Advertising Concentration:
Grady College MA Non-Thesis Program Planning Form

Student: __________________________

Advisor/Major Professor: __________________________

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

Core Courses (3 to 6 hours)

1. JRMC 8000 ( ) Proseminar in Mass Communication
   or
   1. JRMC 8151 ( ) ADPR Theory

** JRMC 7960 ( ) Advertising Foundations
   **if student has not had courses equivalent to ADPR 3100 and ADPR 3110

Area of Concentration Courses (MA non-thesis = 18 to 21 hours)

MA non-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. __________
7. __________

Cognate Courses (6 to 9 hours)

1. __________
2. __________
3. __________

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