

**Advertising Concentration
Grady College MA Non-Thesis Program Planning Form**

Student: _____

Advisor/Major Professor: _____

Degree Program: MA (non-thesis)

Minimum of 34 credit hours to graduate (11 3-credit hour courses + 1-credit hour GradFIRST)

PREREQUISITES

If you have not completed a statistics course as an undergraduate or received AP credit for a statistics course, you must take:

- A graduate-level or cross-listed statistics course from any department _____

If you did not take ADPR 3100 (Principles of Advertising) or a similar introduction to advertising course and ADPR 3110 (Brand Storytelling) or a similar course as an undergraduate student:

- You need to register for *JRMC 7960 – Advertising Foundations _____

UNIVERSITY OF GEORGIA REQUIREMENT – GradFIRST seminar

You must complete a 1-credit GradFIRST seminar during the Fall or Spring semester of your FIRST year unless you are enrolled in an exempt program. The only exempt Grady College program is the online MA in Emerging Media.

GRSC 7001 (GradFIRST) _____

CORE COURSES (21 CREDIT HOURS)

You need to **take one of the two courses below** (3 credit hours):

- *JRMC 8000 – Proseminar in Mass Communication _____
- JRMC 8151 – ADPR Theory (offered in Fall and Spring in 2023-24) _____

You need to **take all 4 courses listed below** (12 credit hours):

1. *JRMC 8100 – Advertising and Communication Management _____
2. **JRMC 8110 – Advertising Media Planning _____
3. **JRMC 8120 – ADPR Research _____
4. *ADPR 7750 or ***ADPR 7750e – Social Media Analytics, Listening and Engagement _____

You need to take **one of these two courses below** (3 hours):

- **JRMC 8080e – Media Analytics Research Practices in Media Industries _____
- *ADPR 7760 or **ADPR 7760e – Digital and Social Communication Strategies _____

You need to take **one of these two courses below** (3 hours):

- ADPR 7740 – Advertising and Communication Campaigns _____
- **JRMC 7042 – ADPR Insights and Strategies Project _____

ELECTIVES/COGNATES - 12 credit hours from the courses below, other Grady College graduate courses (e.g., JRMC 8350), or graduate courses from outside Grady College:

1. JRMC 8010 or 8010e – Research Methodology in Mass Communication _____
2. JRMC 8130 – Special Topic course (the topics will vary by semester) _____
3. JRMC 8160 – Special Topic course (the topics will vary by semester) _____
4. JRMC 8170 – Risk Communication _____
5. JRMC 8350 – Special Topics course (the topics will vary by semester) _____
6. ADPR 7930/ADPR 7930e – PR Ethics, Diversity & Leadership (if space permits) _____
7. JRMC 8050 – Independent Study (this requires having a topic and a faculty member who agrees to supervise your independent study) _____
8. ***ADPR 7991 – ADPR Field Study (courses may vary by location & credit hours) _____
9. ***ADPR 7992 – ADPR Study Abroad (courses may vary by location & credit hours) _____

Notes

The * indicates courses that are **typically** offered during the **Fall semester**.

The ** indicates courses that are **typically** offered during the **Spring semester**.

The *** indicates courses that are **typically** offered during the **Summer**.

Sections of JRMC 8130 and JRMC 8160 are usually offered every semester.

Additional things to know

- All Grady College courses are 3 credit hours. GRSC (GradFIRST) is 1-credit hour.
- Cognate courses are any graduate courses outside of Grady College. This is an opportunity to take graduate courses in other UGA colleges or schools. Popular places for cognate courses include Franklin College of Arts and Science, Terry College, the School of Public and International Affairs, the College of Public Health, Odum School of Ecology, and College of Family and Consumer Sciences. Keep in mind, some graduate courses outside of Grady may have prerequisites in order to register for the course.
- It is possible to take and count different sections of JRMC 8130 or JRMC 8160; that is, sections that have different titles and cover different topics (e.g., you could take two different JRMC 8130 courses or two different JRMC 8160 courses).
- On occasion, some Grady College graduate courses are offered online. This is particularly true for Maymester and Summer courses. Courses that are online will display with an “e” at the end of the course number (e.g., ADPR 7930e).