

# GRADY COLLEGE — Ph.D. in Advertising and Public Relations



The Grady College of Journalism and Mass Communication at the University of Georgia is currently accepting applications for its Ph.D. program in Mass Communication. The Grady Ph.D. program offers courses and research opportunities in different focus areas, including advertising and public relations-related studies and scholarship.

Our top-ranked Ph.D. program in Mass Communication is designed to prepare scholars for academic careers in teaching and research or for professional careers in industry or government. The program draws on faculty and resources of the College's three departments: Advertising/Public Relations, Journalism, and Entertainment & Media Studies. As such, we welcome applications from students interested in scholarship and research opportunities in advertising and public relations-related studies and scholarship, including crisis, health, and risk communication.

Students interested in advertising or public relations have the opportunity to learn and apply a wide array of methodological and theoretical approaches. Advertising and Public Relations Department faculty collaborate with Ph.D. students on teaching, research studies, and scholarship, including conference papers and peer-reviewed journal articles. Our Advertising and Public Relations Department faculty expertise and research areas include:

- Advertising and public relations strategies and approaches
- Advertising and persuasive communication information processing and effects
- Advertising and culture
- Brand promotion and management
- Consumer and media psychology
- Crisis, risk, and conflict communication
- Diversity, ethics, and cross-cultural communication
- Health and science communication
- Interactive, immersive, and digital advertising and communication
- Misinformation analysis, response, and management
- New and non-traditional forms of advertising
- Political and public affairs communication
- Public relations leadership and management
- Public relations history
- Social and digital communication strategies and technologies
- Strategic sports communication



At Grady College, faculty, staff, and student diversity and inclusion are core values of our work and learning environments. Join our active community of scholars in Athens, Georgia, consistently rated as one of the top college towns in the country, located about 70 miles northeast of Atlanta.

Please visit our Ph.D. program site for information about requirements, applications, and assistantships. The application deadline for the doctoral cohort is January 1.

UGA Grady



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and Mass Communication  
UNIVERSITY OF GEORGIA