during a Summer term as a minimum full-time course load. The three-semester credit hour minimum course load for the Summer session may be satisfied in one six-week term, or in the nine-week or twelve-week terms.

Under the following circumstances, graduate students must be enrolled for a full-time load (nine semester hours) -- holders of Graduate School-administered fellowships and scholarships; assistant instructors, teaching assistants, assistants (graduate), and graduate research assistants; and students living in University housing or receiving certain student loans.

The Graduate School Catalog specifies that a student "must spend at least two semesters, or the equivalent, in residence as a full-time student and must complete the major portion of the degree program at the University of Texas at Austin.

Adds/Drops

With the required approvals, a graduate student may drop a class through the last class day of the semester or summer term; after the twelfth class day of the semester or the fourth class day of the summer term, the graduate dean's approval is also required. If the student drops the class by the twelfth class day of the semester or the fourth class day of the summer term, the class is deleted from the student's academic record. After this time, delete drops (which remove all indications of the course registration from a student's academic record) may be requested only in the cases of University error or in response to rare and extenuating circumstances. The form is filled out with assistance of the Graduate Coordinator and must be approved by the Graduate Adviser. After which, final approval requesting the delete drop must be approved by the graduate dean.

If the student drops the class from the thirteenth through the twentieth class day of the long-session semester or from the fifth through the tenth class day of the summer term, the symbol *Q* appears on his or her academic record to indicate a drop without academic penalty. After these dates, if the student is registered on the letter-grade basis, the class instructor assigns the symbol *Q* or a grade of *F*; if the student is registered on the credit/no credit basis, the symbol *NC* is recorded.

The deadline for changing the Credit/No Credit status of a course is later in the semester and approval of the Graduate Adviser is required. Consult the University of Texas Course Schedule for the exact dates. Add/Drop forms can be obtained from the Advertising Graduate Office or the University Office of Graduate Studies (MAI 101).

Withdrawal

Dropping an entire course load constitutes withdrawal from the University. A student must contact the Graduate Adviser before contacting the Graduate Dean about withdrawing.

Re-entry after an Inactive Period

If a continuing student is not enrolled for one long semester (i.e., Fall or Spring), she or he must apply to the University for permission to re-enter at this link: <https://gradschool.utexas.edu/admissions/how-to-apply/graduate-readmission>. The application must be submitted by the following dates: July 1 for Fall, December 1 for Spring, and May 1 for Summer.

Although a student may be given permission to re-enter by the Graduate School, this decision is not official or complete without the approval of the Graduate Adviser.

If a new student registers and withdraws before the 12th class day of the first semester, he or she must reapply for admission to the Graduate School or have his or her original admission extended by petition from the Graduate Adviser to the Dean of Graduate Studies.

REQUIREMENTS FOR GRADUATE DEGREES

Transfer of Credit

It is University policy that no course counted toward another degree may apply toward a Master's degree. The University prohibits credit transfers from foreign universities. In certain situations, a maximum of six hours of graduate work receiving a grade of "A" or "B" may be petitioned for transfer from another university to apply to the MA degree.

Remaining in Good Standing

Students not meeting the minimum requirements of the Graduate School (i.e., falling below a 3.0 average) will receive a "warning" letter and be on probation for one semester during which time they must bring their grade point up to a 3.0. If a student fails to obtain a 3.0 average after this semester, the University will dismiss the student from the Graduate School.

Scholastic Dishonesty

The professional lives of graduates of any academic department are related to the reputation of the institution from which they graduate. Scholastic honesty and integrity are an integral part of that reputation. In the Department of Advertising students are expected to uphold the highest levels of scholastic integrity. The University of Texas at Austin's "Institutional Rules on Student Services and Activities," Appendix C, Section 11-801 (in the General Information Bulletin) states:

The University expects all students to ... maintain absolute integrity and a high standard of individual honor in scholastic work, and to observe standards of conduct appropriate for a community of scholars.

A student accused of scholastic dishonesty may be subject to disciplinary proceedings initiated by a faculty member or dean and may be subject to severe penalties. Scholastic dishonesty can result in a failing grade, or even suspension from the University.

Scholastic Dishonesty is defined in the *Bulletin* to include, but not limited to, (1) cheating, (2) plagiarism, (3) collusion, or (4) falsifying records. In addition to the definitions provided in the *Bulletin*, students should be aware that the School has defined plagiarism to include:

- (a) Submitting a paper, creative work, or other class assignment as your own when, in fact, it (or any part of it) was done by someone else;
- (b) Copying material authored by another person, word-for-word, without putting that material in quotations and citing the source;
- (c) Copying the general idea or thesis of another person, even if you paraphrase, without citing the source.

As a general rule of thumb, if you take more than three (3) words in a row from material authored by another person, you must put it in quotation marks and provide a proper citation. Copying the words of another person in order to assure that your grammar or writing style is appropriate is not an acceptable excuse for plagiarism. You may *discuss* the ideas of others, but you must arrive at theses, hypotheses, or conclusions on your own, i.e., you must express *original* ideas that are yours and yours alone.

If you have any questions about what constitutes plagiarism, or any other form of Scholastic Dishonesty, ask your instructor or faculty adviser. Students are responsible for their own conduct and for reporting any violations to their instructor or other member of the Department of Advertising faculty.

Credit/No Credit

Students may take only 20 percent of the hours required for their degree on a Credit/No Credit basis. This means that a Master's student is allowed to take six hours of coursework on a Credit/No Credit basis. For Master's students only courses in the minor may be taken Credit/No Credit. All major courses (ADV) must be taken for a letter grade.

Applying Undergraduate Courses Toward the Degree

A graduate student is allowed to take up to nine hours of undergraduate upper-division course work and apply it toward the graduate degree of which no more than six hours may be in either the major area or the supporting work. Neither the hours or the grade points of undergraduate courses count towards the Graduate GPA.

Grade Requirements

Graduate students must maintain a 3.0 average for all upper-division and graduate courses in their major area and minor fields of study.

Incompletes

The Department of Advertising and the University Office of Graduate Studies strongly discourage students from delaying completion of work required by specific courses. When students take "Incompletes" ("X" on transcripts) for courses, they jeopardize their ability to obtain fellowships and

University appointments. In the Department of Advertising, having more than one “X” from the previous long-term session renders the student ineligible for a teaching assistantship, for example.

The student has one semester in which to remove an “X”, and students are urged to be very clear with instructors on what must be done, and by when, to complete course requirements. Any “X” that remains on a transcript for more than one semester will not be changed to a letter grade; in other words, the “X” stays on the student's record.

If a student takes a course, and later decides not to complete it, the student is urged to consider withdrawing from that course in order to clear his or her academic record (the “Q” grade for quit is reported by the instructor).

Time Limitations

All requirements for a Master’s degree must be completed within a six-year period. Work older than six years can be reinstated only with special permission of the Dean of Graduate Studies upon recommendation of the Graduate Adviser. A special petition must originate from the Graduate Adviser. Approval of these petitions is rare.

Graduation

In the final semester of course work, the student will be contacted by the Graduate Coordinator to approve the student’s Program of Work. After approval, the student will apply for graduation on the appropriate website by the announced deadline. Whether a student reads the notification from the Graduate Coordinator, it is the student’s responsibility to fill out all forms before University deadlines.

VI. ASSISTANTSHIPS, FELLOWSHIPS AND FINANCIAL AID

Teaching Assistants and Assistant Instructors

Financial assistance through the Department of Advertising is available in several different forms. The Department of Advertising awards a limited number of graduate teaching assistantships on a semester-by-semester basis contingent on academic merit; specific background, skills, and teaching ability; needs of the Department; and the availability of funding. Both Ph.D. and Master’s students may be supported by these awards for not more than three years and two years, respectively. To apply for a teaching assistantship, students must apply through the email announcement that will be sent out via email both fall and spring semester.

Graduate students in good standing with the program (admitted without conditions, currently enrolled for at least 9 hours, maintaining a suitable GPA and with an academic record free of incompletes) are eligible for appointments as teaching assistants and assistant instructors.

Teaching assistants (TAs) within the Department of Advertising are typically employed 10 hours per week (.25 time) or 20 hours per week (.50 time) to serve with a professor in various capacities related to teaching/conducting Advertising courses. Teaching assistants and assistant instructors are provided with office/desk space for conducting their course-related work.

For the M.A. degree, financial assistance may be given for a maximum of two academic years (or 4 semesters).

The following explanation, excerpted from a Graduate School memorandum, describes regulations and procedures for TA and AI appointments:

Both teaching assistants and assistant instructors “must be certified by the Graduate School to be in good academic standing and making satisfactory progress toward an advanced degree.” Satisfactory progress is interpreted by the Graduate School to mean having a grade point average of “B” or better, and having a record of completed course work. For appointments beginning in the Fall, students with acceptable averages will be considered to be making satisfactory progress if they have no Incompletes for the semesters of the prior long session (i.e., previous Fall and Spring semesters). At the start of the Spring semester, TA’s and AI’s with suitable averages will be considered to be making satisfactory progress if they do not have more than one Incomplete for the Fall term. TA’s and AI’s shall, at the start of the Summer session, not have more than one Incomplete for the preceding Spring term.

Because of limited funds and the large number of students who apply for assistantships, competition for departmental positions is great. For information concerning University financial aid, contact the Office of Student Financial Aid at <https://finaid.utexas.edu>.

Waiving Out-of-State Tuition. Half-time appointment as a TA, GRA, or AI qualifies nonresident students to have the out-of-state portion of tuition waived as long as their appointment is current. Under this provision, the tuition is the same as for a Texas resident.

VII. DESCRIPTION OF BACKGROUND AND GRADUATE COURSES

Unless otherwise indicated, each course meets for three lecture hours a week for one semester.

Foundations of Marketing - An introduction to the principles of marketing in the U.S. market. Upper-division undergraduate. Background Course.

STATISTICS - An introduction to basic statistical methods. This course can be taken in many disciplines such as Educational Psychology, Sociology, or Business. Upper-division undergraduate or graduate. Background Course.

VIII. ANNUAL STUDENT EVALUATIONS

At least once per academic year, the Graduate Advisor will conduct a review of each MA student to provide feedback concerning the student's progress. This review is intended to provide students with an assessment of their academic progress toward their degree. The review will take place during the formal advising sessions between the Graduate Advisor and students. The results of this evaluation will be communicated to the students electronically shortly after the advising sessions.