

# GENERAL MA SCHEDULE -- THESIS -- 36 HOURS

With the Thesis option, students are required to complete at least 36 total hours, 27 of which must be at the graduate level. Two academic semesters (6 hours of course credit) are required to complete the thesis. The topic of the Thesis is chosen by the student and must be approved by the student's faculty supervisor and reader. This option generally is chosen by students who intend to seek further study at the doctoral level.

## 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 ADV 383J\*  
Advertising Elective  
Elective/Supporting coursework

### Fall Y2

Thesis A  
Supporting coursework  
Advertising Elective

### Spring Y2

Graduate Campaigns ADV 391K\*  
Thesis B  
Elective/Supporting coursework

\* Core Class

# ABOUT THE THESIS

Within the Master's Program, a thesis is an extended research project developed in and completed in the ADV 698A and ADV 698B graduate courses. The Thesis is composed of original research exhibiting a sound theoretical foundation where data is gathered and analyzed, results are reported and discussed.

The Thesis should be sufficient in length to adequately and completely answer the question or address the problem posed for the reserach. Work closely with your supervising professor to reach an agreement on what is expected of the final project.

## Topic, Research and Supervising Committee:

Within the Master's Program, a thesis is an extended research project developed in and completed in the ADV 698A and ADV 698B graduate courses. The Thesis is composed of original research exhibiting a sound theoretical foundation where data is gathered and analyzed, results are reported and discussed.

The Thesis should be sufficient in length to adequately and completely answer the question or address the problem posed for the reserach. Work closely with your supervising professor to reach an agreement on what is expected of the final project.

### **TOPIC:**

- Should pose and attempt to answer a novel research question that will contribute to knowledge in the discipline.
- May have evolved either directly or indirectly from work developed in previous graduate coursework.

### **RESEARCH:**

Should be original research, exhibiting a sound theoretical foundation, where data are gathered and analyzed, and results are reported and discussed.

### **SUPERVISING COMMITTEE:**

The Supervising Committees are made up of TWO professors (supervisor and reader) who are members of the Graduate Studies Committee and/or teach at the graduate level. These should be chosen prior to registering for the courses.

- Supervisor should be a faculty member with an interest and/or expertise in the area selected for the Thesis research.
- Reacher 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 reserach; can be from outside Department of Advertising.
- The Supervising Committee will neither reach nor approve a thesis unless the candidate is currently enrolled in ADV 698A or ADV 698B.

A short written proposal should be written to the student's supervisor prior to the beginning of the Thesis.

# TEXAS CREATIVE MA SCHEDULE

## -- 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 -- THESIS -- 39 HOURS

## Fall Y1

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

## Spring Y1

Theories of Persuasive Communication ADV 383J\*  
Elective/Supporting Coursework  
Portfolio 1 (four-hour course)

## Fall Y2

Portfolio 2 (four-hour course)  
Thesis A  
Art Director/Copywriting

## Spring Y2

Graduate Campaigns ADV 391K\*  
Portfolio 3 (four-hour course)  
Thesis B

\* Core Class

# TEXAS STRATEGY MA SCHEDULE

## -- 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.

### STRATEGY MA SCHEDULE -- 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 383J\*  
ADV Intelligence ADV 391K  
Strategy/Planning ADV 385

#### Fall Y2

Digital Metrics ADV 391K  
Thesis A  
Social Media ADV 391K

#### Spring Y2

Graduate Campaigns ADV 391K\*  
Social Media ADV 391K  
Thesis B

\* Core Class

# TEXAS IMMERSIVE MA SCHEDULE

## -- THESIS -- 36 HOURS

Texas Immersive is a trans-disciplinary specialization focused on fostering deep emotional connections, cementing social and/or behavioral impact, and will prepare you to take on real-world challenges of any scale. Ultimately, the aim of the program is for you to leave with a futurist's mindset and all of the skills required to master the role of Experience Designer.

The sequence begins by understanding how to target an audience and build resilient relationships. Then we focus on the power of stories, and how to drive meaningful interactions in intertwined spaces. Finally, we map out the affordances of emerging technologies as it relates to the audience, story and project goals, and consider an experience from an immersive lens.

Your key into Texas Immersive is by application only: <https://advertising.utexas.edu/texas-immersive/apply-texas-immersive>.

Applications are due the last month of each semester. The core of the program is a sequence of team-oriented real-world client, portfolio-building classes with extended opportunities at Texas Immersive Institute.

# TEXAS IMMERSIVE MA SCHEDULE -- NO THESIS -- 36 HOURS (39 hours with Summer course)

### Fall Y1

Creative Strategies ADV 387\*  
Media Management ADV 385\*  
Quantitative and Qual Research ADV 382\*

### Spring Y1

Theories of Persuasive Communication ADV 383J\*  
Audience Development & Engagement ADV 391K  
Supporting Coursework

### Summer Y1

Optional Immersive Hack Lab ADV 391K

### Fall Y2

Audience Development & Engagement ADV 391K AND/  
OR Experimental Storytelling ADV 391K (Offered only in the Fall)  
Thesis A  
Supporting Coursework

### Spring Y2

Graduate Campaigns ADV 391K\*  
Audience Development & Engagement ADV 391K OR  
Immersive Capstone ADV 391K (Offered only in Spring)  
Thesis B

\* Core Class

# TEXAS PUBLIC RELATIONS MA SCHEDULE

## --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 Texas Public Relations Program provides students with a blend of practical skills and theoretical rigor essential for a diverse range of career opportunities in the field of public relations.-- in addition to coursework in minor areas such as sociology, analytics, marketing, and psychology -- are available to students interested in this area.

## TEXAS PUBLIC RELATIONS MA SCHEDULE -- NO THESIS -- 36 HOURS

### Fall Y1

Creative Strategies ADV 387\*  
Media Management ADV 385\*  
Quantative and Qual Research ADV 382\*

### Spring Y1

Theories of Persuasive Communication ADV 383J\*  
PR Ethics & Prof Responsibility PR 391K  
PR Elective/Supporting Work

Optional: Summer Y1  
PR Elective/Supporting Work

### Fall Y2

PR Management PR 391K  
Thesis A  
PR Elective/Supporting Work

### Spring Y2

Graduate Campaigns ADV 391K\*  
Thesis B  
PR ELection/ Supporting Work

\* Core Class