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)

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**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 8130 ( ) ADPR Theory
4. ADPR 7760 ( ) Digital and Social Communication Strategies

**Spring Courses (12 hours)**

1. JRMC 8120 ( ) ADPR Research
2. JRMC 8160 ( ) ADPR Project Course
3. JRMC 8110 ( ) Media Planning
4. ADPR 7750 ( ) Social Media Analytics, Listening and Engagement
   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

.updated 9/28/17