The Stan Richards School of Advertising and Public Relations at The University of Texas at Austin defies categorization because it offers such diverse resources. It is both a training ground for creatives, account executives, media planners, account planners, interactive specialists and researchers, and an academic institution for the study of advertising and public relations. Whether regarded as an academic research institution or a professional school, all indications are that the Richards School ranks among the best in the world.

About the Programs
Undergraduate work in advertising and public relations may lead to a Bachelor of Science in Advertising or a Bachelor of Science in Public Relations (students may not double major in advertising and public relations).

Bachelor of Science Program in Advertising (BSAdv)
The University of Texas at Austin offers one of the top undergraduate programs in the nation. The program provides various sequences to prepare students for their future career in advertising.

Texas Creative Sequence
This program is designed to mold talented students into skilled advertising copywriters and art directors. To achieve that goal, it focuses on the creative and strategic thinking required to make the highest quality advertising messages. Students are expected to learn conceptual and critical thinking skills, digital design skills and copywriting. The sequence also helps students develop a portfolio of creative work.

Texas Media Sequence
This program is designed to help students develop the characteristics that define success in advertising media planning, buying, sales and new media development. Because advertising media is a broad and quickly evolving industry, the program offers a variety of courses allowing students to focus their training and allowing the program itself to adapt to industry developments.

Bachelor of Science in Public Relations (BSPR)
Texas public relations is a degree plan designed to prepare students for careers in the broad field of public relations. In addition to educating students in theory and research, the program develops students’ writing, decision-making and strategic thinking abilities, enabling students to fulfill an organizational management function in the corporate, educational, government or nonprofit sector.

Graduate Degree Programs
Graduate work in advertising at The University of Texas at Austin may lead to the Master of Arts (M.A.) or the Doctor of Philosophy (Ph.D.).

The graduate program at The University of Texas at Austin is one of the largest in the country and the only program that grants a doctorate specifically in advertising.

Advertising Research
The University of Texas at Austin serves Texas and the nation as one of the most highly rated public research universities in the United States. Since 1974, the faculty and students of the Richards School have been recognized as leaders in advertising and related disciplines. The department has one of the largest graduate programs in the nation producing original research influencing national and international academics.
The Moody College’s four-year Honors Program is a broad interdisciplinary supplement to the various departmental majors. Each year, individuals are selected from a very competitive pool of undergraduate scholars and are granted scholarships for their participation. Graduates of the program are among some of the top students in their chosen fields.

The New York City Seminar
The NYC Seminar offers students the opportunity to visit New York City over a two-week period in order to meet and interact with key professionals and alumni in advertising, public relations, journalism, publishing, investment banking, marketing and media management.

Student Involvement
There are nearly 900 registered student organizations to choose from on campus including leadership, service, social and professional organizations. Many advertising and public relations students choose to be involved with Texas Advertising Group (TAG), the university chapter of the American Advertising Federation, the Moody College Communication Council, the Public Relations Student Society of America (PRSSA), the Advertising Graduate Council (AGC), the Association of Women in Communications (AWC) UT student chapter, ADS/AdDocs – a student-led organization that represents doctoral students in the Stan Richards School of Advertising and Public Relations, and Tower PR, a student-run public relations firm that works with clients from the nonprofit community in Austin.

Career Possibilities
Account executive, account representative, account planner, SEO specialist, copywriter, advertising teacher, media buyer, media planner, media representative, media sales, art director, market researcher, media relations coordinator, publicist, web traffic manager, art director, public affairs specialist, social media editor, community relations manager, event coordinator, graphic designer, web designer, etc.

Stan Richards School of Advertising & Public Relations Community (Spring 2019)
Number of Undergraduate Advertising Students: 935
Number of Undergraduate Students in the Public Relations Program: 457
Number of M.A. Students: 85
Number of Ph.D. Students: 24

Social Media and Web Channels
Twitter: twitter.com/TexasAdGrad
Facebook: facebook.com/texasadgrad
LinkedIn: linkedin.com/groups/2821375/profile
Instagram: instagram.com/TexasAdGrad/
Visit: advertising.utexas.edu
Email: burl@mail.utexas.edu