



The University of Texas at Austin

Stan Richards School of Advertising & Public Relations

Moody College of Communication

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.



Texas Media has as its foundation three key media content areas of insights, interactive, and investments. Since advertising media is a broad and quickly evolving industry, we offer the most variety of courses in the U.S., allowing our program the flexibility to adapt as the industry changes.

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.

DEPARTMENT CHAIR

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Director and Isabella
Cunningham Chair in
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FACULTY

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Deena Kemp
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Sean LaBounty
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John Leckenby
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Wei-Na Lee
Professor

Robert Lewis
Assistant Professor

Brad Love
Associate Professor

Joel Lulla
Lecturer

Michael Mackert
Professor

Matt McCutchin
Lecturer

Resources

In 2012, the Moody College of Communication opened its new facility, the Belo Center for New Media, and completed renovations of the CMA and CMB buildings in 2015. The projects greatly expand the resources available to advertising and public relations students with an agency-grade “creative room” for teaching, presentation and critique of creative work.

Stan Richards Certificate in Sports and Media

The Certificate in Sports Media gives students the knowledge to develop strategic decisions in sports communication. The purpose of the certificate is to foster interdisciplinary dialogue and research on sports, media and culture with an emphasis that will build upon the learning experiences in Moody College. When combined with UT Austin’s long-standing interest in sports-related activities, the certificate elevates contemporary discussions of sports and American culture with the role of competitive athletics on the international scene.

Texas Business Foundations

The Texas Business Foundations Program (Texas BFP) is a minor offered to non-business majors that can be used to complement a degree from the Richards School. Students pursuing the Business Foundations Program minor will take six specific courses from different departments within the Red McCombs School of Business designed to give undergraduate students of any discipline a fundamental background in business education.

Honors Program

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.

Internships

The Advertising and Public Relations programs require that

students complete an internship in their field of interest and offer coursework in preparation for that experience. Students are encouraged to select from a wide range of options that are made available through the department and the Communication Career Services office.

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

John Murphy
Professor Emeritus

Jeeyun Oh
Assistant Professor

Kate Ponders
Assistant Professor

Chad Rea
Lecturer

Erin Reilly
Director of Innovation and Entrepreneurship and Professor of Practice

Ryan Romero
Lecturer

Angeline Close Scheinbaum
Associate Professor

Liza Stavchansky-de Lewis
Lecturer

Patricia Stout
Professor

Eric Webber
Lecturer

Gary Wilcox
John A. Beck Centennial Professor in Communication

Steve Wille
Lecturer

UNDERGRADUATE
ACADEMIC ADVISORS

Doug Haake
Public Relations

Jennifer de Hass
Advertising & Public Relations

Damon O'Brien
Advertising & Internal Transfer

Cindy Patiño
Advertising

GRADUATE COORDINATOR
Ronda Barnett

In fall 2010, the Journal of Advertising Education ranked Texas Advertising as the top program in the U.S.

In summer 2013, the Interactive Advertising Bureau ranked Texas Advertising as the top institution to offer degrees in digital advertising.

In 2016, Campus Explorer ranked Texas Advertising as the top program for advertising majors in the nation.