

**Advertising 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).

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

or

- 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.