



**Graduate Certificate in Media Analytics:  
Grady College Program Application and Planning Form**

**Required Core Courses (12 Credits)**

JRMC 8110 - Advertising Media Planning

JRMC8200 - Media Management **OR**

JRMC 8100 - Advertising and Communication Management

ADPR 7750 - Social Media Analytics Listening & Engagement

*Students must take the Social Media Analytics Listening & Engagement class  
(AdPR7750 or AdPR 7750E) **before** taking JRMC 8080E*

JRMC 8080E - Research Practice in Media Analytics

**Two Elective Courses (6 Credits)**

Select two of the classes below, or email Dr. Himmelboim to approve additional classes.

JRMC 7220 - Graduate Internship

JRMC 8250 - Social Networks: Theory and Methods

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 Communication

Additional class(es) approved by Dr. Himmelboim:

Student Name:

Concentration:

UGA email:

Academic Advisor: \*

\* If you have not yet been assigned an advisor, you can update when you have one.

Expected graduation semester: