

Stan Richards School of Advertising & Public Relations

The Stan Richards School of Advertising & 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, as well as 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.

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 the 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 the 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 – whether it be in the corporate, government or non-profit 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 Ph.D. 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

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Gene Kincaid
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Wei-Na Lee
Professor

Robert Lewis
Assistant Professor

Brad Love
Associate Professor

Joel Lulla
Lecturer

Michael Mackert
Associate Professor

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.

AdGrad.org/PRGrad.org

Advertising and PR students and alumni have the luxury of surfing a professional/social networking site that effectively links current students to alumni, faculty and staff. It provides an open channel and rich list of job openings in advertising and public relations with the ability to post resumes and portfolios.

Resources

In 2012, the Moody College of Communication opened its new facility, the Belo Center for New Media, and began renovation of the CMA and CMB buildings in 2013. 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.

Texas Program in Sports & Media

The Certificate in Sports Media will give 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 the Moody College. When combined with the University’s long-standing interest in sports-related activities, the certificate will elevate contemporary discussions of sports and American culture as well as the role of competitive athletics on

the international scene.

Texas Business Foundations Program

The Texas Business Foundations Program (Texas BFP) is a special certificate option for non-business majors that can be used to complement an advertising or public relations degree. The Texas BFP offers seven business courses (two lower-division and five upper-division) for non-business majors, which may be taken in a number of combinations.

Senior Fellows Program

The Moody College’s honors program is a broad, interdisciplinary supplement to the various departmental majors. Thirty senior fellows are selected each year. 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 & Public Relations, and Tower PR, a student-run PR firm.

Internships

The Advertising and PR 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 Communication Career Services.

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, 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 (Fall 2014)

Number of Undergraduate Advertising Students: 720
Number of Undergraduate Students in the Public Relations Program: 567
Number of M.A. Students: 123
Number of Ph.D. Students: 34

<https://twitter.com/TexasAdGrad>

<https://www.facebook.com/texasadgrad>

John Murphy
Joe C. Thompson Centennial
Professor of Advertising

Kate Ponders
Assistant Professor

Chad Rea
Lecturer

Gabriel Reyes
Lecturer

Ryan Romero
Lecturer

Liza Stavchansky-De Lewis
Lecturer

Kevin Thomas
Assistant Professor

Sean Thompson
Senior Lecturer

Tullos Wells
Lecturer

Gary Wilcox
John A. Beck Centennial
Professor in Communication

Steve Wille
Lecturer

UNDERGRADUATE ACADEMIC ADVISORS

Doug Haake
Public Relations

Damon O'Brien
Advertising

Cindy Patiño
Advertising

GRADUATE PROGRAM COORDINATOR

Luisa Cantu

In fall 2010, the Journal of Advertising Education ranked Texas Advertising as the top program in the U.S. In summer 2013, Interactive Advertising Bureau ranked Texas Advertising as the top institution to offer degrees in digital advertising.

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