Advertising Concentration:
Grady College MA Non-Thesis Program Planning Form

Student: ___________________________________________________

Advisor/Major Professor: ________________________________

Degree Program: MA non-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 non-thesis = 18 to 21 hrs)

MA non-thesis

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

Cognate Courses (6 to 9 hours)

1. _______________
2. _______________
3. _______________

Prerequisites (check completed courses)

Statistics ( )