

Advertising (MA)

In the Master of Arts (MA) program, student can create their own area-supporting coursework, or the program offers academic concentrations 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 academic concentrations include Texas Strategy, Texas Creative, and Texas Immersive.

Graduate Handbook

Graduate handbook information is updated and maintained by each program. Graduate handbooks are available within each program's office and [online](#). Please contact the program with concerns or questions.

Admission

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.

Total Hours Required: 36

Requirements

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.

Code	Title	Hours
Required Courses		
ADV 382	Quantitative and Qualitative Research	3
ADV 382J	Topics in Theories of Persuasive Communication and Consumer Decision Making	3
ADV 385	Topics in International Advertising	3
ADV 387	Creative Strategies	3
ADV 391K	Topics in Seminar in Advertising	3
Hours chosen from: a minor area of study, such as marketing, sociology, anthropology, journalism, psychology, or English		6
Additional Coursework		9
Hours chosen from a single sequence below:		6
ADV 698	Thesis	
Additional Coursework (for students pursuing this degree without thesis)		
All students must also follow the requirements and policies below:		
Graduate Communication Requirements		
Graduate University Requirements		
Total Hours		36

Additional Requirements and Policy

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.

Texas Creative concentration

Texas Creative students must earn a B or higher in ADV 387 Creative Strategies and all portfolio courses (ADV 383.2 Portfolio I, ADV 383.3 Portfolio II, ADV 383.4 Portfolio III, ADV 383.5 Portfolio IV). ADV 383.5 Portfolio IV is optional and not required to complete the academic concentration.

Option II Requirements

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.