AD/PR 4+1 Concentration:
Grady College MA Non-Thesis Program Planning Form

Student: ___________________________________________________

Advisor/Major Professor: _________________________________

Degree Program: MA non-thesis ( )

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**Fall Courses (12 hours)**

1. JRMC 7960 ( ) Advertising Foundations (for PR undergrads) or
   JRMC 7940 ( ) Public Relations Foundations (for AD undergrads)
2. JRMC 8100 ( ) Advertising and Communication Management
3. JRMC 8010 ( ) Research Methodology in Mass Communication
4. JRMC ( ) Elective (from choices below)

**Spring Courses (12 hours)**

1. JRMC 8160 ( ) Advertising and Public Relations Theory
2. JRMC 8020 ( ) Public Opinion
3. JRMC 8110 ( ) Media Planning
4. JRMC 8130 ( ) Social Media and Digital Advertising

**Summer Courses (9 hours)**

1. JRMC 8120 ( ) Advertising and Public Relations Research
2. JRMC ( ) Elective (from choices below)
3. JRMC ( ) Elective (from choices below)

**Electives**

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<tr>
<th>Course Code</th>
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<tbody>
<tr>
<td>JRMC 8130</td>
<td>Advertising and Public Relations in Society</td>
</tr>
<tr>
<td>JRMC 8130</td>
<td>Global Integrated Marketing Communication</td>
</tr>
<tr>
<td>JRMC 8165</td>
<td>Public Health Communication</td>
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<td>JRMC 8170</td>
<td>Risk Communication</td>
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<tr>
<td>JRMC 8160</td>
<td>ADPR Study Abroad</td>
</tr>
<tr>
<td>Other</td>
<td>To be approved by student’s advisor</td>
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