

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 (6 hours)	Semester
____ (3) CCI 540 Communication Theory (fall)	_____
____ (3) ADVT 530 Adv and PR Research (spring)	_____

Concentration Courses (15 hours)	
____ (3) Graduate Statistics course (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) (check one)	
____ (3) <input type="checkbox"/> ADVT 590 Project (fall only) or <input type="checkbox"/> ADVT 500 Thesis	_____
____ (3) ADVT 500 additional hours for thesis students	_____

____ **Total course hours** must be no less than 33.

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's signature: _____ Date: _____
 Advisor _____ Signature: _____ Date: _____
 Associate Dean _____ Signature: _____ Date: _____

Distribution: Advisor - one copy; Student - one copy; Associate Dean's Office - one copy. Sign in ink and submit hardcopy to Associate Dean's office.