

**Public Relations 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 3850 (Public Relations Principles) or a similar introduction to public relations course and ADPR 5920 (PR Writing) or a similar course as an undergraduate student:

- You need to register for *JPMC 7940 – Public Relations Foundations _____

Students are **required to complete ADPR 3520 (Graphics Communication) or its equivalent prior to completion of this degree.** This can have been completed as part of your undergraduate degree program. If you take ADPR 3520 while in this graduate program, it cannot count toward the total credit hours required for this degree.

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 COURSE REQUIREMENTS (24 CREDIT HOURS)

You need to **take all 5 of these courses below** (15-18 hours):

- *JPMC 8000 – Proseminar in Mass Communication _____
- *JPMC 8010 – Research Methodology in Mass Communication _____
- *JPMC 8100 – Advertising and Communication Management _____
- JPMC 8151 – ADPR Theory (offered Fall and Spring in 2023-24) _____
- **JPMC 8020 – Public Opinion _____

If you did not take ADPR 5950 (Public Relations Campaigns) or a similar public relations campaigns course as an undergraduate student, you must also take:

- ADPR 7950 – Public Relations Campaigns _____

You need to take one to three of the following courses (3-9 credit hours) to get to 24 credit hours of Core courses (e.g., the number depends on whether you take JOUR 7940 and/or ADPR 7950):

1. ADPR 7930 or ADPR 7930e – PR Ethics, Diversity & Leadership _____
2. **JRMCM 8080e – Media Analytics Research Practices in Media Industries _____
3. *ADPR 7760 or **ADPR 7760e – Digital and Social Communication Strategies _____
4. ADPR 7740 – Advertising and Communication Campaigns _____
5. **JRMCM 7042 – ADPR Insights and Strategies Project _____

ELECTIVES/COGNATES - 9 credit hours from the courses below, other Grady College graduate courses (e.g., JRMCM 8350), or graduate courses from outside Grady College:

1. JRMCM 8130 – Special Topic course (the topics will vary by semester) _____
2. JRMCM 8160 – Special Topic course (the topics will vary by semester) _____
3. JRMCM 8170 – Risk Communication _____
4. JRMCM 8350 – Special Topic course (the topics will vary by semester) _____
5. JRMCM 8050 – Independent Study (this requires having a topic and a faculty member who agrees to supervise your independent study) _____
6. ***ADPR 7991 – ADPR Field Study (courses may vary by location & credit hours) _____
7. ***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 JRMCM 8130 and JRMCM 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 JRMCM 8130 or JRMCM 8160; that is, sections that have different titles and cover different topics (e.g., you could take two different JRMCM 8130 courses or two different JRMCM 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).