



**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 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: _____