

Advertising Concentration: MA Non-Thesis Program Planning Form

Student: _____

Advisor/Major Professor: _____

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

PREREQUISITES

If you have not received AP Stats credit or completed a statistics course as an undergraduate, you must take a graduate-level or cross-listed statistics course from any department. (We recommend ERSB 6300 or STATS 6210. You can take an undergraduate statistics course, but you will not receive graduate credit hours.) _____

If you did **NOT** take ADPR 3100 (Principles of Advertising) or a similar introduction to advertising course as an undergraduate:

- You need to register for *JRM 7960 – Advertising Foundations _____
(Note: If you take JRM 7960 it will count toward your Electives/Cognate hours)

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 (6 CREDIT HOURS)

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

- *JRM 8000 – Proseminar in Mass Communication _____
- JRM 8151 – ADPR Theory (offered in Fall and Spring most semesters; check online) _____

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

- *JRM 8010 – Research Methodology in Mass Communication _____
- **JRM 8120 – ADPR Research _____

AREA OF CONCENTRATION (15 CREDIT HOURS)

You need to **take all 3 courses listed below** (9 credit hours):

- JRM 8100 – Advertising and Communication Management _____
- **JRM 8110 – Advertising Media Planning _____
- *ADPR 7750 or ***ADPR 7750e – Social Media Analytics, Listening & Engagement _____

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

- **JPMC 8080/8080e – Media Analytics Research Practices in Media Industries (You must have taken ADPR 5750/7750 prior to enrolling in this course) _____
- *ADPR 7760 or **ADPR 7760e – Digital and Social Communication Strategies _____
- *JPMC 8250 – Social Network Analysis: Theories and Methods _____

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

- ADPR 7740 – Advertising and Communication Campaigns _____
- **JPMC 7042 – ADPR Insights and Strategies Project _____
- ADPR 7741 – Integrated ADPR Campaigns _____
- ADPR 7742 – Health & Risk Communication Campaigns _____

ELECTIVES/COGNATES – Remaining (6 to 12) credit hours from the courses below, other Grady College graduate courses (at the 6000-level or above), or graduate courses from outside Grady College (also at 6000-level or above):

1. JPMC 8000 – Proseminar _____
2. JPMC 8010 – Research Methodology in Mass Communication _____
3. JPMC 8030 – Mass Comm. in Society _____
4. JPMC 8040 – International Communication _____
5. JPMC 8050 – Research & Directed Readings in Mass Comm (requires having a topic, faculty member who agrees to supervise, and an approved course plan, which can be obtained from the Grady Grad program) _____
6. JPMC 8070 – Media and Diversity _____
7. JPMC 8080 – Media Analytics Research Practices in Media Ind. _____
8. JPMC 8110 – Advertising Media Planning _____
9. JPMC 8130 – Special Topic course (the topics will vary by semester) _____
10. JPMC 8151 – ADPR Theory _____
11. JPMC 8160 – Special Topic course (the topics will vary by semester) _____
12. JPMC 8170 – Risk Communication _____
13. JPMC 8180 – Crisis Communication & Strategic Conflict Management _____
14. JPMC 8200 – Media Management _____
15. JPMC 8240 – Special Topics in EMST _____
16. JPMC 8250 – Social Network Analysis – Theories and Methods _____
17. JPMC 8350 – Special Topics course (the topics will vary by semester) _____
18. JPMC 9010 – Mass Comm. Theory (with advisor permission) _____
19. JPMC 9011 – Mass Comm. Theory II (with advisor permission) _____
20. JPMC 9020 – Quantitative Research (with advisor permission) _____
21. JPMC 9030 – Critical, Cultural, and Naturalistic Approaches to Mass Comm. Research (with advisor permission) _____
22. JPMC 9040 – Historical Research in Mass Communication (with advisor permission) _____
23. JPMC 9050 – Mass Communication and Law (with advisor permission) _____
24. JPMC 9060 – Special Topic course (topics vary by semester) (with advisor permission) _____
25. *ADPR 7750 or ***ADPR 7750e – Social Media Analytics, Listening & Engagement _____
26. *ADPR 7760 or **ADPR 7760e – Digital and Social Communication Strategies _____
27. ***ADPR 7991 – ADPR Field Study (courses may vary by location & credit hours) _____
28. ***ADPR 7992 – ADPR Study Abroad (courses may vary by location & credit hours) _____
29. Courses at the 6000-level or above as cognates _____

- 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. Courses must be at the 6000-level or higher to count toward your program.

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**.

No stars indicates courses that are **typically** offered during both the **Fall** and **Spring** semesters.

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

Additional things to know

- All Grady College graduate courses are 3 credit hours, while GRSC (GradFIRST) is 1 credit hour.
- It is permissible to take and count different sections of “Special Topics” courses, provided they have different titles and cover different topics; that is, you could take two different JRMC 8130 courses or two different JRMC 8160 courses, if they are covering different content.
- On occasion, some Grady College graduate courses may be offered online. This is particularly true for Maymester and summer courses. Online courses have an “e” at the end of the course number (e.g., JOUR 7320e). For credit purposes, an online course is considered the same as its in-person version.
- You may not count the undergraduate version of a split-level or cross-listed course for graduate credit (e.g., if you were enrolled in ADPR 5750 in the split-level course ADPR 5750/7750, you would receive undergraduate credit). At the same time, you may count the graduate version of a split-level or course-listed course for graduate credit (e.g., if you were enrolled in ADPR 7750 you would receive graduate credit). Also, to be clear, if you completed a particular split-level course for undergraduate credit (e.g., ADPR 5750), you may not complete the graduate version (JOUR 7750) for graduate credit.
- All 9000-level courses require permission of advisor for enrollment.