

# MAMC: Advertising—Thesis

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 need to complete Introduction to Marketing and Introduction to Advertising prior to admission. If you have not taken a statistics course prior to admission, it is strongly advised that you do so.

**B. CORE. 18 CREDITS REQUIRED.** Complete all of the following.

		Credits	Term/Year	Grade
MMC 6400	Mass Communication Theory	3	1 <sup>st</sup> Fall	_____
MMC 6421	Mass Communication Research Methods	3	1 <sup>st</sup> Fall	_____
ADV 6503	Advertising Creative Strategy and Research	3	1 <sup>st</sup> Spring	_____
MMC 6936	Digital Persuasive Communication	3	1 <sup>st</sup> Spring	_____
COM 6315 or MMC 6936	Advanced Research Methods (SPSS, stats) OR Mass Communication Statistics	3	1 <sup>st</sup> Fall	_____
MMC 6936/6423	Method specific class (e.g., Survey, Content Analysis, Qualitative, Experimental, etc.)	3	1 <sup>st</sup> 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. **Additional courses not listed below may be counted as long as your adviser approves.**

		Credits	Term/Year	Grade
ADV 6305	Advanced Media Planning	3	_____	_____
ADV 6405	International Advertising	3	_____	_____
MMC 5306	International Communication	3	_____	_____
MMC 6409	Science and Health Communication	3	_____	_____
MMC 6417	Seminar in Mass Media and Health	3	_____	_____
MMC 6660	Mass Communication & Society	3	_____	_____
MMC 6936	Translational Communication Science	3	_____	_____
PUR 6403	Risk/Crisis Communication	3	_____	_____
MMC 6936	Collaborative Communication Research	3	_____	_____
MMC 6936	Media Psychology	3	_____	_____
VIC 6316	Brand Management	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. 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	Research for Master's Thesis. S/U	3	Prior to final term	_____
MMC 6971	Research for Master's Thesis. S/U	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	SPRING
Statistics course (3)	Adv. Creative Strategy (3)		Elective (3)	Thesis (3)
Mass Comm. Research Methods (3)	Method specific class of choice (3)		Elective (3)	Elective (3)
	Digital Persuasive Communication (3)		Thesis (3)	
Mass Comm Theory (3)				

**\*NOTE ON SUMMER: Most faculty are 9 month employees and are often unavailable to work with you over the summer. You must verify with your chair that they are available over the summer on your thesis in order to register for thesis hours.**

**Signatures below indicate approval of this degree plan.**

\_\_\_\_\_  
*Signature of Student*

\_\_\_\_\_  
*Date Signed*

\_\_\_\_\_  
*Signature of Academic Adviser*

\_\_\_\_\_  
*Date Signed*

\_\_\_\_\_  
*Signature of Sr. Associate Dean, Division of Graduate Studies*

\_\_\_\_\_  
*Date Signed*

\*See Graduate Catalog for prerequisites.

1/17/13  
11-21-16  
12-2-16  
6-22-18  
Revised/reviewed 1-18-19