Advertising Concentration:
Grady College MA Thesis Program Planning Form

Student: ____________________________

Advisor/Major Professor: ____________________________

Degree Program: MA thesis (  )

Core Courses (6 hours)

1. JRMC 8000 (  ) Proseminar in Mass Communication
2. JRMC 8010 (  ) Research Methodology in Mass Communication

** JRMC 7960 (  ) Advertising Foundations
**if student has not had courses equivalent to ADPR 3100 and ADPR 3110

Area of Concentration Courses (MA thesis = 12 to 15 hrs)

MA thesis

1. JRMC 8100 (  ) Advertising and Communication Management
2. JRMC 8110 (  ) Advertising Media Planning
3. JRMC 8120 (  ) Advertising and Public Relations Research
4. _____________
5. _____________

1. JRMC 7300 (  )* Master’s Thesis

Cognate Courses (6 to 9 hours)

1. ________________
2. ________________
3. ________________

Prerequisites (check completed courses)

Statistics (  )

* MA student must register for a minimum of 3 hours of JRMC 7300.