

Advertising MA

Advertising MA Program Mission Statement

Mission Statement (Full Description):

The Temerlin Advertising Institute (TAI), one of the nation's only endowed advertising institutes, invites each student to build a foundation of strategic communication principles, to develop a deep appreciation of the power of advertising, and to join in an exploration of how advertising can be channeled for the betterment of a product or service for a client as well as for society. Students explore responsibility issues within traditional advertising courses and experiential opportunities. Within the program, students may opt to follow an industry focus or a research/thesis emphasis.

The M.A. in advertising at SMU will train students to develop critical thinking skills and provide grounding in advertising theory and traditional disciplines such as account management, consumer behavior, research methods, and media planning. Additionally, it will provide training in global, social, cultural, and technological sensitivity.

Advertising as a cultural force can have a powerful cultural impact on societies as well as brands. The rise of social media and the informed consumer has allowed advertisers to talk with (not at) consumers. Developing strategies for integrating consumers in branding decisions and developing long-term relationships with consumers are the keys to success. Therefore, the M.A. in advertising program provides training in global, social, cultural and technological sensitivity to give students the understanding needed to engage consumers in brand conversations. Strategic and conceptually rich creative messages are the conversation starters delivered to consumers using paid, earned and owned media. In addition to enhancing their understanding of traditional advertising theory and practice, students will learn about the use of social media, location-based targeting, cause marketing, viral messaging, adver gaming, product placement and branded entertainment as means to create meaningful brands for customers.

Individuals graduating from this program will go on to work, either domestically or internationally, in advertising agencies as account executives, art directors, copy writers, media strategists, research analysts or account planners. A graduate of the institute will also be attractive to media organizations, marketing firms, the event management field, branded entertainment, adver gaming, motion picture marketing and nonprofit organizations.

Does your program offer courses at an off-campus instructional site (not at SMU Dallas campus)?:

No

Does your program offer courses through distance education technology (e.g., asynchronous, synchronous, or both)?:

No

During which academic year were students first enrolled in this program?:

Prior to AY2023-2024

Progress:

Complete

Advertising Planning and Strategy

Step 1A: SLO Number:

1

Step 1C: SLO Statement (Full Description):

Advertising Campaigns (ADV 6399) at the Temerlin Advertising Institute is a capstone course and a culmination of a TAI grad student's educational preparation for entering the professional market. Student efforts will be organized around, and culminate in, the development of an actual advertising campaign from the ground up. Students are required to conduct research, develop a positioning strategy, develop a media plan, create original advertising and marketing communications materials, put all of this into a comprehensive written plan and, finally, present these elements to a client/faculty audience. By nature and design, this is a challenging and rewarding course, designed to bring together all aspects of advertising concepts covered in courses earlier in the program.

The ADV 6399 course will be used to measure the 4 PLOs in the Advertising MA program: (1) Advertising Planning and Strategy, (2) Problem Solving and Critical Thinking, (3) Preparing Plans Book, and (4) Client Presentation.

The PLO statement for "Advertising Planning and Strategy" is: To enhance student understanding of how advertising strategy and planning fit within the broader framework of marketing strategy, and how this planning and strategy forms the foundation for advertising and marketing campaigns.

Step 2A: Measure:

In the ADV 6399 (Advertising Campaigns) capstone class, students will learn to develop and conduct a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis for a class client.

Attached Files

[ADV 6399 Museum SWOT.png](#)

[ADV 6399 Meadows Museum Takeaways.png](#)

Step 2B: Type of Measure (check all that apply):

Capstone project, Presentation

Step 2C: Is Measure direct or indirect?:

Direct

Step 3A: Target for Measure:

At least 85% of students will receive a minimum score of "B" (83-86%) on the SWOT analysis assignment.

Commented [SS1]: Provide a rationale for this target (e.g., is this a faculty-determined benchmark, based on previous AY data, etc.).

Step 4A: Was the target met for this Measure?:

Met

Step 4B: Results and Findings for this Measure:

Based on results from AY24-25, 100% of students enrolled in ADV 6399 (Advertising Campaigns) received a grade of "B" or higher on the SWOT analysis assignment.

Step 4C: Interpretation of Results:

Based on the results for AY2024-2025, the target was met for this measure, as 100% of students enrolled in ADV 6399 (Advertising Campaigns) received a grade of "B" or above on the SWOT analysis assignment.

Step 5A: Use of Results for Seeking Improvement (Action Plan):

Based on results from AY24-25, an action plan was developed to help students enrolled in ADV 6399 (Advertising Campaigns) to achieve the target grade of "B" on the SWOT analysis assignment. Specifically, the following actions: (1) additional emphasis or time on content, (2) additional activities or assignments, and (3) more individual instruction time with instructors, were determined to be the best course of action to help students achieve the target for this measure for the following year. Additional support, such as (1) help during instructor office hours, (2) additional assignments, (3) more time to complete assignments, and (4) individual tutoring, would also be provided by instructors in the ADV 6399 Advertising Campaigns courses to students in order to help them demonstrate proficiency in Advertising Planning and Strategy.

Commented [BG2]:

Step 5B: Type of Action:

Additional emphasis or time on content, Additional activities or assignments, Faculty involvement

Step 5C: Dialogue Participants (check all that apply):

Administrator, Committee, Faculty

Step 5D: Evidence of Dialogue:

Progress was discussed at graduate committee meetings and faculty meetings during the Fall 2024 and Spring 2025 semesters. The program director also met with instructors individually to discuss progress.

Step 5E: Type of other Improvements (check all that apply):

APR recommendations

Step 5F: Other Improvements (Full Description):

None

Step 6A: Status Update on Action(s) Identified in the Previous Assessment Cycle (Full Description):

Based on the results for AY23-24, the target was met for this measure. It was determined by the program director and instructors that no other improvement was needed at this time.

Step 6B: Status Update on Previously Identified Action Plan(s):

Fully implemented

Progress:

Complete

Problem Solving and Critical Thinking

Step 1A: SLO Number:

2

Step 1C: SLO Statement (Full Description):

The ADV 6399 (Advertising Campaigns) course will help hone students' critical thinking skills individually and collaboratively by offering collaborative experience in exploring and choosing alternative ways of solving advertising problems and, as a result, experience in evaluating the strengths and weaknesses of various advertising approaches.

Step 2A: Measure:

Message platform and experience map. Students hone critical thinking skills in two assignments:

1) Development of a comprehensive MESSAGING PLATFORM, and 2) Development of a comprehensive EXPERIENCE MAP.

Attached Files

[ADV 6399 Museum Experience Map.png](#)

[ADV 6399 Museum Messaging Platform.png](#)

Step 2B: Type of Measure (check all that apply):

Capstone project, Presentation, Written paper/project

Step 2C: Is Measure direct or indirect?:

Direct

Step 3A: Target for Measure:

At least 85% of students enrolled in ADV 6399 (Advertising Campaigns) will receive a minimum grade of "B" (83-86%) or above on the 2 assignments: (1) Development of a comprehensive MESSAGING PLATFORM, and (2) Development of a comprehensive EXPERIENCE MAP.

Commented [SS3]: Provide a rationale for this target (e.g., is this a faculty-determined benchmark, based on previous AY data, etc.).

Step 4A: Was the target met for this Measure?:

Met

Step 4B: Results and Findings for this Measure:

During AY2024-2025, 100% of students enrolled in ADV 6399 (Advertising Campaigns) received a minimum average grade of "B" or above on the 2 assignments: (1) Development of a comprehensive MESSAGING PLATFORM, and (2) Development of a comprehensive EXPERIENCE MAP.

Step 4C: Interpretation of Results:

Based on the results for AY2024-2025, the target was met for this measure, as 100% of students enrolled in ADV 6399 (Advertising Campaigns) received a grade of "B" or above on the 2 assignments: (1) Development of a comprehensive MESSAGING PLATFORM, and (2) Development of a comprehensive EXPERIENCE MAP.

Step 5A: Use of Results for Seeking Improvement (Action Plan):

Based on results from AY24-25, an action plan was developed to help students enrolled in ADV 6399 (Advertising Campaigns) to achieve the target grade of "B" on the 2 assignments: (1) Development of a comprehensive MESSAGING PLATFORM, and (2) Development of a comprehensive EXPERIENCE MAP. Specifically, the following actions: (1) additional emphasis or time on content, (2) additional activities or assignments, and (3) more individual instruction time with instructors, were determined to be the best course of action to help students achieve the target for this measure for the following year. Additional support, such as (1) help during instructor office hours, (2) additional assignments, (3) more time to complete assignments, and (4) individual tutoring, would also be provided by instructors in the ADV 6399 Advertising

Commented [BG4]:

Campaigns courses to students in order to help them demonstrate proficiency in Problem Solving and Critical Thinking.

Step 5B: Type of Action:

Additional emphasis or time on content, Additional activities or assignments, Faculty involvement

Step 5C: Dialogue Participants (check all that apply):

Administrator, Committee, Faculty

Step 5D: Evidence of Dialogue:

Progress was discussed at graduate committee meetings and faculty meetings during the Fall 2024 and Spring 2025 semesters. The program director also met with instructors individually to discuss progress.

Step 5E: Type of other Improvements (check all that apply):

APR recommendations

Step 5F: Other Improvements (Full Description):

None

Step 6A: Status Update on Action(s) Identified in the Previous Assessment Cycle (Full Description):

Based on results for AY23-24, it was determined by the program director and instructors that no other improvement was needed at this time.

Step 6B: Status Update on Previously Identified Action Plan(s):

Fully implemented

Progress:

Complete

Prepare Plansbook

Step 1A: SLO Number:

3

Step 1C: SLO Statement (Full Description):

The purpose of the Plansbook assignment in ADV 6399 (Advertising Campaigns) is to sharpen each student's overall skills in organizing and developing content based on a strategic foundation, managing time, communicating with clients and colleagues in writing and in person, identifying problem areas as well as possible resources or solutions, and in evaluating and discussing those solutions so that the final PLANSBOOK and PRESENTATION each provide a logical argument for final advertising and marketing recommendations.

Step 2A: Measure:

Students will be evaluated based on their individual contributions to the final PLANSBOOK and PRESENTATION in ADV 6399 (Advertising Campaigns).

As a group, the students will collaborate on a comprehensive PLANSBOOK. The PLANSBOOK incorporates all of the team's planning, research, analysis, strategy development, content development, and the resultant creative that comprise the comprehensive written presentation of their overall campaign recommendations.

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Attached Files

[ADV 6399 Meadows Museum Plansbook.pdf](#)

Step 2B: Type of Measure (check all that apply):

Capstone project, Presentation, Written paper/project

Step 2C: Is Measure direct or indirect?:

Direct

Step 3A: Target for Measure:

At least 85% of students will receive a minimum grade of "B" (83-86%) or above based on their individual contributions to the final PLANSBOOK and PRESENTATION assignments in ADV 6399 (Advertising Campaigns).

Commented [S55]: Provide a rationale for this target (e.g., is this a faculty-determined benchmark, based on previous AY data, etc.).

Step 4A: Was the target met for this Measure?:

Met

Step 4B: Results and Findings for this Measure:

During AY2024-2025, 100% of students enrolled in ADV 6399 (Advertising Campaigns) received a minimum average grade of "B" or above based on their individual contributions to the final PLANSBOOK and PRESENTATION assignments.

Step 4C: Interpretation of Results:

Based on the results for AY2024-2025, the target was met for this measure, as 100% of students enrolled in ADV 6399 (Advertising Campaigns) received a grade of "B" or above based on their individual contributions to the final PLANSBOOK and PRESENTATION assignments.

Step 5A: Use of Results for Seeking Improvement (Action Plan):

Based on results from AY24-25, an action plan was developed to help students enrolled in ADV 6399 (Advertising Campaigns) to achieve the target grade of "B" based on their individual contributions to the final PLANSBOOK and PRESENTATION assignments. Specifically, the following actions: (1) additional emphasis or time on content, (2) additional activities or assignments, and (3) more individual instruction time with instructors, were determined to be the best course of action to help students achieve the target for this measure for the following year. Additional support, such as (1) help during instructor office hours, (2) additional assignments, (3) more time to complete assignments, and (4) individual tutoring, would also be provided by instructors in the ADV 6399 Advertising Campaigns courses to students in order to help them demonstrate proficiency in Preparing and Presenting the final plansbook.

Commented [BG6]:

Step 5B: Type of Action:

Additional emphasis or time on content, Faculty involvement

Step 5C: Dialogue Participants (check all that apply):

Administrator, Committee, Faculty

Step 5D: Evidence of Dialogue:

Progress was discussed in graduate committee meetings and faculty meetings during the Fall 2024 and Spring 2025 semesters. The program director also met with instructors individually to discuss progress.

Step 5E: Type of other Improvements (check all that apply):

APR recommendations

Step 5F: Other Improvements (Full Description):

None

Step 6A: Status Update on Action(s) Identified in the Previous Assessment Cycle (Full Description):

Since the target was met for this measure during AY23-24, it was determined by the program director and instructors that no other improvement was needed at this time.

Step 6B: Status Update on Previously Identified Action Plan(s):

Fully implemented

Progress:

Complete

Client Presentation

Step 1A: SLO Number:

4

Step 1C: SLO Statement (Full Description):

The purpose of this presentation in the ADV 6399 class is to refine students' presentation skills to clients, as this is a critical element of a job in an advertising agency. As part of their final capstone project in the AV 6399 course, students will present plansbook to the client. As a group, the students are required to collaborate on a comprehensive PRESENTATION that allows them to walk the clients through all the key components of the Plansbook.

Step 2A: Measure:

As a group, the students collaborate on turning their completed PLANSBOOK into a PRESENTATION by concepting, planning, writing, designing, rehearsing and presenting final recommendations to the clients in the form of a final, in-person, presentation. Students will be evaluated on their individual contributions to the PLANSBOOK PRESENTATION.

Attached Files

[ADV 6399 Meadows Museum - Presentation.pdf](#)

Step 2B: Type of Measure (check all that apply):

Capstone project, Presentation

Step 2C: Is Measure direct or indirect?:

Direct

Step 3A: Target for Measure:

At least 85% of students will receive a minimum grade of "B" (83-86%) on their individual contributions to the final PLANSBOOK PRESENTATION in ADV 6399 (Advertising Campaigns).

Step 4A: Was the target met for this Measure?:

Met

Step 4B: Results and Findings for this Measure:

During AY2024-2025, 100% of students enrolled in ADV 6399 (Advertising Campaigns) received a minimum average grade of "B" or above based on their individual contributions to the final PLANSBOOK PRESENTATION.

Step 4C: Interpretation of Results:

Based on the results for AY2024-2025, the target was met for this measure, as 100% of students enrolled in ADV 6399 (Advertising Campaigns) received a grade of "B" or above based on their individual contributions to the final PLANSBOOK PRESENTATION.

Step 5A: Use of Results for Seeking Improvement (Action Plan):

Based on results from AY24-25, an action plan was developed to help students enrolled in ADV 6399 (Advertising Campaigns) to achieve the target grade of "B" based on their individual contributions to the final PLANSBOOK PRESENTATION. Specifically, the following actions: (1) additional emphasis or time on content, (2) additional activities or assignments, and (3) more individual instruction time with instructors, were determined to be the best course of action to help students achieve the target for this measure for the following year. Additional support, such as (1) help during instructor office hours, (2) additional assignments, (3) more time to complete assignments, and (4) individual tutoring, would also be provided by instructors in the ADV 6399 Advertising Campaigns courses to students in order to help them demonstrate proficiency in Client Presentations.

Commented [BG7]:

Step 5B: Type of Action:

Additional emphasis or time on content,Additional activities or assignments,Faculty involvement

Step 5C: Dialogue Participants (check all that apply):

Administrator,Committee,Faculty

Step 5D: Evidence of Dialogue:

Progress was discussed in graduate committee meetings and faculty meetings during the Fall 2024 and Spring 2025 semesters. The program director also met with instructors individually to discuss progress.

Step 5E: Type of other Improvements (check all that apply):

APR recommendations

Step 5F: Other Improvements (Full Description):

None

Step 6A: Status Update on Action(s) Identified in the Previous Assessment Cycle (Full Description):

Since the target was met for this measure during AY23-24, it was determined by the program director and instructors that no other improvement was needed at this time.

Step 6B: Status Update on Previously Identified Action Plan(s):

Fully implemented

Progress:

Complete

Student Enrollment

Step 1A: PG Number:

1

Step 1C: PG Statement (Full Description):

Advertising as a cultural force can have a powerful cultural impact on societies as well as brands. The rise of social media and the informed consumer has allowed advertisers to talk with (not at) consumers. Developing strategies for integrating consumers in branding decisions and developing long-term relationships with consumers are the keys to success. Therefore, the M.A. in advertising program provides training in global, social, cultural and technological sensitivity to give students the understanding needed to engage consumers in brand conversations. Strategic and conceptually rich creative messages are the conversation starters delivered to consumers using paid, earned and owned media. In addition to enhancing their understanding of traditional advertising theory and practice, students will learn about the use of social media, location-based targeting, cause marketing, viral messaging, advergames, product placement and branded entertainment as means to create meaningful brands for customers.

Individuals graduating from this program will go on to work, either domestically or internationally, in advertising agencies as account executives, art directors, copy writers, media strategists, research analysts or account planners. A graduate of the institute will also be attractive to media organizations, marketing firms, the event management field, branded entertainment, advergames, motion picture marketing and nonprofit organizations.

Step 2A: Measure:

The number of students enrolled in the Advertising MA program each academic year.

Step 2B: Is Measure direct or indirect?:

Direct

Step 3A: Target for Measure:

The target number of students enrolled in the Advertising MA program each academic year will be 12.

Step 4A: Was the target met for this Measure?:

Partially Met

Step 4B: Results and Findings for this Measure:

For the 2024-2025 academic year, we had a total of 9 students enroll, which is slightly below the annual target of 12.

Step 4C: Interpretation of Results:

We have seen an increase in students applying and getting accepted into the program compared to the last academic year. This is a good indicator that our departmental marketing efforts are working. With sustained promotions, we can meet or exceed the target enrollment number of 12 students.

Step 5A: Use of Results for Seeking Improvement (Action Plan):

In the past year, we have instituted the following actions to improve enrollment:

1. Our standalone website for the graduate program was moved to the Meadows website. The program content for each webpage was revised and curated to highlight the most important information that an interested student would want to know.
2. A 3-min promotional video of faculty and graduate alumni was uploaded to the landing page of the graduate website. This was to boost engagement and provide a tangible testimonial of what the program offers and what alumni are doing after graduation.
3. We work closely with MSA's admissions and recruitment office, especially, Ms. Cheyenne Conkin. If students reach out to either Dr. Sid Muralidharan (Graduate Program Coordinator) or Ms. Cheyenne, we ensure that the graduate student connects with both of them so that they can get more information about the program, application process, as well as, a guided tour of the department and/or SMU. This elevated experience helps the student during the decision-making process.
4. The graduate committee created a list of universities that have an advertising program. The committee members then created an e-mail template which neatly listed the uniqueness of our program (e.g., faculty repertoire, scholarships, assistantships, internships, etc.). This was sent to the chairs/coordinators of each program in Spring 2024, with the aim of sharing the e-mail with their students. The plan is to keep sending these e-mail blasts either every year or once in two years.

Step 5B: Dialogue Participants (check all that apply):

Administrator ,Committee, Faculty

Step 5C: Evidence of Dialogue:

Progress was discussed in graduate committee meetings and faculty meetings during the Fall 2024 and Spring 2025 semesters. The program director also met with instructors individually to discuss progress.

Step 5D: Type of other Improvements (check all that apply):

Advertising and marketing campaigns ,Enhanced recruitment effort

Step 5E: Other Improvements (Full Description):

None

Step 6A: Status Update on Action(s) Identified in the Previous Assessment Cycle (Full Description):

Based on results from AY23-24 and AY24-25, the target of 12 students enrolled in the MA Advertising program was not met. As such, for the upcoming academic year (AY25-26), we are trying to integrate a dedicated space on the landing page to highlight graduate student and graduate faculty accomplishments. This could be conference attendance and presentations, securing scholarships, industry visits, etc. This would help prospective students get a clear picture of the current happenings in the department.

Step 6B: Status Update on Previously Identified Action Plan(s):

Fully implemented

Progress:

Complete