

M.A. IN ADVERTISING

Overview

The M.A. in Advertising provides students with knowledge of the ever-changing field of advertising and prepares them for management-level jobs that encompass important skills such as strategy development, research, media planning, and data analytics.

Admission Requirements

A baccalaureate degree from a regionally accredited institution

- The School's official application
- An \$85.00 non-refundable application fee
- Three letters of recommendation
- 500-work typed statement of academic and professional goals
- Official transcripts of all college work, both undergraduate and graduate.
- Note: In addition, international applicants must send a copy of their diploma for all degrees earned, and all documentation that confers their degree, with English translation.
- Note: All transcripts must be the original document, forwarded directly from the University: Xerox copies, true copies, notarized copies and other types of copies are not acceptable.
- Official TOEFL or IELTS scores (Only for International applicants)
- Copy of current passport (International applicants only)
- CV / resume

Curriculum Requirements

Code	Title	Credit Hours
Core Courses		
COM 601	Theories of Communication	3
COM 602 or COM 603	Foundations of Quantitative Communication Research Methods Qualitative Research Methodologies	3
STC 610	Advertising Foundations in a Global Society (Advertising Foundations in a Global Society (NEW COURSE))	3
STC 611	Consumer Insights and Engagement Strategies (Consumer Insights and Engagement Strategies (NEW COURSE))	3
STC 692	Advertising Practicum (Advertising Practicum (NEW COURSE))	3
Core Electives		
Choose one from the following:		3
STC 616	Project Management for Advertising (Project Management for Strategic Communication (NEW COURSE))	
STC 688	Media Strategies and Planning (Media Strategies and Planning (NEW COURSE))	
STC 681	(Business of Account Management (NEW COURSE))	
Advertising Electives		
Select four from the following:		12
STC 604	Advertising Entrepreneurship (Advertising Entrepreneurship (NEW COURSE))	
STC 606	Consumer Insights among US Hispanic Markets (Consumer Insights among US Hispanic Markets (NEW COURSE))	
STC 615	Advanced Business and Advertising Strategy Development (Advanced Business & Advertising Strategy Development (NEW COURSE))	
STC 616	Project Management for Advertising (Project Management for Strategic Communication (NEW COURSE))	
STC 622	Design for Strategic Communication	
STC 634	Social Media Strategies	
STC 644	Social Media Analytics	
STC 651	International Advertising (International Advertising (NEW COURSE))	

STC 661	Multicultural and Inclusive Advertising (Multicultural & Inclusive Advertising (NEW COURSE))	
STC 688	Media Strategies and Planning (Media Strategies and Planning (NEW COURSE))	
STC 681	(Business of Account Management (New Course))	
STC 695	Advertising Management (Advertising Management (NEW COURSE))	
STC 699	Advanced Projects and Directed Research in Strategic Communication	
General Electives		6
Students must take 6 credits of electives outside of advertising. Courses should be selected in consultation with the Program Director.		
Total Credit Hours		36

Sample Plan of Study

Year One		
Fall		Credit Hours
COM 601	Theories of Communication	3
STC 610	Advertising Foundations in a Global Society	3
COM 602	Foundations of Quantitative Communication Research Methods	3
Credit Hours		9
Spring		
STC 611	Consumer Insights and Engagement Strategies	3
Core Elective		3
Advertising Elective		3
Credit Hours		9
Year Two		
Fall		
Advertising Elective		3
Advertising Elective		3
Outside Elective		3
Credit Hours		9
Spring		
Advertising Elective		3
Outside Elective		3
STC 692	Advertising Practicum	3
Credit Hours		9
Total Credit Hours		36

Mission

This program provides students with an advanced understanding of the advertising industry and how to effectively connect with consumers in a diverse, technologically savvy world.

Goals

The goals are to:

- prepare students for a constantly evolving market impacted by globalization and cross-cultural dynamics;
- give students the knowledge, skills and acumen needed to conduct consumer research, analysis, and insights appropriate for advertising and management positions; and
- prepare students to succeed in advertising agency positions that require graduate-level expertise.

Student Learning Outcomes

Outcome 1

Students will demonstrate an advanced understanding of how globalization and cultural differences impact key aspects of the advertising process, such as consumer insight, research, media planning, and creatives.

Outcome 2

Students will demonstrate that they can define a problem and conduct research to generate consumer insights.

Outcome 3

Students will be able to develop advertising strategies and impact evaluations to address real-world problems in the advertising context.

Outcome 4

Students will demonstrate the ability to communicate orally and present advertising insights, strategies, and plans clearly and effectively.