College of Communication and Information

PROGRAM PLANNING GUIDE FOR M.S. IN COMMUNICATION AND INFORMATION
Advertising Concentration – Coordinated in the School of Advertising and Public Relations

Student Name ___________________________________________ Semester Entered ________

Core (7 hours)
____ (1) CCI 501 Orientation to Graduate Study (fall) ____________________________
____ (3) CCI 540 Communication Theory (fall) ____________________________
____ (3) ADVT 530 Adv and PR Research (spring) ____________________________

Concentration Courses (15 hours)
____ (3) STAT 531 Survey of Statistical Methods I (fall) ____________________________
____ (3) ADVT 510 Advertising and Society (fall) ____________________________
____ (3) ADVT 520 Advertising and Communications Theory (fall) ____________________________
____ (3) ADVT 540 Advertising Decision Making (spring) ____________________________
____ (3) Related course ________________________________________________________

Elective Courses (6-9 hours)
____ (3) (all students) _______________________________________________________
____ (3) (all students) _______________________________________________________
____ (3) (additional elective for project students) ________________________________

Capstone Experience (3-6 hours)
____ (3) ADVT 590 Project (fall) or ADVT 500 Thesis (circle selection)____________
____ (3) ADVT 500 additional hours for thesis students ____________________________

___ Total course hours must be no less than 34.

One course MUST BE OUTSIDE the School of Advertising and Public Relations, but in the College of Communication and Information. Identify that course: _______________________________________________________

List all pre-requisite courses required at admission and indicate when they were taken: ______________

To transfer graduate credits (9 maximum) from another program, indicate where courses were taken and how they fit into the program plan above: ____________________________________________

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Student ___________________________ Signature:____________________ Date:________

Adviser ___________________________ Signature:____________________ Date:________

Associate Dean___________________ Signature:____________________ Date:_______

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Distribution: Adviser - one copy; Student - one copy; Student’s file - one copy. When Thesis/Project Committee is selected, student should file Master’s Degree “Admission to Candidacy” Application in triplicate with The Graduate School one semester before graduation. Signature of the Associate Dean (as the Graduate Program Director) is required on the Admission to Candidacy form and a copy of the form is to be filed in the Associate Dean’s office.