

Charles H. Sandage
Department of Advertising
Master of Science
Student Handbook
2024-2025

**The Charles H. Sandage Department of Advertising
College of Media
University of Illinois at Urbana-Champaign**

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1. History of Charles H. Sandage Department of Advertising

A. Father of Advertising Education: Charles H. Sandage



Charles H. Sandage

The “Father of Advertising Education,” Charles H. Sandage, nicknamed “Sandy” by friends and colleagues, was born on August 21, 1902, in Hatfield, Missouri. After earning his PhD at the State University of Iowa, Sandage worked at several universities including University of Kansas, Miami University in Ohio, University of Cincinnati, and University of California. From 1943-1944, Sandage was a visiting business professor at Harvard University. He also held a chair for the U.S. Department of Commerce (Bureau of the Census) from 1935-1937.

In addition, Charles Sandage wrote and published a few books and publications stating his scientific philosophy about advertising. A few being Advertising Theory & Practice, Radio Advertising for Retailers, Marketing by Manufacturers, The Role of Advertising, and The Practice of Advertising (you can find all of Sandage’s writings at the University Library). All his hard work and passion for advertising and teaching led him to his next accomplishment, creating the first advertising department at a university.

Sandage began his momentous career at the University of Illinois in 1946 as a professor in journalism. He noticed the curriculum for journalism included only a few courses dedicated to advertising, and that these courses did not go into much detail. After writing and publishing books about his philosophy of advertising, Sandage made it his mission to create an educational path for those interested in the study of advertising.

In 1957 the University of Illinois created a division of advertising with Sandage as chairman, and in 1959 advertising officially became a department under his leadership. In 1966, Sandage retired but his influence still vibrates through the hallways of Gregory Hall. Sandage’s passion for advertising at an academic level has inspired universities from around the world to open their own advertising departments. The department at Illinois is named after him, and includes a project named the “Sandage Project” that seniors in advertising complete. In 1984, the Advertising Hall of Fame inducted Charles H. Sandage as a member for his contributions to advertising.

B. Charles H. Sandage Department of Advertising



The early days of the Department of Advertising at the University of Illinois

The first department of advertising was at the University of Illinois. Charles Sandage, professor of journalism (formerly in the English department), had a vision for a whole course of study in advertising. At the time, there were already few classes in advertising in the school of journalism that Sandage taught. He thought they were lacking and set out to build a stronger curriculum. His efforts led to the creation of the division of advertising in 1957, which subsequently became an official department in 1959 with Sandage at the helm.

With a passion for teaching, Charles Sandage laid the groundwork for the new department of advertising that was ready to be established at the University of Illinois. Consolidating the College of Commerce and the School of Journalism courses, Charles Sandage effectively created a new curriculum focused on advertising. Sandage's philosophy was to teach students how to inform the consumers, so consumers make more educated decisions when choosing which products to buy. This focal point proved to be successful and would catapult the advertising department in Illinois to international acclaim.

Today, many alumni of the advertising department work at prominent advertising agencies in and around the world, and often return to the University of Illinois to be guest speakers. The advertising department has remained one of the world's finest and has inspired numerous other universities throughout the nation to develop undergraduate and graduate programs for advertising students.

Source: <https://distributedmuseum.illinois.edu/exhibit/advertising-department/>

2. Welcome Message from Department Head



We are thrilled that you have chosen the Charles H. Sandage Department of Advertising at the University of Illinois to pursue your graduate studies! Our department remains one of the top programs in the country because of the quality of students we attract, and we are delighted to have you as part of our family. As you are about to start a new journey of being a graduate student, we want to provide you with information about the program and our general expectations in this document.

We strive to provide the highest quality graduate-level degree program and provide continuing professional and career development opportunities for students whose academic preparation and personal characteristics predict success. We hope to instill an understanding of and a capacity for scholarship, independent judgment, academic rigor, and intellectual curiosity. Faculty and graduate students have a shared obligation to work together to foster these goals through relationships that advance freedom of inquiry, demonstrate individual and professional integrity, and encourage mutual respect. You will be challenged to think critically and creatively and to apply theory to practice in an atmosphere of inquiry and dynamic exchange with faculty and each other.

Our faculty members are committed to academic excellence encompassing teaching, generating new knowledge, serving their communities and professions, fostering the development of new scholars and professionals, and continuous learning.

Entering a graduate program is a commitment that requires sacrificing personal time; however, academic life encompasses more than just the classroom. There are many opportunities for learning outside the classroom – I expect you to seek and embrace these opportunities during your time at the University of Illinois. Earning a graduate degree is an accomplishment that stays with you the rest of your life, and the critical thinking skills you acquire will serve you every day, no matter what your chosen profession.

Included in this handbook are general operating procedures within the Department of Advertising. In addition, we have expectations of our students included here, along with those things we believe are your responsibility. Please read this carefully, as your advancement toward this graduate degree is ultimately your responsibility.

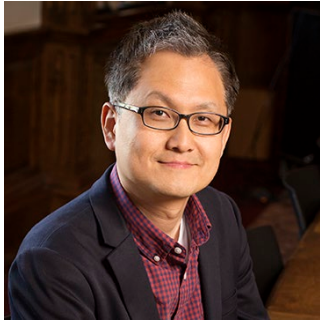
We look forward to your time with us. Again, welcome aboard!



Feel free to please stop by and say hello

Michelle R. Nelson (nelsonmr@illinois.edu)
Professor and Head

3. Welcome Message from Associate Head of Graduate Studies



Advertising education was founded here at the University of Illinois in 1946, when Charles H. Sandage, the father of advertising education, arrived on campus. His vision of educating the future of the industry was grounded in theoretical and foundational courses emphasizing the "why of advertising"—not just the "how."

Today, we uphold "the Sandage Way" in graduate education. Our courses provide the theoretical, research, and strategic decision-making skills essential for any career in advertising, marketing, communication, or advanced degree program. Unlike other programs, ours allows for flexibility of specialized interest through electives within and outside the department.

In the Advertising Master of Science program, we offer small but strong classes where you will engage in discussions with your colleagues and professors and make connections that will last a lifetime.

Consistently ranked in the top three advertising programs in the country, the Master of Science in Charles H. Sandage Department of Advertising puts students at the front of the line for the toughest, most rewarding jobs in the industry and in the top Ph.D. programs. Learn what careers our graduates enter after receiving their degree.

Welcome to the Charles H. Sandage Advertising Master of Science program.



Chang-Dae Ham, Ph.D.
Professor and Associate Head for Graduate Studies

4. Graduate Studies in Advertising – General Guide

A. Graduate Program Contacts

Office of The Charles H. Sandage Department of Advertising

Office Location: 119 Gregory Hall, 810. S. Wright. St. Urbana, IL. 61801

Office Hours: 9 a.m. -12:00 p.m. & 1:00 p.m. – 4:00 p.m., Monday through Friday

Graduate Administration Staff

Heather Hendren

Office: 14A in Gregory Hall (Student Services)

Phone: (217) 300-0108

Email: hhendren@illinois.edu

Associate Head for Graduate Studies

Chang-Dae Ham, Ph.D.

Professor

Office: 330 Gregory Hall

Phone: (217) 333-3773

Email: cdham317@illinois.edu

B. Graduate Education Resources

College of Media: <https://media.illinois.edu/>

Master's program: <https://publish.illinois.edu/msadvertising/>

Illinois Graduate College: <https://grad.illinois.edu/>

Graduate College Handbook: <http://www.grad.illinois.edu/handbooks-policies>

C. Expectations for Graduate Students

As a member of the Charles H. Sandage Department of Advertising, the College of Media, and the University of Illinois, you must:

Communicate effectively, always.

Maintain high standards by dedicating the appropriate time and energy to achieve academic excellence.

Attending class should be a priority. If you need to miss class, you must notify your instructor

and decide regarding the content that was missed.

You are expected to engage in all class activities. Interactive learning is the most effective. Be prepared for each class.

Perform graduate-level work. Graduate-level work extends beyond the simple regurgitation of class notes. It entails in-depth research, assembling cogent arguments, presenting careful analyses, and holding sustained discussions.

Take advantage of the out-of-class opportunities provided by the department.

Exercise the utmost integrity in all facets of the graduate program. This includes submitting original work; plagiarism will not be tolerated.

Behave professionally and maturely in all your interactions with faculty, staff, and fellow students (both graduate and undergraduate).

Understand the time constraints and other demands imposed on faculty members and staff. Do not be a source of disruptive behavior in class – *e.g.*, receiving phone calls, answering email, checking Facebook, talking inside conversations, leaving class early, arriving late, etc.

D. Problem Solving

It is the desire of the department to solve legitimate grievances at the department level first by contacting the graduate advisor. If the problem does not appear resolved after discussing it with the advisor, then formal grievance procedures are necessary. Please refer to the Problem-Solving section of the graduate handbook for further clarification of these procedures.

<https://grad.illinois.edu/ombuds/problem-solving>.

Students are also responsible to know the rules and regulations governing graduate education at the University.

You can access Illinois Graduate College website for details at: <https://grad.illinois.edu/>.

You can also see overall guide by downloading Graduate College Handbook (PDF file) at: <https://grad.illinois.edu/handbooks-policies>.

If students have any question regarding the rules and regulations governing graduate education, please contact Graduate Administration Staff (Angie Bingaman, abingama@illinois.edu) and Director of Graduate Studies (Dr. Chang-Dae Ham; Email: cdham317@illinois.edu).

E. Professional Courtesy

As a courtesy to the staff, we would appreciate lowered voices when you come into the office to pick up mail. The staff enjoys visiting with all of you and are willing to help when the request is reasonable, but keep in mind that 119 Gregory Hall is a business office, not a social gathering place.

F. Academic Honesty and Integrity

Academic integrity is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed, and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.

The department complies with the Academic Integrity code, Rule XII. Please refer to the University graduate handbook for further clarification:

<http://www.grad.illinois.edu/handbooks-policies>.

Classroom misconduct includes forgery of class attendance; obstruction or disruption of teaching, including late arrival or early departure; failure to turn off cellular telephones leading to disruption of teaching; playing games or surfing the Internet on laptop computers unless instructed to do so; physical abuse or safety threats; theft; property damage; disruptive, lewd or obscene conduct; abuse of computer time; repeated failure to attend class when attendance is required; and repeated failure to participate or respond in class when class participation is required.

Under the University of Illinois policy, your instructor has the right to ask for your removal from the course for misconduct, disruptive behavior, or excessive absences. The instructor then has the right to issue a grade of withdraw, withdraw failing or F. The instructor alone is responsible for assigning the grade in such circumstances.

The Department of Advertising is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards. Students are expected to observe strict honesty in academic programs and as representatives of school-related media. Should any student be guilty of plagiarism, falsification, misrepresentation, or other forms of dishonesty in any assigned work, that student may be subject to a failing grade from the instructor and such disciplinary action as may be necessary under university regulations.

All M.S. students in the Department of Advertising are required to sign a Plagiarism Form (see APPENDICES at the end of the Grad Handbook).

Accommodations: If you have special needs as addressed by the Americans with Disabilities Act and need assistance, please notify the instructor immediately. The department will make reasonable efforts to accommodate your special needs. Students are excused for recognized religious holidays. Please let me know in advance if you have a conflict.

G. Use of Generative AI Technology and Data Privacy

Generative AI, such as OpenAI ChatGPT, Microsoft Copilot/Bing Chat, Google Bard, and others, can answer questions and generate text, images, and media. The appropriate use of generative AI will vary from course to course.

Guidelines for using generative AI are as follows:

1. Follow only the specific permitted uses set by your instructor.
2. Document and attribute all AI contributions to your coursework.
3. Take full responsibility for AI contributions, ensuring the accuracy of facts and sources.

Permitted uses of generative AI in this course include:

- Shortening your own text
- Revising your own text for spelling and grammar
- Creating study aids (e.g., flashcards) for quizzes or exams
- Testing and practicing your knowledge of course topics
- Conducting basic research on course and assignment topics

During closed book exams or quizzes, AI tools are [not allowed]. However, during open book exams or quizzes, the use of AI tools [is permitted in x ways]. Additional allowed uses and restrictions may apply to specific assignments in each course as specified in that assignment's instructions.

When using generative AI, keep a journal documenting prompts, AI responses, and your usage. Your instructor may ask you to provide this documentation.

Refer to the APA style guide for citing generative AI, including the text of your prompt to the AI. Remember, a generative AI conversation in and of itself is not a valid source for facts. Always work to find, verify and cite the original source of ideas, rather than citing the AI directly. You are responsible for verifying sources and facts and attributing ideas generated by the AI. Generative AI tools sometimes invent facts and sources.

Failure to abide by these guidelines is a violation of academic integrity. We will investigate suspected uses of generative AI that do not follow these guidelines and apply sanctions as outlined in the Illinois Student Code.

Generative AI and Data Privacy

When using online services, including generative AI platforms, realize that companies may store, share, or sell your data. Be wary of sharing private personal information. Learn to develop safe online habits (Illinois Privacy & Cybersecurity).

AI Analysis Disclaimer

Your assignments may be stored in various online data repositories in an anonymous form and may be searchable and analyzable. Please be aware of this possibility and do not include proprietary information relating to companies or organizations, your personal private information, or personal and private information of others.

4. Graduate Program

Students are responsible for knowing the program requirements and the courses offered each semester and have a course plan prepared for graduation on time.

A. Graduate Curriculum

Candidates for the M.S. degree must complete a minimum of **36 graduate credits** of coursework, which includes **24 core credits** (including thesis/project) and minimum **12 elective credits**.

Full-time status requires a minimum of **12 credit hours**. Students are required to take the required courses outlined below.

A-1. Core Courses (required credits): total 24 credits.

All students must complete 24 core credit hours. See below the list of core courses. Among the 24 core credits, students must complete **either a master's thesis (ADV599) or a professional project (ADV598)** to earn the Advertising MS degree.

Thesis/project proposals are written in ADV 588 (Graduate Seminar II) normally in the second semester and required to be completed by the end of the student's final semester. Students, then, are going to develop their thesis/project in ADV598/599 based on their initial proposals in ADV588.

ADV 550 Foundations of Advertising (3 credits)
ADV 580 Advertising Theory (3 credits)
ADV 581 Quantitative Research Methods in Advertising (3 credits)
ADV 582 Qualitative Research in Advertising (3 credits)
ADV 587 Graduate Seminar I (3 credits)
ADV 588 Graduate Seminar II (3 credits)
ADV 598 Professional Project (6 credits) OR ADV 599 Thesis Research (6 credits)

A-2. Elective Courses: minimum 12 credits

In addition to the core courses, students must complete **12 graduate-level electives**. Among the minimum **12 graduate-level electives, at least 1 course should be from College/Department and 1 course from outside the College.**

Elective courses can be any graduate-level courses (normally 500-level courses) in and outside of the



department/the college. Students normally take elective courses in Advertising, Journalism, Media and Cinema studies, Psychology, Communication, Business, Education, Informatics, Sociology etc.

In Advertising, students often take ADV 590 special topic courses as elective courses (e.g., Global Advertising, The Psychology of Advertising). Some 400-level courses in Advertising are counted as graduate-level courses. Contact DGS for more details.

In order to take out-of-department/college courses, sometimes students are required to earn prior permissions to enroll on the course. Contact each course instructor and/or the department for more information.

Students can take **independent studies** with certain professors in the Department of Advertising and/or College of Media. Search professors whose research is interesting to you, contact the professor if they are available and willing to advise you, and earn their agreement using the Independent Study Form where the professor's sign is required. Before contacting the professor, you need to summarize their research interest, topic, and the reason why you want to take the independent study with the professor.

A-3. Master of Science in Advertising Curriculum Map

(<https://publish.illinois.edu/msadvertising/curriculum/course-requirements/>)

Master of Science in Advertising Curriculum

- Graduate credits: 36 (minimum)
 - Core credits: 18
 - Thesis/Project credits: 6
 - Elective credits: 12

- Graduate tracks
 - 24 months (Thesis)
 - 18 months (Project)
 - 12 months (Fast Project)

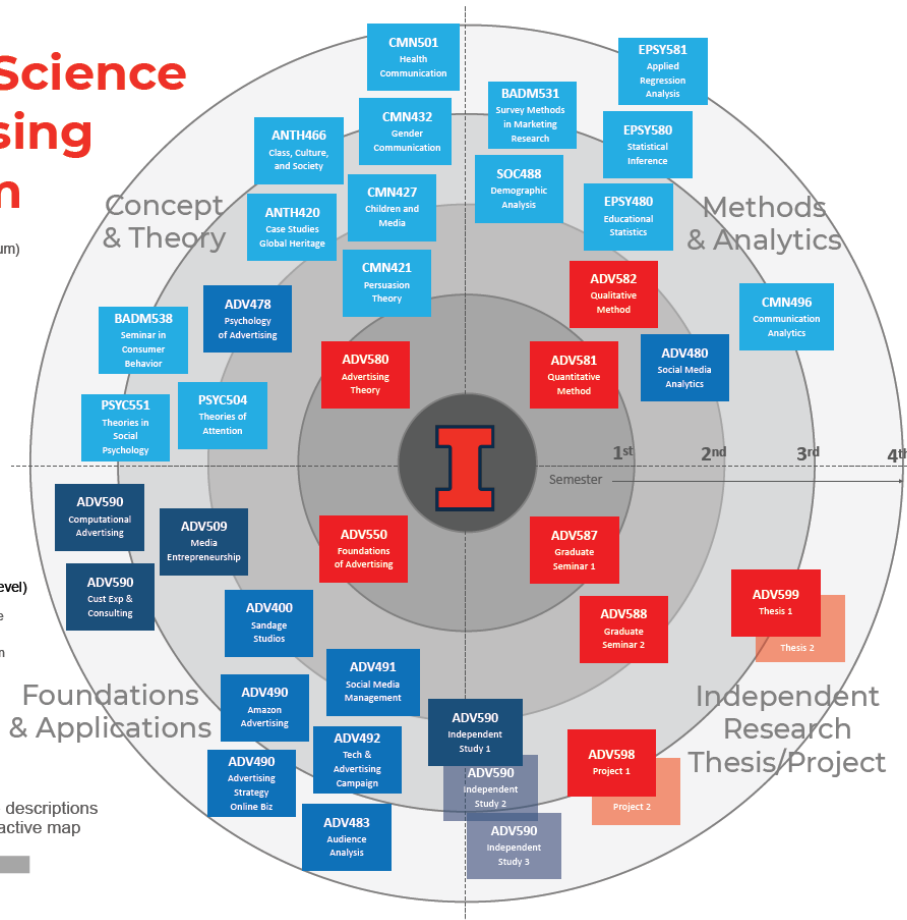
• Course index

- ADV Core (500-level)
- ADV Electives (500-level)
- ADV Electives (400*-level)
- Electives outside** (400*/500-level)

*Not all 400 courses are eligible for graduate credit. Refer to the course catalog
**Electives outside availability will depend on each semester and faculty



Course descriptions in interactive map



B. Graduation Plan

Students are required to design their own graduation plan, either 24-months, 18 months, or 12-months program. Depending on each student’s progress, goal, and future plan, students can decide and change their plan any time they want, upon the consultation with each student’s advisor (thesis/project) and/or the DGS. Below are examples of the three graduation plans.

B-1. 24-months plan (total/minimum 36 credits)

- Fall semester (12 credits)
- ADV 550 Foundations of Advertising (3 credits)
- ADV 580 Advertising Theory (3 credits)
- ADV 582 Qualitative Research in Advertising (3 credits)
- ADV 587 Graduate Seminar I (3 credits)

Spring semester (12 credits)

ADV 582 Qualitative Research in Advertising (3 credits)

ADV 588 Graduate Seminar II (3 credits)

Elective 1 (3 credits)

Elective 2 (3 credits)

Summer semester (none)

Fall semester (9 credits)

ADV 598 Professional Project (3 credits) OR ADV 599 Thesis Research (3 credits)

Elective 1 (3 credits)

Elective 2 (3 credits)

Spring semester (3 credits)

ADV 598 Professional Project (3 credits) OR ADV 599 Thesis Research (3 credits)

B-2. 18-months plan (total/minimum 36 credits)

Fall semester (12 credits)

ADV 550 Foundations of Advertising (3 credits)

ADV 580 Advertising Theory (3 credits)

ADV 582 Qualitative Research in Advertising (3 credits)

ADV 587 Graduate Seminar I (3 credits)

Spring semester (12 credits)

ADV 582 Qualitative Research in Advertising (3 credits)

ADV 588 Graduate Seminar II (3 credits)

Elective 1 (3 credits)

Elective 2 (3 credits)

Summer semester (none)

Fall semester (12 credits)

ADV 598 Professional Project (6 credits) OR ADV 599 Thesis Research (6 credits)

Elective 1 (3 credits)

Elective 2 (3 credits)

B-3. 12-months plan (total/minimum 36 credits)

Fall semester (15 credits)

ADV 550 Foundations of Advertising (3 credits)

ADV 580 Advertising Theory (3 credits)

ADV 582 Qualitative Research in Advertising (3 credits)

ADV 587 Graduate Seminar I (3 credits)

Elective 1 (3 credits)

Spring semester (15 credits)

ADV 582 Qualitative Research in Advertising (3 credits)

ADV 588 Graduate Seminar II (3 credits)

Elective 1 (3 credits)

Elective 2 (3 credits)

Elective 3 (3 credits)

Summer semester (6 credits)

ADV 598 Professional Project (6 credits) OR ADV 599 Thesis Research (6 credits)

C. Enrollment

The Graduate College handbook (section 2.2) provides guidelines on what constitutes full-time enrollment. The Graduate College definition of full-time enrollment is particularly important for international students, as maintaining full-time enrollment status is a required by F-1 or J-1 visa holders. Essentially, full-time enrollment is 8 hours per semester for those students on waiver-generating appointments and 12 hours per semester for those students not on waiver-generating appointments. Waiver-generating appointments means students who come with a tuition waiver with fellowship, or a certain type of assistantship provided to some MS students.

Courses numbered 500 and above are typically open only to graduate students and will count for graduate credit. Courses numbered 400-499 may be available for graduate student credit, but it is up to you (the student) to ensure that this is the case by consulting the instructor. Courses numbered below 400 cannot be taken for graduate student credit. You are allowed to take courses below the 400-level, but they will not count towards the credit hour requirement described above.

D. Independent Study

Advertising MS students can register for formal Independent Study (ADV 590), in which they engage in a planned learning or research activity under the guidance of a faculty member. To register for ADV 590, you need to fill out and follow the instructions on a form (request the form to Heather Hendren; Email- hhendren@illinois.edu). Once the form has been approved and signed by the guiding faculty member, it needs to be submitted to the department administration staff for approval by the DGS no later than the 10th day of the semester when the independent study work is being completed.

E. Annual Review

The Graduate College requires that programs conduct an annual review of graduate students. The purpose of the review is to give students feedback on their progress through the program to help them assess their own performance and adjust as necessary.

The M.S. Advertising curriculum offers students the opportunity to receive foundational courses in advertising, theory, and research methods as well as the flexibility to seek out electives in areas of interest. Students are required to complete a project or, alternately, may apply for the master's thesis option.

Students who wish to conduct a master's thesis are required to submit the application and proposal and find a thesis adviser in the Department of Advertising.

Depending on individual professional or academic goals, students may elect to pursue the 12- month, 18-month, or 24-month degree option. The Director of Graduate Studies will advise students about coursework each semester prior to graduate student registration.

In the second semester (Spring), students will take ADV 588 Graduate Seminar II. At the end of that course, students and the faculty instructor will complete the Graduate Student Annual Academic Progress Review for Course-Driven Degrees form. This form ensures that the student is making progress toward successfully completing coursework and other requirements. Upon completion of the form, the Director of Graduate Studies and the student will sign the form. One copy of the form will be placed in the student's academic file and one copy will be given to the student.

F. Academic Standing

Graduate students must maintain a minimum GPA and make satisfactory progress in all other aspects of their degree programs to continue as students. Academic standing reflects the student's level of accomplishment regarding these aspects. The Graduate College monitors cumulative and semester graduate GPA and time limits, and graduate programs monitor all other aspects of academic progress. There are three categories of academic standing: good standing, probation, and dropped.

Minimum GPA: Campus policy requires a student to maintain a minimum cumulative graduate GPA of 2.75 and a semester GPA of 2.75 to continue in an advanced degree program, and to have a cumulative graduate GPA of at least 2.75 to graduate.

Department of Advertising requires to maintain minimum semester GPA of 3.0 GPA to continue in receiving the fellowship, scholarship, and/or assistantship in the following years.

For more details: <https://grad.illinois.edu/files/pdfs/handbook.pdf>

G. Thesis, Project, and Academic Advisor, Thesis (ADV599) or Project (ADV598)

Students must complete **either a master's thesis (ADV599) or a professional project (ADV598)** to earn the Advertising MS degree. By the end of the second semester, in general, students are

expected to decide to do either thesis or project, and to find their advisor for the project or thesis.

Graduate students who wish to register for independent study or thesis credits to use towards their degree.

Forms, [Forms and Petitions](#)

Direct link, <https://go.illinois.edu/GraduateIndependentStudyThesis>

- The student will initiate the form and an email will be sent to the supervising faculty member.
- Completed forms will route directly to the appropriate person's email and will require a quick click to approve or send it back for more information.
- Once they approve, an email will be sent to the department head for approval.
- It will automatically be sent to the Student Services Center which will email the registration information to the student.

G-1. To complete thesis (ADV599)

Students need to have a thesis advisor and to assemble a thesis committee, which consists of the students' thesis advisor and (minimum) two members of the faculty members. First, the thesis advisor should be a tenure-track faculty member in the Department of Advertising. Search for an appropriate faculty member who has a similar research interest in your research topic. Contact the faculty to invite him/her as your thesis advisor.

Second, once students decide on their thesis advisor, then invite the committee members in consultation with the thesis advisor. Committee members need to include at least two faculty members in the Department of Advertising. Students can invite one member from outside of the department.

Third, students will work on their thesis proposal. Thesis advisor will review and approve the proposal. Then, the thesis committee, including thesis advisor, will have a thesis defense meeting in which the student will present their thesis including literature review, hypothesis proposition, method, result, and discussion. With all the committee members' approval, the students will be approved to earn Advertising MS degree.

G-2. To complete professional project (ADV598)

Students will work with one designated advertising faculty (instructor of ADV598) who will manage all the professional projects. Students need to register ADV598 in their third semester (e.g., second fall) upon the approval of the ADV598 instructor. No committee is required.

Students will work on their project proposal with the course instructor of ADV598 until they complete their professional project. With the instructor's review and approval of the final project report, the students will be approved to earn an Advertising MS degree with the project. No committee approval is required.

H. Academic Advisor

The Department provides a graduate academic advisor who will help you remain on track to graduate.

In the first semester and until you decide, your tentative graduate academic advisor is Director of Graduate Studies, Dr. Chang-Dae Ham, email: cdham317@illinois.edu.

After the first and/or second semester, you will decide on your thesis advisor (ADV599) who will serve as your academic advisor by the end of your graduation. The instructor of ADV598 will serve as advisors for all the professional project track students until graduation.

Students are responsible for knowing the program requirements and the courses offered each semester and have a course plan prepared for graduation on time.

5. Scholarships, Awards, and Graduate Assistantships

A. Scholarships

Charles H. Sandage Department of Advertising offers diverse scholarships including fellowship, stipend, assistantship, and/or award. Most of the scholarships are determined based on students' academic excellence and other factors in the process of admission evaluation process. Depending on each scholarship recipient's performance in the program, the following year's scholarship will be determined.

B. Awards

Charles H. Sandage Department of Advertising offers an academic excellence award at the end of the first year of the MS program. Students will submit their proposal (for thesis/project) in ADV588 at the end of their second semester (normally spring semester of the first year). Upon the evaluation of the proposal and overall academic achievement, students will have a chance to earn an advertising academic excellence award.

C. Graduate Assistantships

Graduate Assistantships includes teaching (TA), research assistant (RA) and hourly grading assistant (GA). All three assistants are registered graduate students chosen to meet the needs of the department. A teaching assistant (TA) serves as an instructional apprentice under the tutelage and supervision of a faculty member. A research assistant (RA) is assigned to a faculty member to assist in his/her research activity. The professor the teaching or research assistant reports to determines the responsibilities of the student and is the main source of information and feedback to the student and to the department about the student. A hourly grading assistant (GA) is assigned to a faculty member to assist in his/her teaching and grading activity. GA is an hourly



paid job (\$15/hour, will vary by year). Working hours will be determined by the student's availability and the professor's needs in each semester.

This is a job. By accepting this position, you have entered into a contract with the University and the Department of Advertising. Failure to perform accordingly will result in forfeiture of your assistantship, including the tuition and fee waiver and/or hourly payment.

Criteria for Appointment: The Department of Advertising appoints graduate students as TAs, RAs, or GAs based on the needs of the department, the financial resources available, and a student's academic excellence and among others. A student in good standing meets the criteria for scholarships, which are based on the student's grade-point average and departmental reviews.

Graduate students appointed as TAs, RAs, or GAs, and who hold a 25% appointment time or higher, must register for and complete a minimum of 12 hours each semester. The appointment is for one academic year or less; however, it may be terminated earlier for good cause, such as incompetence, misconduct, or failure to carry out responsibilities set forth by the supervising faculty. Occasionally funding constraints or undergraduate enrollment patterns make it necessary for the department to offer less than year-long appointments. The department is required to notify graduate students in writing as soon as possible after hiring decisions are made regarding assignments and workloads for the following year.

Appendices

Thesis Checklist

A-1. Thesis Checklist for MS Students

- Communicate with adviser throughout the research and writing of the thesis.
- Complete thesis
- Submit to adviser for approval.
- Once adviser approves circulate to entire committee
 - o Some committee members might prefer printed out version—consult with committee members as to their preference
- Committee members must be given at least 7 to 10 days to read the thesis.

A-2. Setting Up Your Thesis Defense Date and Room

- Once the date and time have been scheduled with your adviser and committee members, contact Heather Hendren, hhendren@illinois.edu about setting up a room for your defense with an advisor.
- Prepare for defense!
- Pass defense
- Celebrate
- Contact the Graduate College, <https://grad.illinois.edu/thesis> for details on the revision and deposit process.
- Add name to degree list (graduation) <https://grad.illinois.edu/forms>.
- Attend graduation ceremonies [optional: there is a College of Media, a University wide, and a Graduate College ceremony as well as other congratulatory events]

A-3. Thesis List for Faculty Advisor

- Work with thesis student to ensure timely and proper progress of thesis.
- Read and review drafts until final draft is approved for committee circulation and defense.
- Verify with committee members that thesis is suitable for defense.
- Work with students to develop a set of available times that will, in turn, be circulated to other members of the committee.
- Consult with student on availability for defense.
- The adviser makes sure the committee is given at least 7 to 10 days to read the thesis.
- Chair defense examination
- Be present and supportive for defense.
- Optional de-briefing meeting with students regarding next steps in thesis revision and deposit. Please review Graduate College deadlines for details: 1) Thesis deposit check list: and deadlines for your thesis <https://grad.illinois.edu/thesis>.



- Follow up to make sure student eventually deposits.
- Encourage students to participate in graduation ceremonies.

Statement of Plagiarism and Guideline for Use of AI

The official definition of plagiarism used by the University is as follows:

Plagiarism is the unacknowledged use of someone else's idea and/or words (including key words or phrases, as well as longer units like sentences and paragraphs). Intentional plagiarism extends from submitting a paper actually written by someone else to deliberately using an idea or fact or phrase without giving credit to its source.

The purpose of requiring you to acknowledge that you have read and understood this document is to rule out the possibility of unintentional plagiarism.

The Office of the Attorney General of Illinois has announced that buying, selling, and using other people's research papers is contrary to state law and may be prosecuted.

The University of Illinois rules about academic irregularities (which include plagiarism) are set forth in the Code of Campus Affairs and Regulations Applying to all Students. The penalties range from a failing grade on the plagiarized work to failure in the course and dismissal from the University.

The Division of English as an International Language fully affirms the definitions of plagiarism given above and will hold all students responsible for adhering to the University's rules and regulations regarding plagiarism.

In addition, students need to be aware of guidelines and policies of using generative AI.

Use of Generative AI Technology

Generative AI, such as OpenAI ChatGPT to an external site., Microsoft Copilot/Bing Chat to an external site., Google Bard to an external site., and others, can answer questions and generate text, images, and media. The appropriate use of generative AI will vary from course to course. Guidelines for using generative AI in this course are as follows:

1. Follow only the specific permitted uses set by your instructor.
2. Document and attribute all AI contributions to your coursework.
3. Take full responsibility for AI contributions, ensuring the accuracy of facts and sources.

Permitted uses of generative AI in this course include:

1. Shortening your own text
2. Revising your own text for spelling and grammar
3. Creating study aids (e.g., flashcards) for quizzes or exams
4. Testing and practicing your knowledge of course topics
5. Conducting basic research on course and assignment topics



During closed book exams or quizzes, AI tools are not allowed. However, during open book exams or quizzes, the use of AI tools can be permitted only when instructors allow. Additional allowed uses and restrictions may apply to specific assignments as specified in that assignment's instructions.

When using generative AI, keep a journal documenting prompts, AI responses, and your usage. Your instructor may ask you to provide this documentation.

Refer to the APA style guide to an external site. for citing generative AI, including the text of your prompt to the AI. Remember, a generative AI conversation in and of itself is not a valid source for facts. Always work to find, verify and cite the original source of ideas, rather than citing the AI directly.

You are responsible for verifying sources and facts and attributing ideas generated by the AI. Generative AI tools sometimes invent facts and sources.

Failure to abide by these guidelines is a violation of academic integrity. We will investigate suspected uses of generative AI that do not follow these guidelines and apply sanctions as outlined in the Illinois Student Code.

Generative AI and Data Privacy

When using online services, including generative AI platforms, realize that companies may store, share, or sell your data. Be wary of sharing private personal information. Learn to develop safe online habits (Illinois Privacy & Cybersecurity).

AI Analysis Disclaimer

Your assignments may be stored in various online data repositories in an anonymous form and may be searchable and analyzable. Please be aware of this possibility and do not include proprietary information relating to companies or organizations, your personal private information, or personal and private information of others.

I have read the above statement. I understand the definition of plagiarism and policies of using generative AI, which is presented here and understand the penalties.

Name (print): _____

Date: _____

Signature: _____



The Charles H. Sandage Department of Advertising

Name of student (Last, First name): _____

Semester entered (e.g., 2020 Fall): _____

Graduation track (thesis/project): _____

Graduation plan (24-month/18-month/12-month): _____

Name of your advisor (professor): _____

(If you have not yet decided your advisor, leave it a blank)

Progress Report (graduation requirement: 36 credits)

Degree Requirement: a minimum of 36 graduate credits, including thesis or project.

Core courses (24 credits)	Credits	Instructor*	Semester**	Grade
ADV 550 Foundations of Advertising	3			
ADV 580 Advertising Theory	3			
ADV 582 Qualitative Research Method	3			
ADV 587 Graduate Seminar I	3			
ADV 581 Quantitative Research Methods	3			
ADV 588 Graduate Seminar II	3			
ADV 598 Project (6 or 3 credits)***	6/3			
ADV 599 Thesis (6 or 3 credits)***	6/3			
Total	24			

Note: *e.g., Dr. David Graham; **e.g., Fall 2020; Students must choose either ADV598 or ADV599

Elective courses (minimum 12 credits)	Credits	Instructor*	Semester**	Grade
Total				

Note: *e.g., Dr. David Graham; **e.g., Fall 2020

Total credits earned (core & electives): _____

Current GPA: _____

Current plan of your graduation time (e.g., December 2021): _____



Work record in the department/college/campus

If you have worked (are currently working) as a RA/TA/Grader,

Courses	Your role*	Instructor**	Semester***	Unit****
Total				

Note: * Role: RA/TA/Grader etc. **Dr. Michelle Nelson; ***Fall 2020; ****e.g., Department of Advertising, Department of Communication, etc.

Any comments to department/DGS:

(Use the next page/ additional paper, if necessary)

Comprehensive evaluation (by the department):

(Use the next page/ additional paper, if necessary)

Date (mm/dd/year): _____

Student signature

DGS signature