Media Industry Research Certificate:
Grady College Program Planning Form

Student: ____________________________

Advisor/Major Professor: ____________________________

Management/Economics (3 hours)
One course in management/economics in target area:

1. JRMC 8200 ( ) Telecommunications Management
2. JRMC 8100 ( ) Advertising and Communication Management
3. JRMC 8140 ( ) PR Management
4. JRMC 8110 ( ) Advertising Media Planning
5. JRMC 8365 ( ) Media Economics

Methods (6 hours)
Two methods courses are required. You must select one Quantitative and one Qualitative. These can be outside of Grady College with advisor’s approval or:

1. JRMC 9020 ( ) Quantitative Research in Mass Communication
2. JRMC 9030 ( ) Critical, Cultural, and Naturalistic Approaches to Mass Comm

Practice (6 hours)

1. JRMC 8080 ( ) Research Practice in Media Industries
2. JRMC 8050 ( ) Research and Directed Readings in Mass Communication
   Or
3. JRMC 7220 ( ) Internship

Prerequisites (check completed courses)

JRMC 8010 ( ) Statistics ( )