

Degree Requirements, Advertising

Graduate handbook information is updated and maintained by each program. Graduate handbooks are available within each program's office and online at <https://utexas.box.com/v/UTAustinGraduateHandbooks>. Please contact the program with concerns or questions.

Master of Arts

The Master of Arts degree is offered in two options: with thesis and no thesis. The thesis option requires at least 36 semester hours of credit; the option without thesis at least 36 hours. Advertising 382, 382J, 385, 387, and 391K are required. All students must also complete at least six semester hours in a minor area of study, such as marketing, sociology, anthropology, journalism, psychology, or English. No more than nine semester hours of upper-division coursework may be counted toward the degree. These courses must be approved by the graduate advisor.

The program is flexible, allowing students to focus on their specific interests through elective and minor coursework. Most students complete the program in 21 months.

Option II. The Master of Arts is offered both in a traditional format and in the Option II format. Option II provides a planned program of study that includes intensive summer work and special internationally focused enrichment opportunities. It gives students enrolled in participating academic programs access to a multinational and global experience. Option II students must complete a master's report.

Doctor of Philosophy

The Doctoral program cannot be defined in terms of a specific number of hours of credit, although a few core requirements are stated. The required core courses are Advertising 392 (Topic 2: Advanced Advertising Theories I), 392 (Topic 3: Advertising Research I), 392 (Topic 4: Advanced Advertising Theories II), 392 (Topic 5: Advertising Research II), and three hours of practicum coursework (Advertising 389). In addition to these required core courses, the student is required to select advertising as a major area of study and to pursue coursework in three or more supporting fields. Selected courses are recommended by an advisory committee selected by the student and their advisor. Typically, the Doctoral degree requires a minimum of 75 hours beyond the Bachelor's degree.

Dual Degree Programs

The following dual degree programs are offered in cooperation with other divisions of the University. More information is available from the graduate advisor in each program.

Major(s)	Degree(s)
Business administration	Master of Business Administration
Public affairs	Master of Public Affairs