Advertising

Master of Arts
Doctor of Philosophy

For More Information

Campus address: Dealey Center for New Media (DMC) 4.338, phone (512) 471-1101, fax (512) 471-7018; campus mail code: A1200

Mailing address: The University of Texas at Austin, Graduate Program, Stan Richards School of Advertising and Public Relations, 300 W. Dean Keeton A1200, Austin TX 78712

E-mail: gradvertising@austin.utexas.edu

URL: http://advertising.utexas.edu/

Facilities for Graduate Work

In addition to the extensive library and computer resources available on the campus, certain special resources provide support for graduate work in advertising.

Classrooms and laboratories devoted to research and creative work in advertising include a copy and layout studio equipped with the latest computer technology for advertising design and production; the Advertising Conference Room, equipped for client and research presentations; and the Enviro Media Student Lounge.

Areas of Study

In the Master of Arts (MA) program, student can create their own area-supporting coursework, or the program offers tracks to bridge the gap between academia and industry and allow for greater depths of study. The MA degree includes a professional, non-thesis degree plan and a thesis with research and theory degree plan. Current professional tracks include Texas Strategy, Texas Creative, Texas Immersive and Texas Public Relations.

Graduate Studies Committee

The following faculty members served on the Graduate Studies Committee (GSC) in the spring 2024 semester.

Lucy Atkinson	Deena Kemp
Laura F Bright	Brad Love
Erica Ciszek	Michael S Mackert
Isabella C Cunningham	Jeeyun Oh
Natalie Brown Devlin	Kathrynn Pounders
Minette E Drumwright	JoAnn M Sciarrino
Anthony David Dudo	Natalie T J Tindall
Matthew S Eastin	Sean J Upshaw
Lee Ann Kahlor	Gary B Wilcox

Admission Requirements

The entering student must hold a bachelor's degree from an accredited institution. All students must complete the following coursework prior to the first semester of enrollment: a basic marketing course and a basic statistics course.