

**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.