Public Relations Concentration
Grady College MA Thesis Program Planning Form

Student: _____

Advisor/Major Professor: _____

Degree Program: MA (thesis)

Minimum of <u>31 credit hours to graduate</u> (9 3-credit hour courses + at least 3 thesis hours + 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 <u>and</u> ADPR 5920 (PR Writing) or a similar course as an undergraduate student:

- You need to register for *JRMC 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 **<u>take all 6 courses below</u>** (18 hours):
          *JRMC 8000 – Proseminar in Mass Communication   _____
          *JRMC 8010 – Research Methodology in Mass Communication   _____
          * JRMC 8100 – Advertising and Communication Management   _____
          * or **JRMC 8151 – ADPR Theory   _____
          **JRMC 8020 – Public Opinion   _____
          ADPR 7950 – Public Relations Campaigns   _____

You need to take one or two of the courses below (3-6 credit hours) to get to 24 credit hours of Core courses (e.g., the number depends on whether you take JOUR 7940):

1. ADPR 7930 or ADPR 7930e – PR Ethics, Diversity & Leadership   _____
2. **JRMC 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. **JRMC 7042 – ADPR Insights and Strategies Project   _____

THESIS COURSE HOURS – 3-6 CREDIT HOURS

Recommended: JRMC 7000 (MA Thesis Hours) (Fall semester of thesis year)   _____
Required: JRMC 7300 (MA Final Thesis Hours) (Spring semester of thesis year)   _____

ELECTIVE/COGNATE COURSES

If students need additional credit hours to reach the 31-credit hour minimum, you can take other Grady College graduate courses as elective(s) or cognate courses as electives (that is, graduate courses from outside Grady College).

Notes

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

Last updated August 12, 2023