# Graduate Certificate in Media Industry Research:
## Grady College Program Planning Form

**Student:**

**Advisor/Major Professor:**

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### Required Core Courses (12 Credits)

1. JRMC 8010 (  ) Research Methodology in Mass Communication Research
2. JRMC 8110 (  ) Advertising Media Planning
   - 2. JRMC 8200 (  ) Media Management
   - 4. JRMC 8080 (  ) Research Practice in Media Industries

### Two Elective Courses (6 Credits)

- JRMC 7220 Graduate Internship
- JRMC 7250 Applied Network Analysis
- JRMC 8016 Emerging Media Interaction Design and Usability
- JRMC 8100 Advertising and Communication Management
- JRMC 8120 Advertising and Public Relations Research
- JRMC 8140 Public Relations Management
- JRMC 8210 Advertising and Public Relations Research
- JRMC 9020 Quantitative Research in Mass Communication
- JRMC 9030 Critical, Cultural, and Naturalistic Approaches to Mass Comm

Other Special Topics course approved by MAC Academic Advisor