

Advertising (PhD)

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: 75

Requirements

The Doctoral program cannot be defined in terms of a specific number of hours of credit, although a few core requirements are stated.

Code	Title	Hours
Required Core Courses		
ADV 392.2	Advanced Advertising Theories I	3
ADV 392.3	Advertising Research I	3
ADV 392.4	Advanced Advertising Theories II	3
ADV 392.5	Advertising Research II	3
ADV 389	Topics in Problems in Specialized Fields of Advertising (practicum coursework)	3
Subtotal		15
Additional Coursework		60
Subtotal		60
All students must also follow the requirements and policies below:		
Graduate Communication Requirements		
Graduate University Requirements		
Total Hours		75

Additional Requirements

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.