

MASTER ADVERTISING

GRADUATE CLASSES AT SMU'S TEMERLIN ADVERTISING INSTITUTE
DISTINGUISH YOU FROM EVERYONE ELSE

Make yourself more marketable as a communications professional. Stay current, build your leadership acumen, and be recognized for bringing innovative ideas back to work.

Whether you see yourself in senior management, or value the skills to lead your own agency, TAI faculty members have been there. Share one or two nights a week with industry leaders and acclaimed academics to ready yourself for your next step.

- Take one or more evening classes that fit **your** schedule
- Topics based on **your** interests and needs
- Small classes build **your** professional network
- **Earn** graduate credit without a full-time commitment

SPRING 2017 CLASS OPTIONS

January 17 – March 24 | SMU in Plano | 10 Weeks

Mediation and Dispute Resolution	M	6:00pm-10:15pm
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January 23 – April 8 | 10 Weeks

Creativity as Problem Solving	M	6:00pm-10:15pm
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Research Metrics	T	6:00pm-10:15pm
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Campaigns	W	6:00pm-10:15pm
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Executive Internship	-	-
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March 10 – 14 | SXSW Interactive, Austin, Texas | 5 Days

South by Southwest Interactive Conference	-	-
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April 10 – May 12 | 5 Weeks

B2B Advertising	M/W	6:00pm - 8:15pm
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New Business Development	T/TH	6:00pm - 8:15pm
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Experience Design	T/TH	6:00pm - 8:15pm
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May 18 – June 2 | 11 Days

The Advertising Industry in Dallas	-	-
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Variable Dates

Digital Branding and Communications	M	6:00pm-9:00pm
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Digital Marketing and Analytics	TH	6:00pm-9:00pm
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Graphic Design	T/TH	6:30pm-9:30pm
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Web Design	M/W	6:30pm-9:30pm
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Mobile Application Design & Development	Online	
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Personal growth. Professional distinction.



SMU

TEMERLIN
ADVERTISING
INSTITUTE

STRATEGIC ADVERTISING SPECIALIST

ENROLL. EXPLORE. EARN CREDIT.

STACK CREDITS TOWARD A CERTIFICATE OR MASTERS DEGREE

SMU's flexible advertising programs are designed for marketing professionals who want to enhance knowledge, or those wanting career preparation while keeping options open.

With small class sizes, industry professionals and leading academics as instructors, the Temerlin Advertising Institute promises unique networking opportunities and an applied education for real-world impact.

CERTIFICATE PROGRAM (18 credit hours)

3 Core + 3 Electives

- 1 Research/Analytics Class
- 2 Core Classes
- 3 Elective Classes

M.A. IN ADVERTISING (36 credit hours)

6 Core + 6 Electives

- 4 Core Classes
 - 1 Research/Analytics Class
 - 1 Capstone Experience
 - 6 Elective Classes
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Combine core courses with electives to meet your individual needs.

Core Classes

- Consumer Insight & Persuasion
- Advertising as a Cultural Force
- One Research/Analytics Class
- One Capstone Experience (Professional Report, Campaign's Class, Thesis, or Internship)
- Marketing Communications Management
- Social Media Engagement Strategies

Electives

Choose electives to build expertise in the areas of Agency Leadership, Consumer Insight, Digital Marketing, or Interdisciplinary Specializations.

Account Planning
Agency Management
Brand Loyalty & Gamification
Creative Problem Solving
International Advertising
New Business Development & Procurement
Responsibility & Social Entrepreneurship
Strategic Communications for Non-Profits

Content & Email Marketing
Digital, Social & Mobile Marketing
Marketing Mix Analysis
PPC, Paid Search, Retargeting, & SEO / SEM
Qualitative & Quantitative Research
Shopper Marketing
One-week Destinations: NYC | SxSW | Cannes
and more

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FOR MORE INFORMATION

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