

# MASTER ADVERTISING AT SMU

## 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 2018 | COURSE TITLE | TIME

Marketing Communications Management (C)	M	6:00 - 8:50 PM
Advertising as a Cultural Force (C)	T	2:00 - 5:00 PM
Special Topics: New Business Development (E)	T	6:00 - 8:50 PM
Research Metrics (C)	W	6:00 - 8:50 PM
Consumer Insight & Persuasion (C)	TH	6:00 - 8:50 PM
Practicum - Executive Internship (E)		

#### ADDITIONAL DIGITAL BRANDING & COMMUNICATIONS ELECTIVES

Digital Engagement and Advanced Social Media Management (E)
Designing Customer Experiences (E)
Developing and Implementing a Social Media Campaign (E)
Mastering PPC, Paid Search and Paid Social (E)
Email Marketing (E)
Mobile Marketing and Analytics (E)
B2B Digital Marketing (E)
Influencer Marketing (E)
Data Driven Marketing (E)

**PERSONAL GROWTH. PROFESSIONAL DISTINCTION.**

# 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.

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## **CERTIFICATE PROGRAM** (18 credit hours)

### **3 Core + 3 Electives**

2 Core Courses (C)

1 Research/Analytics Course (C)

3 Elective Courses (E)

## **M.A. IN ADVERTISING** (36 credit hours)

### **6 Core + 6 Electives**

4 Core Courses (C)

1 Research/Analytics Courses (C)

1 Capstone Experience (C)

6 Elective Classes (E)

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**Combine Core Courses with Electives to meet your individual needs.**

## **CORE COURSES (C)**

- Consumer Insight & Persuasion
- Advertising as a Cultural Force
- Marketing Communications Management
- Social Media Engagement Strategies

- One Research/Analytics Course
- One Capstone Experience\*

\* *Campaigns, Professional Report, Thesis, or Internship*

## **ELECTIVE COURSES (E)**

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  
Exclusive Access: NYC | SXSW | Cannes  
Plus Special Topics

## **FOR MORE INFORMATION:**

taigrad@smu.edu

214.768.1967

smu.edu/advertising/graduate



**SMU**

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ADVERTISING  
INSTITUTE