

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)

Semester

- | | |
|---|-------|
| ____ (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: _____

Student _____ Signature: _____ Date: _____

Adviser _____ Signature: _____ Date: _____

Associate Dean _____ Signature: _____ Date: _____

 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.