



SMUSM

TEMERLIN
ADVERTISING
INSTITUTE

TAI STUDENT HANDBOOK
TEMERLIN.SMU.EDU
ACADEMIC YEAR 2014-2015



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WELCOME:

You are now a student in the Temerlin Advertising Institute (TAI). Welcome and Congratulations!

Our mission is to prepare you for your future career in the ever-changing field of advertising. While the field is dynamic and fast-paced, a few simple rules will serve you well.

- 1) Be courteous, respectful and humble.
 - There is much to learn and your professors are there to help you get the knowledge needed to be successful.
- 2) Be professional.
 - You now represent us and we represent you. Reputation matters, so go out of your way to represent TAI in a way to make people say, “I would hire anyone from TAI.”
- 3) Be prepared.
 - Successful advertising requires hard work. Your preparation for that hard work will be no different.

Upon completion of your B.A. Degree in Advertising, you will be solidly grounded in the fundamentals of advertising. It is an exciting, fun and rewarding career, but now is the time to take advantage of all the opportunities that await you. Be active in your pursuit of internships, competitions, specific classes; and networking with your fellow students, your professors and the extremely successful TAI alumni. These are the activities before you that will impact your future careers. It is now up to you.

Please review this handbook carefully. TAI staff members have worked hard to answer questions, provide forms you might need, and give an overview of what you'll need to finish your degree.

Best Regards,

Dr. Steven M. Edwards, Director and Professor

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YOUR PROFESSIONAL COMMUNITY

You are a young professional in training. Be smart. Be resourceful. Be creative. Start networking now. Gather your resources. Don't be just another body in the classroom. TAI offers opportunities for you to excel in and out of the classroom. Here are a few ways to get started.

CHECK YOUR SMU EMAIL DAILY

This is where you will find internship and job announcements as well as upcoming events, activities, and all electronic conversations with the faculty and staff of TAI.

KNOW YOUR TRADE PRESS & WEBSITES

Know the publications and websites that industry professionals live by. Read them. Absorb them. Many trade periodicals have student discounts.

PERIODICALS

Advertising Age, <http://adage.com>

Ad Week, <http://adweek.com>

Communication Arts, <http://commarts.com>

CMYK Magazine, <http://cmykmag.com>

AAF Smart brief, <http://smartbrief.com>

ASSOCIATIONS

American Advertising Federation, <http://aaf.org>

Dallas Society of Visual Communications, <http://dsvc.org>

AAF Dallas, <http://dallasadleague.org>

INDUSTRY AND EDUCATIONAL PORTALS

One Club, <http://oneclub.org>

Advertising World, <http://advertising.utexas.edu/world>

Ad Forum, and <http://adforum.com>

Agency Compile, <http://agencycompile.com>

Ihaveanidea.org, <http://ihaveanidea.org>

Advertising Educational Foundation, <http://aef.com>

SMU AD CLUB

The SMU Ad Club is one of the several hundred collegiate chapters of the American Advertising Federation (AAF). The SMU Ad Club holds monthly meetings and agency tours. The Ad Club faculty advisor is Mr. David Hadel, Executive in Residence. Benefits of membership include opportunities such as the Most Promising Minority Student Program, Mosaic Career Fairs, Stickell Student Internship Program, and more. Students are required to be a member of the SMU Ad Club to participate on the National Student Advertising Competition (NSAC) Ad Team. Membership dues are \$60 annually. See the TAI Weekly Update for the membership application and instructions for applying.



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TAI STUDY ABROAD PROGRAMS

SMU-IN-LONDON

SMU-in-London is an excellent opportunity for TAI students. For five weeks, twenty advertising students focus on the field of international advertising. For more information visit: <https://abroad.smu.edu/>.

EVENTS / WORKSHOPS / LECTURES

Part of being a young professional is attending industry events, workshops and lectures. These activities offer you the opportunity to network, learn, etc. There are several industry events throughout the Dallas area every year.

THE EXXONMOBIL LECTURE SERIES ON ADVERTISING (ETHICS, SOCIAL RESPONSIBILITY)

TAI is fast becoming a center for thought for the advertising industry. Every academic year, the lecture series focuses on advertising, communication and media ethics. Past participants have included: Wick Alison, Editor, D Magazine; Wally Snyder, President, AAF; Diane Fannon, Principal, the Richards Group; Eric McClellan, Creative Director, T:M Advertising; Bob Garfield, Advertising Critic, Advertising Age; Gary Knell, CEO, Sesame Workshop; Hal Curtis, Creative Director, Weiden+Kennedy and John Zogby, Polster and author of “The Way We’ll Be”, Peggy Conlon, President, The Ad Council, James E. Datri, President AAF, Nancy Hhill, President, 4A’s ; Ted Gilvar, TAI Alum and CMO of Monster.com; and members of the Publicis Dallas team that created “1-in-3: A Documentary Look at America’s Dwindling Middle Class”. TAI students are strongly encouraged to attend the lecture series.

AAF DALLAS EVENTS AND AWARDS

AAF DALLAS is a professional organization dedicated to the advertising industry and advertising professionals. They offer monthly luncheons covering a range of topics from effectiveness of advertising to branding. These luncheons have featured speakers such as Juli Black, Tivo; Richard Owen, Hall & Partners; Cindy Hamrick, Saatchi & Saatchi; Jan Castle, Arnold Worldwide; and Diane Fannon, the Richards Group. They also brought in Cammie Dunaway, CMO, Yahoo! to speak at a professional development breakfast. AAF DALLAS events provide students with excellent networking opportunities and have created special rates for students too.

The American Advertising Awards (formerly ADDYS) are one of the many creative competitions in the advertising industry. Students from the creative track are selected to enter the competition each academic year. Our students have brought home gold, silver, and bronze awards at the local and regional levels, as well as silver and gold at the national level. For more info, visit: <http://www.aafdallas.org/>.

DALLAS SOCIETY OF VISUAL COMMUNICATIONS (DSVC) LECTURES

Members include: graphic designers, illustrators, photographers, writers, production artists, filmmakers, artist representatives, art directors, and creative directors. Monthly DSVC meetings bring in some of the most sought after visual communicators to share their philosophies about work and life. DSVC offers a student discount for these lectures. Visit the DSVC website at <http://dsvc.org> for more information.

AIGA: DALLAS-FORT WORTH CHAPTER EVENTS

AIGA-DFW is the local arm of a national organization that is focused on communication design, leadership, advocacy, education, and professional development. Throughout the year, they offer a wide range of events from designer showcases to lectures as well as online forums and resources. For more info, visit: <http://dallas.aiga.org>.



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EVENTS / WORKSHOPS / LECTURES CONTINUED

DALLAS-FORT WORTH INTERACTIVE MARKETING ASSOCIATION (DFWIMA)

AWARDS

DFWIMA is dedicated to interactive professionals, businesses and educators in the DFW Metroplex. Throughout the year, they offer events in various formats. For more information about DFWIMA, visit them at: <http://dfwima.org>.

DALLAS-FORT WORTH AMERICAN MARKETING ASSOCIATION EVENTS

The American Marketing Association (AMA) is a national professional organization dedicated to the marketing professional. The local Dallas/Fort Worth chapter is one of the largest chapters of the AMA. Every year, the DFW chapter of the AMA offers luncheons and breakfasts in the area as well as other events that allow you to increase your knowledge and your network. They offer a student membership rate. For more information about the organization, visit: <http://dfwama.com>.

STUDENT COMPETITIONS

Competitions are an important part of the advertising industry. Every academic year, TAI student work is selected to compete in local, regional, national, and international competitions. Students find that participating in competitions opens the door to internship and employment opportunities in the advertising industry in all major markets.

SMU AD TEAM (REGIONAL AND NATIONAL COMPETITIONS)

SMU Ad Club members have an opportunity to participate on the SMU Ad Team, which competes in the National Student Advertising Competition (NSAC). For more information on this event, visit: <http://www.aaf.org/default.asp?id=123>.

ONE CLUB COLLEGE AND CLIENT PITCH COMPETITION (INTERNATIONAL COMPETITION)

One of the most acclaimed advertising student competitions is the annual One Show College Competition. The One Club receives more than 900 entries from around the world in the categories of print, design, TV, innovative marketing and interactive media. Students who are awarded gold, silver, or bronze (the ultimate award in the creative advertising industry) receive \$3,000, \$2,000, and \$1,000 respectively. Recent clients have been: Natural Resources Defense Council, Hybridcenter.org, Domino Sugar, the Newspaper Association of America, and Current Energy.

The Client Pitch competition offers the One Show College Competition entrants another chance to compete with their work. While the One Show college competition winners are selected based on the creative concept, the Client Pitch Competition is judged by the ability to give a persuasive presentation. The final teams give a live presentation to the panel of judges, including Creative Directors and the College Competition client executives.

ONE SHOW STUDENT EXHIBITION (INTERNATIONAL) – INVITATION ONLY

TAI has been honored to show work at the invitation-only One Show Student Exhibition the past several years. Creative students asked to showcase their work are typically selected from the Portfolio and Advanced Portfolio courses.



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STUDENT COMPETITIONS CONTINUED

THE ART DIRECTORS CLUB – NEW YORK (NATIONAL) – INVITATION ONLY

Similar to the One Show Student Exhibition, TAI students are regularly selected to showcase student work in the Art Directors Club competition. Students selected to showcase their work are selected from current Portfolio and Advanced Portfolio courses.

SUMMIT INTERNATIONAL AWARDS (INTERNATIONAL)

Selected students from the creative program have their work entered into this international advertising competition based in Portland, Oregon. Students have received gold, silver and bronze awards, as well as creative receiving a Special Judges' citation in 2006.

ART DIRECTORS CLUB OF HOUSTON (REGIONAL)

Selected students from the creative program have had their work entered into this regional advertising competition based in Houston, TX. Past students have won gold, silver, and bronze awards as well as receiving a special Judges' Selection recognition.

STUDENT AMERICAN ADVERTISING AWARDS (ADDYS) (LOCAL, REGIONAL, NATIONAL)

The AAF Student American Advertising Awards Competition (formerly ADDYS) work is entered at the local level and can move up to regional and national judging (as is the work entered by professionals across the country). Selected students from the creative program have their work submitted in the AAF Dallas American Advertising Awards Competition at the end of the fall semester.

DALLAS SOCIETY OF VISUAL COMMUNICATIONS (DSVC) NATIONAL ANNUAL STUDENT SHOW

Every year, selected creative students enter the DSVC National Annual Student Show. Student work is selected for showcase with the winners being announced at the awards banquet the night of the showcase.

TAI PROGRAMS OF STUDY

TAI continues to make significant curriculum changes to create the most current and rigorous program of study.

As a result, it is imperative that you understand which catalog year governs your time in the institute. You can determine your correct program of study by following the Undergraduate Catalog for the year you entered SMU (not the year you entered TAI).

The following pages will provide you with a general overview of the current degree programs that TAI offers. For detailed information for the specific year you entered SMU please refer to the Undergraduate Catalog for that year.

After you have been accepted into TAI, you will be sent an email with your advertising classes for your first semester at TAI. You will also be assigned a faculty advisor after you have formally declared advertising as your major. Your TAI faculty advisor is available to help answer questions you might have about the advertising profession and post-graduation opportunities. Additionally, the TAI Assistant Direct is available to help answer questions you have about the TAI curriculum, sign forms requiring an advisor's signature, etc.

Currently, TAI offers:

B.A. Advertising

B.A. Advertising – Creative

Advertising Minor

Graphic Design Minor

B.A. ADVERTISING | GENERAL

STUDENTS ENTERING SMU IN 2009-2010 AND 2010-2011

General Education Requirements (GEC)	41 hours
Foreign Language (two terms of the same language)	8 hours
Statistics	3 hours
Meadows Electives	3 hours
Communication Electives *	6 hours
Minor or 2 nd Major (required)	31-40 hours
 Advertising Course Requirements beyond GEC	 24 hours
ADV 2374 Survey of Advertising	
ADV 2375 Advertising Ethics	
ADV 3351 Advertising Literacy**	
ADV 3362 Marketing Principles of Advertising or MKTG 3340 Fundamentals of Marketing	
ADV 3376 Advertising Media	
ADV 3385 Introduction to Creativity	
ADV 3393 Advertising Research	
ADV 4399 Advertising Campaigns	
 General Advertising Elective (Choose One)	 3 hours
ADV 4124, 4225, 4325 Advertising Internship	
ADV 4317 Consumer Behavior	
ADV 4318 Interactive Advertising	
ADV 4351 Interactive Design	
ADV 4373 International Advertising	
ADV 4375 Contemporary Advertising Issues	
ADV 4381 Advertising Sales Management	
ADV 4382 Integrated Marketing Communication	
ADV 5301 Special Topics in Advertising	
 Specialized Advertising Elective (Choose One)	 3 hours
ADV 4362 Advertising Account Management	
AD 4374 International Advertising	
ADV 4376 Advanced Advertising Media	
ADV 4393 Advertising Account Planning	
 Total Hours	 122 hours

NOTES

*Communication Electives include any Advertising, Communication Studies, Journalism, or Film and Media courses.

**As of 2011, ADV 3351: Advertising Literacy is no longer offered. Any Advertising course that is not being used to satisfy another requirement can be substituted for ADV 3351.

B.A. ADVERTISING | GENERAL

STUDENTS ENTERING SMU IN 2011-2012

General Education Requirements (GEC)	41 hours
Foreign Language (two terms of the same language)	8 hours
Statistics	3 hours
Meadows Electives	3 hours
Communication Electives *	6 hours
Minor or 2 nd Major (required)	31-40 hours
 Advertising Course Requirements beyond GEC	 21 hours
ADV 2374 Survey of Advertising	
ADV 2375 Advertising Ethics	
ADV 3362 Marketing Principles of Advertising	
ADV 3385 Introduction to Creativity	
ADV 3393 Advertising Research	
ADV 4399 Advertising Campaigns	
 General Advertising Elective (Choose Two)	 6 hours
ADV 3391 Production for Non-Creative Track	
ADV 4125, 4225, 4325 Advertising Internship	
ADV 4317 Consumer Behavior	
ADV 4318 Interactive Advertising	
ADV 4351 Interactive Design	
ADV 4373 International Advertising	
ADV 4375 Contemporary Advertising Issues	
ADV 4381 Advertising Sales Management	
ADV 4382 Integrated Marketing Communication	
ADV 5301, 5302, 5303, 5304 Special Topics in Advertising	
 Specialized Advertising Elective (Choose One)	 3 hours
ADV 4362 Advertising Account Management	
AD 4374 International Advertising	
ADV 4376 Advanced Advertising Media	
ADV 4393 Advertising Account Planning	
 Total Hours	 122 hours

NOTES

*Communication Electives include any Advertising, Communication Studies, Journalism, or Film and Media courses.

B.A. ADVERTISING | GENERAL

STUDENTS ENTERING SMU IN 2012-2013 and 2013-2014

University Curriculum (UC)/General Education Requirements (GEC)	varies
Foreign Language (two terms of the same language)	8 hours
Statistics	3 hours
Meadows Electives	3 hours
Communication Electives *	6 hours
Minor or 2 nd Major (required)	31-40 hours
Advertising Course Requirements beyond GEC	21 hours
ADV 2374 Survey of Advertising	
ADV 2375 Advertising Ethics	
ADV 3362 Marketing Principles of Advertising or MKTG 3340	
ADV 3385 Introduction to Creativity	
ADV 3376 Advertising Media	
ADV 3393 Advertising Research	
ADV 4399 Advertising Campaigns	
General Advertising Elective (Choose Two)	6 hours
ADV 3391 Production for Non-Creative Track	
ADV 4125, 4225, 4325 Advertising Internship	
ADV 4317 Consumer Behavior	
ADV 4318 Interactive Advertising	
ADV 4373 International Advertising	
ADV 4365 Social Media Marketing	
ADV 4375 Contemporary Advertising Issues	
ADV 4381 Advertising Sales Management	
ADV 4382 Integrated Marketing Communication	
Specialized Advertising Elective (Choose One)	3 hours
ADV 4362 Advertising Account Management	
AD 4374 International Advertising	
ADV 4376 Advanced Advertising Media	
ADV 4393 Advertising Account Planning	
Total Hours	122 hours

NOTES

*Communication Electives include any Advertising, Communication Studies, Journalism, or Film and Media courses.

B.A. ADVERTISING | CREATIVE

STUDENTS ENTERING SMU IN 2009-2010 AND 2010-2011

General Education Requirements (GEC)	41 hours
Foreign Language (two terms of same language)	8 hours
Statistics	3 hours
Minor or 2 nd Major (required)	31-40 hours
Advertising Course Requirements beyond GEC	33 hours
ADV 2374 Survey of Advertising	
ADV 2375 Advertising Ethics	
ADV 3351 Advertising Literacy	
ADV 3376 Advertising Media	
ADV 3362 Marketing Principles of Advertising or MKTG 3340	
Fundamentals of Marketing	
ADV 3385 Introduction to Creativity	
ADV 3390 Creative Production (Concurrent enrollment in ADV 3395 required)	
ADV 3395 Concepting (Concurrent enrollment in ADV 3390 required)	
ADV 3393 Advertising Research	
ADV 4385 Portfolio	
ADV 4399 Advertising Campaigns	
Communication and Meadows Electives *	6 hours
Total Hours	122 hours

NOTES

*Communication Electives include any Advertising, Communication Studies, Journalism, or Film and Media courses.

B.A. ADVERTISING | CREATIVE

STUDENTS ENTERING SMU IN 2011-2012

General Education Requirements (GEC)	41 hours
Foreign Language (two terms of same language)	8 hours
Statistics	3 hours
Minor or 2 nd Major (required)	31-40 hours
Advertising Course Requirements beyond GEC	30 hours
ADV 2374 Survey of Advertising	
ADV 2375 Advertising Ethics	
ADV 3376 Advertising Media	
ADV 3362 Marketing Principles of Advertising or MKTG 3340 Fundamentals of Marketing	
ADV 3385 Introduction to Creativity	
ADV 3390 Creative Production (Concurrent enrollment in ADV 3395 required)	
ADV 3395 Concepting (Concurrent enrollment in ADV 3390 required)	
ADV 3393 Advertising Research	
ADV 4385 Portfolio	
ADV 4399 Advertising Campaigns	
Communication and Meadows Electives*	6 hours
Total Hours	122 hours

NOTES

*Communication Electives include any Advertising, Communication Studies, Journalism, or Film and Media courses.

B.A. ADVERTISING | CREATIVE

STUDENTS ENTERING SMU IN 2012-2013 and 2013-2014

University Curriculum (UC)/General Education Requirements (GEC)	varies
Foreign Language (two terms of same language)	8 hours
Statistics	3 hours
Minor or 2 nd Major (required)	31-40 hours
Advertising Course Requirements beyond GEC/UC	30 hours
ADV 2374 Survey of Advertising	
ADV 2375 Advertising Ethics	
ADV 3376 Advertising Media	
ADV 3362 Marketing Principles of Advertising or MKTG 3340	
Fundamentals of Marketing	
ADV 3385 Introduction to Creativity	
ADV 3090 Creative Production (Concurrent enrollment in ADV 3395 required)	
ADV 3395 Concepting (Concurrent enrollment in ADV 3090 required)	
ADV 3393 Advertising Research	
ADV 4385 Portfolio	
ADV 4395 Advanced Portfolio	
ADV 4399 Advertising Campaigns	
Communication and Meadows Electives*	6 hours
Total Hours	122 hours

NOTES

*Communication Electives include any Advertising, Communication Studies, Journalism, or Film and Media courses.

MINOR IN ADVERTISING

The minor in advertising offers an overview of the social, economic, legal and marketing environments in which advertising functions. Students interested in pursuing a minor in advertising are NOT required to complete an application.

To declare a minor in advertising, students must first complete ADV 2374.

PROGRAM REQUIREMENTS

ADV 2374 Survey of Advertising	3 hours
ADV 2375 Advertising Ethics	3 hours
ADV 2395 Digital Media Landscapes	3 hours
ADV 3362 Marketing Principles of Advertising or MKTG 3340	3 hours
ADV 3385 Introduction to Creativity	3 hours
ADV 4317 Consumer Behavior or MKTG 3343	3 hours

Total Hours **18 hours**

MINOR IN GRAPHIC DESIGN

The Graphic Design minor is a program of study exposing students to basic elements of graphic design as it relates to many arts and communication industries. The Graphic Design minor provides a basic understanding and development of skills necessary for message design across various media. The minor is designed for students who wish to incorporate an interest in graphic design into their major coursework or to pursue further study in a variety of design disciplines. Topics and skill sets may include identity (logos, branding collateral material, packaging), digital (social, mobile, online media), publication (magazines, newspapers, and books) and other areas of design.

PROGRAM REQUIREMENTS

ADV 2310 Word & Image/Art & Design: 1900-Present or ASAG 1310	3 hours
ADV 3360 Introduction to Graphic Design Studio	3 hours
ADV 3391 Creative Production	3 hours
ADV 4320 Typography	3 hours

Electives 9 hours

Choose 3, with at least one course at the 3000 level or above

ASIM 1300 Introduction to Digital Hybrid Media

ASIM 1310 Art and Code I

ASIM 3310 Computation and Media Workshop

ADV 4330 Logo & Trademark Design (pre-req ADV 2310 or ASAG 1310, ADV 3391 or 3395, ADV 3360)

ADV 4335 Publication Design (pre-req ADV 2310 or ASAG 1310, ADV 3391 or 3395, ADV 3360)

ADV 4360 Visualization of Information (pre-req ADV 2310 or ASAG 1310, ADV 3391 or 3395, ADV 3360)

**Advertising students may count ADV 3385 Introduction to Creativity as an elective.*

Total Hours **21 hours**

ADVISING AND ENROLLMENT

STUDENT ADVISING IN THE TEMERLIN ADVERTISING INSTITUTE

Unlike the University Advising Center, we do not have full-time staff advisors; instead TAI full-time faculty members serve as faculty advisors and professional mentors. Your faculty advisor can answer specific questions about the advertising course work and provide guidance on post-graduation opportunities. If you don't know or aren't sure who your faculty advisor is, you can find this information in your Student Center in my.SMU.

While your faculty advisor can answer specific questions about your particular academic and career goals, general questions about the advertising degree programs and paperwork needing an advisor's signature (i.e. petitions, minor declarations, etc.) should be directed to Ms. Amy Dahmann, Assistant Director, in the TAI main office (202 Umphrey Lee Center; temerlin@smu.edu).

ENROLLMENT

Enrollment for continuing students typically begins in early November (for JanTerm and Spring courses) or early April (for May Term, Summer and Fall courses). You will receive an email from SMU approximately 3-4 weeks before enrollment begins. This email will include the date and time of your Enrollment Appointment, or when you can begin registering for classes for the upcoming term(s). This information can also be found in your Student Center on my.SMU.

It is extremely important that you know when your Enrollment Appointment will begin. It is also important that you clear any holds on your account before your Enrollment Appointment. A hold on your account will prevent you from being able to register for courses until the hold is cleared.

CHOOSING ELECTIVES

To help in selecting Communication and Meadows Electives, we have provided the list below. There are certainly more choices, but these are ones we feel compliment an advertising major.

COMMUNICATION ELECTIVES

Interdisciplinary Course Offerings

MSA 1315 Mass Media and Technology

Film and Media Arts

CTV 1301 Film and Video Aesthetics

CTV 1304 Basic Video and Audio Production

CTV 2354 Basic Screenwriting

Communication Studies

CCPA 2308 Strategic Communication

CCPA 2310 Rhetoric, Community, and Public Deliberation

CCPA 2327 Introduction to Communication

Theory and Practice

Journalism

CCJN 2303 Writing and Editing for Journalists

CCJN 4360 Women and Minorities in the Media

CCJN 4380 Objectivity and Bias

NOTE: Any ADV course that is not being used to satisfy another requirement for the Advertising major can be used to satisfy a Communication Elective. Examples of such courses include ADV 4325 Advertising Internship, ADV 5301 Special Topics in Advertising, etc.

MEADOWS ELECTIVES

Interdisciplinary Course Offerings

MSA 1315 Mass Media and Technology

Art, Studio

ASIM 1300 Introduction to Digital Media I

ASDR 1300 Introduction to Studio – Drawing

ASPH 1300 Basics of Photography

Art History

ARHS 1307 Introduction to Art History

ARHS 1350 Arts and Culture of the Portuguese Empires

Dance

DANC 2370 Movement as Social Text

Music

MUHI 1202 Introduction to Music in World Societies

MUHI 1321 Music: The Art of Listening

Theatre

THEA 1380 Dramatic Arts: Mirror of the Age

HOW TO ENROLL

GO TO MY.SMU.EDU

1. Print out your [Degree Progress Report \(DPR\)](#) (steps 1-6 only)
2. Clear any HOLDS on your account
3. Clear PARKING TICKETS with the Park 'N Pony office
4. Check your assigned enrollment appointment, which is available via your Student Center

REGISTER VIA MY.SMU.EDU

1. You may enroll from any computer with internet access.

HOW TO REGISTER FOR A DIRECTED STUDY

Directed studies are offered when an exemplary student has earned the opportunity to study one-on-one with a particular faculty member. The following steps will help you in registering for a directed study:

1. If a professor offers to host a directed study with you, discuss with him/her what the project will be.
2. Obtain the Directed Study Approval Form from the TAI office. Complete your portion of the form.
3. See the professor with whom you've reached an agreement for independent study and have them fill out their portion of the DSA form.
4. Submit Directed Study Approval form to the TAI office with the professor's signature for approval by the TAI office.
5. The TAI office will email you and the professor regarding their decision. If approved, you will be able to go online and register for the appropriate classes at <http://access.smu.edu>.

INTERNSHIPS

An internship for course credit is NOT required to earn a B.A. in Advertising. However, we encourage all Advertising majors and minors to complete at least one advertising-related internship before graduating.

Internships are an important part of your educational experience. TAI enjoys a strong relationship with the advertising industry, as it is situated in a top media and advertising market, the Dallas/Fort Worth Metroplex. DFW is the nation's fifth largest television and media market and the headquarters for major advertising agencies, national and global corporations, large U.S. media corporations, public relations firms and film production companies. TAI students are NOT required to complete an internship for credit. However, we strongly encourage you to complete an internship (for credit or not) before you graduate.

We strive to provide our students with interesting, rigorous, rewarding internships. This means that we review all internship opportunities before including them in the TAI Weekly Update, as well as approving them for course credit.

PREREQUISITES FOR COMPLETING AN INTERNSHIP FOR COURSE CREDIT

As a part of making sure you are ready for the great companies who want TAI students to come on board as interns, we take great pains to prepare you for that experience. There are prerequisites for completing an internship for course credit. We understand that you are anxious and excited about wanting to jump right into "getting experience," but we ask that you wait until you qualify to complete an internship for course credit. Here's why. The internship will be a better experience if you do so. You'll know more. You'll have more to offer. And as a result, you'll take away more from the experience. And on top of that, the great agencies and companies in the Dallas/Fort Worth Metroplex have come to expect very high performance from TAI students. They want you to come in the door knowing the industry and the basic skills. To that end, we give you the knowledge you need to have a great pre-professional internship experience.

To qualify to complete an internship for credit, you must have completed or be in the process of completing the following courses:

- ADV 2374 Survey of Advertising
- ADV 3362 Marketing Principles
- ADV 3385 Introduction to Creativity
- ADV 3395 Concepting (Creative Track only)

COMPLETING AN INTERNSHIP FOR COURSE CREDIT

Check the TAI Weekly Updates (sent to your SMU email account each Tuesday) for opportunities and use the Hegi Family Career Center in Hughes-Trigg to:

- Get help putting a resume together
- Get career counseling
- Get career testing

Once you've secured an internship, complete the TAI Internship for Course Credit Approval Form (see page 23) and submit it to the TAI office via email (temerlin@smu.edu).

The TAI Internship Coordinator will review your paperwork and let you know whether or not your internship can be approved to earn course credit. If approved, you will be given permission to enroll in the appropriate Advertising Internship course.

NOTE: An internship must be advertising-focused to be eligible for course credit approval.

TAI FACULTY DIRECTORY

DR. STEVE EDWARDS

DIRECTOR & PROFESSOR
steve@smu.edu
OFFICE: 202 ULEE
PHONE: 214-768-3090

MR. WILLIE BARONET

STAN RICHARDS PROFESSOR IN CREATIVE ADV.
wbaronet@smu.edu
OFFICE: 221 ULEE
PHONE: 214-768-3370

MR. DEV GUPTA

LECTURER
dagupta@smu.edu
OFFICE: 246 ULEE
PHONE: 214-768-3587

DR. LISA HAAYEN

VISITING ASSISTANT PROFESSOR
lhaayen@smu.edu
OFFICE: 239B ULEE
PHONE: 214-768-4640

MR. DAVID HADELER

EXECUTIVE-IN-RESIDENCE
hadeler@smu.edu
OFFICE: 226 ULEE
PHONE: 214-768-4640

DR. ALICE KENDRICK

PROFESSOR
akendric@smu.edu
OFFICE: 239D ULEE
PHONE: 214-768-2381

DR. CARRIE LA FERLE

DIRECTOR OF GRADUATE STUDIES & PROFESSOR
laferle@smu.edu
OFFICE: 202 ULEE
PHONE: 214-768-3378

MS. CHERYL MENDENHALL

SENIOR LECTURER
cmendenhall@smu.edu
OFFICE: 226 ULEE
PHONE: 214-768-1274

DR. SIDHARTH MURALIDHARAN

ASSISTANT PROFESSOR
sidmurali@smu.edu
OFFICE: 239A ULEE
PHONE: 214-768-1542

DR. HYE JIN YOON

ASSISTANT PROFESSOR
hjyoon@smu.edu
OFFICE: 239C ULEE
PHONE: 214-768-1250

TAI ADJUNCT FACULTY

All adjunct offices are located inside the main TAI office in 202C ULEE.

MS. JULIE ABDINOOR
DR. BELINDA BALDWIN
MR. BILL GLENN
MR. JOHN HALL
MR. GORDON LAW
MS. SUZANNE LARKIN
MR. BRUCE ORR

TAI MAIN OFFICE & STAFF

The TAI office is located in 202 ULEE. The office is open Monday – Friday from 8:00am – 5:30pm.

MS. AMY DAHMANN
ASSISTANT DIRECTOR
temerlin@smu.edu
OFFICE: 202 ULEE
PHONE: 214-738-3090

MEADOWS ACADEMIC SERVICES STAFF

MS. PAM HENDERSON
DIRECTOR
SCHOLARSHIPS/FINANCIAL AID
pghender@smu.edu
OFFICE: 1152 OFAC
PHONE: 214-768-3314

MR. CHUCK DONALDSON
DEGREE COUNSELOR
MEADOWS STUDENT ACADEMIC SERVICES
cdonalso@smu.edu
OFFICE: 1120 OFAC
PHONE: 214-768-4326

MS. JANET STEPHENS
DEGREE COUNSELOR
MEADOWS STUDENT ACADEMIC SERVICES
janets@smu.edu
OFFICE: 1120 OFAC
PHONE: 214-768-3565

MS. JENNIFER R. SMITH
COORDINATOR
MEADOWS STUDENT ACADEMIC SERVICES
smithjr@smu.edu
OFFICE: 1120 OFAC
PHONE: 214-768-2754



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INTERNSHIP FOR COURSE CREDIT APPROVAL FORM

If you're a Temerlin Advertising Institute (TAI) student seeking SMU course credit for an internship, please complete this form and submit it to the TAI Internship Coordinator via email (temerlin@smu.edu) or to the TAI main office, 202 Umphrey Lee Center (ULEE). The TAI Internship Coordinator will review your form and determine whether or not it can be approved for course credit. You will be notified of TAI's decision within 2-3 business days. If approved, the TAI Internship Coordinator will email you and your internship supervisor additional information to ensure you have a successful internship experience. S/he will also give you permission to enroll in the appropriate Advertising internship course (i.e. ADV 4125, 4225 or 4325) for the appropriate term.

NOTE: Course credit can only be earned for an internship during the term in which the internship is being completed (i.e. summer internships will require enrollment in a summer Advertising Internship course, etc.). This form must be submitted to the TAI Internship Coordinator at least 2 days prior to the term in which you'll complete your internship (i.e. Fall, Spring, Summer I, Summer2, Summer 3) to be considered for approval.

I. YOUR INFORMATION

PRINTED NAME

SMU ID

SMU EMAIL ADDRESS

LOCAL PHONE NUMBER

II. PROPOSED INTERNSHIP INFORMATION

INTERNSHIP PROVIDER (AGENCY/COMPANY/FIRM)

INTERNSHIP PROVIDER'S ADDRESS

PRIMARY CONTACT/INTERN SUPERVISOR'S NAME

JOB TITLE

EMAIL ADDRESS

PHONE NUMBER

III. REGISTRATION INFORMATION & ACKNOWLEDGEMENT

PLEASE INDICATE YOUR DESIRED LEVEL OF COURSE CREDIT FOR THIS INTERNSHIP (CHECK ONE):

CREDIT HOURS	SMU/TAI COURSE	MINIMUM WORK HOURS THAT MUST BE COMPLETED
1 CREDIT HOUR	ADV 4125	50
2 CREDIT HOURS	ADV 4225	100
3 CREDIT HOURS	ADV 4325	150

REQUESTING CREDIT FOR THIS INTERNSHIP IN THE (CHECK ONE): FALL SPRING SUMMER YEAR: _____

PROPOSED DATES OF INTERNSHIP: _____ TO _____

YOUR SIGNATURE

DATE

FOR TAI USE ONLY

THIS INTERNSHIP HAS BEEN:

APPROVED FOR _____ CREDIT HOUR(S) FOR THE _____ TERM OF _____

NOT APPROVED

BY THE TEMERLIN ADVERTISING INSTITUTE FOR COURSE CREDIT

TAI INTERNSHIP COORDINATOR'S SIGNATURE

DATE

QUESTIONS ABOUT THIS FORM?

Contact the Temerlin Advertising Institute at temerlin@smu.edu or 214.768.3090.