MASTERS IN ADVERTISING
THE TEMERLIN PROGRAM

Temerlin Advertising Institute - SMU - Southern Methodist University

We have a diverse faculty and diverse students to match. Applicants are from all over such as Alabama, Oklahoma, and California, as well as China, India, Turkey and Canada. To be among next year’s cohort, early admission consideration starts on January 31, 2014 with March 3, 2014 as the regular application deadline.

Why the Temerlin Advertising Institute?

Two-year program-visit: http://smu.edu/temerlin/graduate/

- Two Tracks: Strategic Brand Management or Creative
- Two Plans: Plan A – Executive or Plan B – Research
- Focus on responsibility and global concerns.
- An endowment which secures top notch faculty with both academic and industry experience, and provides students with a variety of opportunities, including scholarships, guest speakers, special events and skill enhancing workshops.

Affordable

- For top students, we offer significant scholarships making the program affordable. We have awarded approximately $150,000 in scholarship funds each year of the program.

TAI Graduate Assistantships

- Awarded to our top applicants, these assistantships pay $13,000 annually. Students are assigned to work 20 hours per week during the fall and spring semesters.

TAI Scholarships

- Over half of our students have been offered some level of funding. Scholarships are merit and need based and have ranged in amounts from $5,000 to $20,000 per year.

Global Immersion

- A built in global immersion experience during the month of June. Executive Internships
- All Plan A students are placed during their final semester into a 15-week Executive Internship in an agency, marketing or media company in Dallas, a top-5 media market.

Results

- Over 75% of TAI graduates in the last two years have secured full time positions within 6 weeks of graduating. Graduates are working as consumer insight specialists, social media gurus, art directors, copywriters, brand or project managers, and media planners.