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The purpose of the accelerated MA program is to attract students to the field of Advertising who bring
diverse academic backgrounds. Whether majoring in Advertising, Economics, Journalism, Marketing,
Psychology, Public Relations, Sociology or something else; the accelerated Advertising program degree
plan allows you to get a jump on your future. You may apply up to 9 credit hours of graduate advertising
credit toward both your SMU undergraduate degree and then also apply those credits to an M.A. in
Advertising.
Current advertising undergraduates may directly substitute graduate classes for undergraduate degree
requirements. However, undergraduate Advertising majors must be admitted into the M.A. program to
be eligible to take the following 6000 level classes.
B.A. in Advertising Courses
ADV 2301 - Consumer Behavior 3
ADV 2301 - Advertising Ethics 3
ADV 2342 - Strategic Brand Management 3
ADV 3303 - Advertising Research 3
ADV 2343 - International Advertising 3
Comparable M.A. Courses
ADV 6317 - Consumer Insight & Persuasion 3
ADV 6371 - Advertising as a Cultural Force 3
ADV 6365 - Marketing Communications Management 3
ADV 6392 - Qualitative & Quantitative Research 3
ADV 6374 - International Advertising 3

With approval from the Institute, students admitted to the M.A. program are able to take any three ADV
graduate courses.
Admission Requirements
For admission to the accelerated Master’s Program, a student must:
1. Be enrolled in an undergraduate program at SMU,
2. Apply no later than one year prior to the time they would graduate with a B.A. degree,
3. Have an overall SMU GPA of 3.0 or higher,
4. Have two letters of recommendation from faculty members at SMU,
5. GRE (Optional), and
6. Be accepted into the M.A. program.

Master͛s Degree Requirements
To receive a Master’s degree under the Accelerated Program, the student must:
1. Have a cumulative GPA of 3.0 in the M.A. degree course work (including the graduate course
work applied towards the undergraduate degree requirements),
2. Complete a minimum of 27 credit hours of graduate course work at SMU beyond the
undergraduate residency requirement to satisfy the graduate residency requirement, and
3. Have been awarded an undergraduate degree and fulfilled other requirements for M.A. degree.