Advertising

**Degree Awarded:** Doctor of Philosophy
**Program Website:** https://advertising.utexas.edu/graduate/advertising-phd-program

**Characteristics Common to All Programs**

**Characteristic 1: Number of Degrees Per Year**
For each of the three most recent years, the number of degrees awarded per academic year.

Academic Year 2016: 8
Academic Year 2017: 4
Academic Year 2018: 7

**Comments**

**Characteristic 2: Graduation Rates**
For each of the three most recent years, the percent of first-year doctoral students who graduated within ten years.

Academic Year 2016: 100 %
Academic Year 2017: 88.8 %
Academic Year 2018: 100 %

**Comments**

**Characteristic 3: Average Time to Degree**
For each of the three most recent years, average of the graduates' time to degree.

Academic Year 2016: 5.4
Academic Year 2017: 5.5
Academic Year 2018: 5.6

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1 Programs included only if in existence three or more years. Program is defined at the 8-digit CIP code level.

2 First-year doctoral students. Those students who have matriculated as doctoral students with a doctoral degree objective.

3 For each academic year, the time to degree is defined as beginning the year students matriculated with a doctoral degree objective until the year they graduated.
Characteristics of Texas Public Doctoral Programs as of Fall 2020

Comments

Characteristic 4: Employment Profile (in field within one year of graduation)
For each of the three most recent years, the number and percent of graduates by year employed, those still seeking employment, and unknown.

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Employed</th>
<th>Pct Employed</th>
<th>Unknown</th>
<th>Pct Unknown</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>8</td>
<td>100 %</td>
<td>0</td>
<td>0 %</td>
</tr>
<tr>
<td>2017</td>
<td>4</td>
<td>100 %</td>
<td>0</td>
<td>0 %</td>
</tr>
<tr>
<td>2018</td>
<td>5</td>
<td>71.4 %</td>
<td>2</td>
<td>28.6 %</td>
</tr>
</tbody>
</table>

Comments 2018 data has been updated on GSIS—should reflect 100% employed.

Characteristic 5: Admission Criteria
Description of admission factors.

GPA: The average GPA for the entering class of fall 2018 was a 3.84. GPA should be 3.0 or higher for consideration.

GRE: Applicants to the doctoral program must have taken the GRE within the past five years. A minimum score of 300 is expected on the GRE (verbal and quantitative combined). The entering class of fall 2018 had an average GRE score of 312 on the new exam and 1340 on the old exam.

TOEFL: Applicants whose first language is not English must submit scores from the TOEFL exam, [https://gradschool.utexas.edu/admissions/how-to-apply/graduate-admission#TestScores](https://gradschool.utexas.edu/admissions/how-to-apply/graduate-admission#TestScores)

Additional Program Requirements for Admission:

- **Letters of Reference** - contact information will be submitted online as part of your application for three references.
- **Statement of Purpose** - a short essay defining and discussing goals, intended research areas, and previous training/education/experience.
- **Official Resume** - once your application is uploaded and acknowledged by the Graduate and International Admissions, upload your resume.

Characteristic 6: Number of Core Faculty
For each of the three most recent years, report the number of core faculty.

<table>
<thead>
<tr>
<th>Academic Year 2016:</th>
<th>20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academic Year 2017:</td>
<td>20</td>
</tr>
<tr>
<td>Academic Year 2018:</td>
<td>21</td>
</tr>
</tbody>
</table>

Comments
Characteristic 7: Core Faculty External Grants
For each of the three most recent years, report (1) the number of core faculty receiving external funds, (2) average external funds per faculty, and (3) total external funds per program per academic year.  

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Number of Core Faculty</th>
<th>Average External Funds per Faculty</th>
<th>Total External Funds per Academic Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>6</td>
<td>92,755</td>
<td>556,532</td>
</tr>
<tr>
<td>2017</td>
<td>7</td>
<td>117,141</td>
<td>819,984</td>
</tr>
<tr>
<td>2018</td>
<td>7</td>
<td>303,067</td>
<td>2,121,472</td>
</tr>
</tbody>
</table>

Characteristic 8: Core Faculty Activities
For each of the three most recent years, report the average number of discipline-related refereed papers or publications, books or book chapters, juried creative or performance accomplishments, and notices of discoveries files or patents issued per core faculty member. If figures include duplicate entries for co-authored publications, indicate the number of duplicate entries in a note.

Academic Year 2016: 126/23 = 5.47
Academic Year 2017: 196/20 = 9.5
Academic Year 2018: 194/21 = 9.2

Characteristic 9: Faculty Diversity
For each of the three most recent years, report core faculty by ethnicity (White, Black, Hispanic, Other) and gender.

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Gender</th>
<th>White</th>
<th>Black</th>
<th>Hispanic</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Male</td>
<td>9</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>2017</td>
<td>Male</td>
<td>9</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>2018</td>
<td>Male</td>
<td>8</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>10</td>
<td>1</td>
<td>0</td>
<td>2</td>
</tr>
</tbody>
</table>

Characteristic 10: Student Diversity

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4 All external funds received by core faculty from any source including research grants, training grants, gifts from foundations, etc., reported as expenditures.
Characteristics of Texas Public Doctoral Programs as of Fall 2020

For the three most recent years, report the Fall Enrollment headcount by ethnicity (White, Black, Hispanic, Other), gender, and residency status (Texas, out-of-state, etc.) in program during the prior year.

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Gender</th>
<th>White</th>
<th>Black</th>
<th>Hispanic</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>Male</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>2017</td>
<td>Male</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>2</td>
<td>0</td>
<td>0</td>
<td>17</td>
</tr>
<tr>
<td>2018</td>
<td>Male</td>
<td>3</td>
<td>0</td>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>4</td>
<td>0</td>
<td>1</td>
<td>16</td>
</tr>
</tbody>
</table>

Comments

Characteristic 11: Student to Core Faculty Ratio
For each of the three most recent years, report the average of full-time student equivalent (FTSE) / average of full-time faculty equivalent (FTFE) of core faculty.

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Average Full-time Student Equivalent</th>
<th>Number of Core Faculty</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>23</td>
<td>20</td>
</tr>
<tr>
<td>2017</td>
<td>30</td>
<td>20</td>
</tr>
<tr>
<td>2018</td>
<td>31</td>
<td>21</td>
</tr>
</tbody>
</table>

Comments

Characteristic 12: Date of Last Review
Date of last formal external review.
Self-study conducted November 2016

Characteristic 13: External Program Accreditation
Name of body and date of last program accreditation review, if applicable.
No accreditation review, but self-study November 2016

Characteristics of Research Programs

UT Austin awards five Professional Doctoral Degrees: Doctor of Audiology (AuD), Doctor of Pharmacy (PharmD), Doctor of Nursing Practice (DNP), Doctor of Jurisprudence (JD), and Doctor of Medicine (MD). All other doctoral degrees awarded by UT Austin are designated as Research Doctoral Degrees.
Characteristics of Texas Public Doctoral Programs as of Fall 2020

Characteristic 14R: Percentage of Full-time Students
Percentage of students enrolled (headcount) for the last three fall semesters.
Academic Year 2016: 82.1%
Academic Year 2017: 100%
Academic Year 2018: 91.2%

Characteristic 15R: Average Institutional Financial Support Provided
For those receiving financial support, report the average monetary institutional support provided per full-time graduate student for the past three years from assistantships, scholarships, stipends, grants, and fellowships (does not include tuition or benefits). If you wish to indicate tuition and benefits in addition to the Responses here, please include amounts and reason in "Comments".
Academic Year 2016: 16,479
Academic Year 2017: 20,304
Academic Year 2018: 25,792

Characteristic 16R: Percentage Full-time Students with Institutional Financial Support
For each of the three most recent years, report the percentage of FTS with at least $1000 of annual support.
Academic Year 2016: 100%
Academic Year 2017: 100%
Academic Year 2018: 100%

Characteristic 17R: Faculty Teaching Load
For each of the three most recent years, report the total number of semester credit hours in organized teaching courses taught per academic year by core faculty divided by the number of core faculty.
Academic Year 2016: 709.6
Academic Year 2017: 806.4
Academic Year 2018: 843.6

Characteristic 18R: Student Publications & Presentations

6 This report includes only students enrolled full time in the fall semester of the given year. Full-time enrollment is defined as enrollment for 9 hours or more of course work.
For the three most recent years, report the number of discipline-related papers & publications, juried creative or performance accomplishments, book chapters, books, and external presentations per year by student FTE. If figures include duplicate entries for co-authored publications, indicated the number of duplicate entries in a note.

Academic Year 2016: 4.25
Academic Year 2017: 3.17
Academic Year 2018: 3.09

Comments

Characteristics of Professional Programs

Characteristic 19P: Average Tuition and Fees to Complete the Degree
For the three most recent years, report the combined annual tuition and program-specific fees multiplied by the average number of years that graduate students took to complete the degree.

Academic Year 2016: [Please enter information]
Academic Year 2017: [Please enter information]
Academic Year 2018: [Please enter information]

Comments N/A – not a professional degree

Characteristic 20P: Students Passing Licensure Exams
For the three most recent years, report the number and percentage of students in the cohort passing licensure exams. Include both first-time and repeat test takers. If there is no relevant licensure exam for the discipline, write "not applicable."

Academic Year 2016: [Please enter information]
Academic Year 2017: [Please enter information]
Academic Year 2018: [Please enter information]

Comments N/A – not a professional degree