Advertising Concentration:
Grady College MA Thesis Program Planning Form

Student: ________________________________

Advisor/Major Professor: ________________________________

Degree Program: MA thesis ( )
Minimum 30 hours (9 courses + 3 hours thesis)

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Core Courses 6 hours)

1. JRMC 8000 ( ) Proseminar in Mass Communication
   or
   1. JRMC 8151 ( ) ADPR Theory
   2. JRMC 8010 ( ) Research 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 thesis = 27 hours)

   MA thesis

   1. JRMC 8100 ( ) Advertising and Communication Management
   2. JRMC 8110 ( ) Advertising Media Planning
   3. JRMC 8120 ( ) Advertising and Public Relations Research
   4. ADPR 7750 ( ) Social Media Analytics, Listening & Engagement
      or
   4. ADPR 7760 ( ) Social and Digital Communication Strategies
   5. ADPR 7740 ( ) Advertising and Communication Campaigns
      or
   5. JRMC 7042 ( ) ADPR Insights and Strategies Project
   6. JRMC 7000 ( ) Masters Thesis Research
   7. JRMC 7300 ( )* Master’s Thesis

Prerequisites: Statistics ( ) must be taken prior or during the MA program.