



**Graduate Certificate in Media Analytics:  
Grady College Program Application and Planning Form**

**Required Core Courses (12 Credits)**

1. JRMC 8110 ( ) Advertising Media Planning
2. JRMC8200 ( ) Media Management **OR** JRMC 8100 ( ) Advertising and Communication Management
3. ADPR 7750 ( ) Social Media Analytics Listening & Engagement  
*\*Students must take the Social Media Analytics Listening & Engagement class (AdPR7750 or AdPR 7750E) **before** taking JRMC 8080*
4. JRMC 8080 ( ) Research Practice in Media Industries

**Two Elective Courses (6 Credits)**

JRMC 7220 Graduate Internship  
JRMC 7250 Applied Network Analysis  
JRMC 8016 Emerging Media Interaction Design and Usability  
JRMC 8130 Introduction to Data Mining and Analytics  
JRMC 8100 Advertising and Communication Management  
JRMC 8120 Advertising and Public Relations Research  
JRMC 8140 Public Relations Management  
JRMC 8250 Social Network Analysis- Theories and Methods  
JRMC 9020 Quantitative Research in Mass Communication  
JRMC 9030 Critical, Cultural, and Naturalistic Approaches to Mass Comm  
Other Special Topics course approved by MAC Academic Advisor

Student Name: \_\_\_\_\_

Concentration: \_\_\_\_\_

UGA email: \_\_\_\_\_

Academic Advisor: \_\_\_\_\_\*

\*If you have not yet been assigned an advisor, you can update when you have one.