

**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)

---

**University required course (1 hour):** GRSC 7001 GradFIRST seminar. (Graduate students must complete a 1-credit GradFIRST seminar (GRSC 7001) during fall or spring of their first year, unless they enrolled in an exempt program. In Grady, the only exempt program is the Online MA program in Emerging Media).

**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
5. JRMC 8080 ( ) Media Analytics Research Practices in Media Industries  
**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