

College of Communication & Information
PROGRAM PLANNING FORM FOR M.S. IN COMMUNICATION & INFORMATION
Advertising Concentration – Coordinated in the School of Advertising & 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 & 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: _____

Advisor _____ Signature: _____ Date: _____

Associate Dean _____ Signature: _____ Date: _____

 Distribution: Advisor - 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 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 hard copy of the form is to be filed in the Associate Dean's office.