Integrated ADPR Concentration:
Grady College MA Non-Thesis Program Planning Form

Student: 

Advisor/Major Professor: 

Degree Program: MA non-thesis ( )
Minimum 33 hours (11 courses)

---

**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 8151** ( ) ADPR Theory

4. **ADPR 7760** ( ) Digital and Social Communication Strategies

---

**Spring Courses (12 hours)**

1. **JRMC 8120** ( ) ADPR Research

2. **JRMC 7042** ( ) ADPR Insights and Strategies Project

3. **JRMC 8110** ( ) Media Planning

4. **ADPR 7750** ( ) Social Media Analytics, Listening and Engagement
   
   **or**
   
   JRMC Elective (from choices below)

---

**Summer and Maymester Courses (9 hours)**

1. **JRMC 7250** ( ) Applied Network Analysis and Social Media
   
   **or**
   
   JRMC 8130 ( ) Big Data Analysis
   
   **or**
   
   JRMC Elective (if ADPR 7750 was taken in spring)

2. **JRMC** ( ) Elective (To be approved by student’s advisor)

3. **JRMC** ( ) Elective (To be approved by student’s advisor)

---

**Electives**

JRMC 8130 Advertising and Public Relations in Society

JRMC 8130 Global Integrated Marketing Communication

ADPR 7992 ADPR Study Abroad

ADPR 7991 Creative Circus

JRMC 8160 Public Health Communication

JRMC 8170 Risk Communication

JRMC 8050 Directed Reading

---

*updated 9/28/17*