

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 | | _____ |
| ____ (3) CCI 540 Communication Theory | | _____ |
| ____ (3) ADVT 530 AD and PR Research | | _____ |

Concentration Courses (15 hours)

- | | | |
|---|--|-------|
| ____ (3) STAT 531 Survey of Statistical Methods I | | _____ |
| ____ (3) ADVT 510 Advertising and Society | | _____ |
| ____ (3) ADVT 520 Advertising and Communications Theory | | _____ |
| ____ (3) ADVT 540 Advertising Decision Making | | _____ |
| ____ (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 (offered in Fall semester ONLY) or
ADVT 500 Thesis (indicate 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 & 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.