**ADVERTISING**

**Master of Science (M.S.) Degree**

**DEGREE INFORMATION**

**Priority Admission Application Deadlines:**

**Fall:** June 1

**Spring:** October 15

**Summer:** February 15

International applicant deadlines:

<http://www.grad.usf.edu/majors>

**Minimum Total Hours:**  36

**Level:** Masters

**CIP Code:** 09.0900

**Dept. Code:** MCM

**Major/College Codes:** / AS

**Approved:**  TBA 2018

**CONTACT INFORMATION**

**College:** Arts and Sciences

**Department:** Zimmerman School of Advertising andMass Communications

**Contact Information:** [www.grad.usf.edu](http://www.grad.usf.edu)

The M.S. in Advertising provides in-depth training in extracting, analyzing and utilizing analytics associated with advertising media and how those analytics shape strategy and creative content. It is useful both for mid-career professionals and those seeking entry-level advertising positions.

**Major Research Areas:** Advertising, Mass Communications, Marketing, Communication, Media

**ADMISSION INFORMATION**

Must meet University requirements (see Graduate Admissions), as well as requirements for admission to the major, listed below.

* Appropriate bachelor’s degree from a regionally-accredited institution (e.g. Mass Communications, Communication, Marketing)
* a 3.00 upper division GPA
* 153V (60th percentile), 144Q (18th percentile) preferred on the GRE
* a resume
* three letters of recommendation (academic recommendations preferred)
* a strong letter of intent
* Students who lack an appropriate background in the selected concentration may be required to take additional courses to meet concentration minimums.

**CURRICULUM REQUIREMENTS**

**Total Minimum Hours: 36**

**Core Requirements - 24 hours**

MMC 6447 3 Quantitative Research Methods in Mass Communications

ADV 5825 3 Advertising Pro-seminar

ADV 6602 3 Advanced Advertising Management

ADV 6505 3 Advertising Research

MMC 6449 3 Advertising Analytics

ADV 5508 3 Return on Advertising Investment

ADV 5005 3 Advertising Planning

ADV 6305 3 Advertising Media Strategies

**Applied Research – 6 hours**

MMC 6950 6 Applied Research Project

**Marketing Courses – 6 hours**

MAR 6815 3 Marketing Management

MAR 6555 3 Consumer Behavior Insights

**Comprehensive Exam**

Requires successful completion of an Applied Research Project in lieu of a comprehensive exam.

**Non-Thesis**

This is a non-thesis major.

**COURSES**

See <http://www.ugs.usf.edu/course-inventory/>