

Department of Advertising + Public Relations (7/13)
Advertising Plan of Study (Page 1 of 2)

Directions: A completed and fully approved form must be turned into the MA Studies office by the end of the 8th week of your first semester.

Name: _____ PID: A _____

Email: _____

Date Admitted: _____ Status: _____ Provisional _____ Regular

Provisional Requirements *These courses do not count towards your degree.*

Course Number	Course Title	Credits	Semester	Grade

Required Courses

Course Number	Course Title	Credits	Semester	Grade
MKT 805	Marketing Management	3		
ADV 823	Consumer Behavior Theories	3		
ADV 826	Advertising and Promotion Management	3		
ADV 865	Advertising and Society	3		
COM/ADV803	Intro Quantitative Research Methods	3		
ADV 899	Master's Thesis Research (Plan A students only, 4-8 credits)			

Total: 15 or _____

Electives (15 credits from those listed below or approved by your adviser)

Course Number	Course Title	Credits	Semester	Grade
ADV 420	New Media Driver's License	3		
ADV 830	Seminar in Social Marketing	3		
ADV 836	Media Innovations	3		
ADV 843	Strategic Brand Communication	3		
ADV 846	Media Strategy	3		
ADV 850	Public Relations Management	3		
ADV 860	Media Relations	3		
ADV 870	International Advertising	3		
ADV 890*	Independent Study			
ADV 893*	Internship			
ADV 892**	Special Topics			
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*Limit of 6 credits in ADV 890 or ADV 893, not more than 6 credits combined may be counted towards the degree. **Limit of 9 credits ADV 892.

Total: _____

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Name: _____ PID: A _____

_____ **Plan A Thesis (ADV 899 4-8 credits).**
Thesis proposal due _____
(normally 1 semester prior to graduation)

_____ **Plan B Culmination Experience**
Supervised Course to be used for the poster presentation: _____

TOTAL CREDITS

(MUST EQUAL AT LEAST 30)

Program Schedule by Semester

_____	_____	_____	_____	_____	_____
Semester	Year		Courses		
_____	_____	_____	_____	_____	_____
Semester	Year		Courses		
_____	_____	_____	_____	_____	_____
Semester	Year		Courses		
_____	_____	_____	_____	_____	_____
Semester	Year		Courses		
_____	_____	_____	_____	_____	_____
Semester	Year		Courses		

Academic Adviser's Signature

Date

Director of Graduate Studies Signature

Date