

MADV: Master of Advertising

2010

DEGREE PLAN OF: _____
Please print your name.

DATE _____

SPECIALTY: _____

MINOR (if any): _____

ADVISER: _____

TOTAL CREDITS REQUIRED: 33 CREDITS MINIMUM (excluding undergraduate courses throughout the university). Students write and successfully defend a thesis. No more than six (6) thesis credits may be applied to the minimum total of thirty-three (33). Students who lack appropriate undergraduate studies or work experience in advertising will complete articulation courses.

A. CORE. 18 CREDITS REQUIRED. Complete all of the following.

		Credits	Term/Year	Grade
ADV 5005	Advertising Planning	3	1 st Fall	_____
ADV 6006	Advertising Theory	3	1 st Fall	_____
ADV 6505	Advertising Research Methods	3	1 st Fall	_____
ADV 6503	Advertising Creative Strategies	3	1 st Spring	_____
ADV 6602	Advertising Management	3	2 nd Fall	_____
COM 6315	Advanced Research Methods	3	1 st Spring	_____

B. ELECTIVES. 9 CREDITS REQUIRED. Chosen from graduate courses within or outside the college, which may be applied toward a minor or supporting field

		Credits	Term/Year	Grade
ADV 6305	Advanced Media Planning	3	_____	_____
ADV 6405	International Advertising	3	_____	_____
JOU 6309	Seminar in Journalism as Literature.	3	_____	_____
MMC 5005	Mass Communication History.	3	_____	_____
MMC 5015	Survey of Electronic Publishing.	3	_____	_____
MMC 5206	Law of Mass Communication.	3	_____	_____
MMC 5306	International Communication.	3	_____	_____
MMC 6202	Legal Problems of Mass Communication.*	3	_____	_____
MMC 6402	Seminar in Mass Communication Theory—various topics.*	3/4	_____	_____
MMC 6665	Seminar in First Amendment Theory.*	4	_____	_____
MMC 6666	Seminar in Research in Mass Communication Law.*	4	_____	_____
MMC 6667	Seminar in Advanced Topics in Mass Communication Law.*	4	_____	_____
MMC 6930	Seminar in Mass Communication Teaching.	3	_____	_____
MMC 6949	Internship		_____	_____
STA 6127	Statistical Methods in Social Research II.*	3	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

C. OTHER COURSES, if any (credits do not apply toward minimum degree requirements).

		Credits	Term/Year	Grade
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

D. THESIS. 6 CREDITS REQUIRED, typically over two or more terms. One credit Thesis Seminar must be taken in first semester. For fall or spring graduation, take three (3) thesis credits in final term; for summer graduation, take two (2) thesis credits in final term. No more than six (6) thesis credits may be applied to the minimum total of thirty-three (33)

		Credits	Term/Year	Grade
MMC 6971	Thesis Seminar S/U	1	1 st Fall	_____
MMC 6971	Research for Master's Thesis. S/U	_____	_____	_____
MMC 6971	Research for Master's Thesis. S/U	2/3	Final Term	_____

IRB (Institutional Review Board) FORM COMPLETION DATE: _____

TOTAL CREDITS REQUIRED: 33 CREDITS MINIMUM (excluding undergraduate courses throughout the university).

SUGGESTED COURSE SEQUENCES

FALL	SPRING	SUMMER	FALL
Advertising Planning Adv. Research Methods Advertising Theory Thesis Seminar (1)	Advertising Creative Strategy Advanced Research Electives (9)	Thesis (2)	Advertising Management Elective (3) Thesis (3)

FALL	SPRING	SUMMER	FALL	SPRING
Advertising Planning Adv. Research Methods Advertising Theory Thesis Seminar (1)	Adv. Creative Strategy Advanced Research Electives (6)	Electives (3)	Advertising Management Elective (3) Thesis (2)	Thesis (3)

Signatures below indicate approval of this degree plan.

_____	_____
<i>Signature of Student</i>	<i>Date Signed</i>
_____	_____
<i>Signature of Academic Adviser</i>	<i>Date Signed</i>
_____	_____
<i>Signature of Associate Dean, Division of Graduate Studies</i>	<i>Date Signed</i>

*See Graduate Catalog for prerequisites.

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