

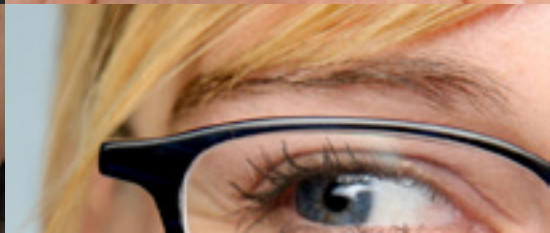
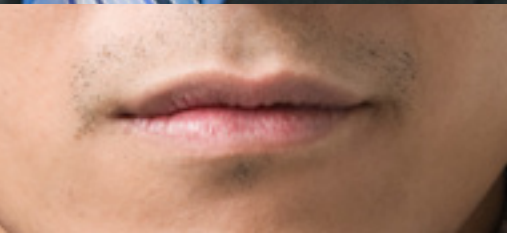


I AM

MILLIONS OF INDIVIDUAL SELVES.



I AM A CONSUMER.



I AM CHANGING.

The Master of Arts in Advertising at SMU is a different kind of program. It's designed for a new kind of student in a new global marketplace. And perhaps most importantly, it's aimed at a new kind of consumer.

For consumers who live in right-this-minute, the only constant is change. They're part of emerging economies. They're more socially networked, and more globally connected. And they're more brand-aware than ever before.

So, how will you connect with them? Let's figure it out.

Graduate Assistantships Available

Industry Executive Internship

Top 7 Media Market

Corporate Social Responsibility

Leadership

Interaction

Life Experience

I AM GLOBAL, MOBILE, SOCIAL AND RESPONSIBLE.

The key to the Master of Arts in Advertising at SMU isn't in the individual courses or even the program of study. It's the way we've incorporated theory and practice and filtered it through the lens of social and corporate responsibility.





WE CAN'T WAIT TO MEET YOU.

To connect with the new consumer, we need a new kind of advertising student. You might have a non-traditional background. You're less interested in titles than results. And you want to use your career to make a difference. If you're that kind of student, we'd love to get to know you.



SMU

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