

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 and your interests
- Small classes build your professional network
- Earn graduate credit without full-time commitment

COURSE OPTIONS:

(C) CORE | (E) ELECTIVE

FALL 2017 | AUGUST 21 - OCTOBER 30 | 10 WEEKS

ADV 6391 Metrics of Success and ROI (C)	M	6:00 pm - 10:15 pm
ADV 6371 Advertising as a Cultural Force (C)	T	6:00 pm - 10:15 pm
ADV 6317 Consumer Insight & Persuasion (C)	W	6:00 pm - 10:15 pm
ADV 6320 Social Media Engagement Strategies (C)	R	6:00 pm - 10:15 pm

FALL 2017 | NOVEMBER 6 - DECEMBER 14 | 5 WEEKS

Shopper Marketing (E)	M/W	6:00 pm - 8:20 pm
Creative Design Strategy (E)	T/R	6:00 pm - 8:20 pm
Executives in Action (E)		Varies

FALL 2017 & SPRING 2018 | DIGITAL BRANDING & COMMUNICATIONS ELECTIVES

Best Practices in Social Media and Digital Communications (E)	10/16/17 - 12/04/17
Digital Engagement and Advanced Social Media Management (E)	01/22/18 - 03/05/18
Search Engine Optimization and Marketing (E)	10/12/17 - 11/02/17
Video Marketing (E)	11/16/17 - 01/04/18
Writing Engaging Content and Copy (E)	11/15/17 - 01/03/18
Designing Customer Experiences (E)	01/16/18 - 02/06/18
Developing and Implementing a Social Media Campaign (E)	02/13/18 - 03/06/18
Mastering PPC, Paid Search and Paid Social (E)	03/14/18 - 04/11/18
Email Marketing (E)	03/13/18 - 04/03/18
Mobile Marketing and Analytics (E)	05/07/18 - 06/04/18
B2B Digital Marketing (E)	04/10/18 - 05/01/18
Influencer Marketing (E)	05/01/18 - 05/29/18
Data Driven Marketing (E)	05/09/18 - 06/13/18

PERSONAL GROWTH. PROFESSIONAL DISTINCTION.



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