Advertising Area of Emphasis: MA Thesis Program Planning Form

Student: _____

Advisor/Major Professor: _____

Minimum of 31 credit hours to graduate (9 3-credit hour courses + at least 3 thesis course hours + 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 ERSH 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 *JRMC 7960 – Advertising Foundations _____
  (Note: If you take JRMC 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):

*JRMC 8000 – Proseminar in Mass Communication _____
JRMC 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):

*JRMC 8010 – Research Methodology in Mass Communication _____
**JRMC 8120 – ADPR Research _____

AREA OF CONCENTRATION (15 CREDIT HOURS)

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

JRMC 8100 – Advertising and Communication Management _____
**JRMC 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):

**JRMC 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 _____
*JRMC 8250 – Social Network Analysis: Theories and Methods _____

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

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

THESIS COURSE HOURS (3-6 CREDIT HOURS)

Recommended: JRMC 7000 (MA Thesis Hours) (Next-to-last semester of thesis year) _____
Required: JRMC 7300 (MA Final Thesis Hours) (Last semester of thesis year) _____

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. JRMC 8000 – Proseminar _____
2. JRMC 8010 – Research Methodology in Mass Communication _____
3. JRMC 8030 – Mass Comm. in Society _____
4. JRMC 8040 – International Communication _____
5. JRMC 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. JRMC 8070 – Media and Diversity _____
7. JRMC 8080 – Media Analytics Research Practices in Media Ind. _____
8. JRMC 8110 – Advertising Media Planning _____
9. JRMC 8130 – Special Topic course (the topics will vary by semester) _____
10. JRMC 8151 – ADPR Theory _____
11. JRMC 8160 – Special Topic course (the topics will vary by semester) _____
12. JRMC 8170 – Risk Communication _____
13. JRMC 8180 – Crisis Communication & Strategic Conflict Management _____
14. JRMC 8200 – Media Management _____
15. JRMC 8240 – Special Topics in EMST _____
16. JRMC 8250 – Social Network Analysis – Theories and Methods _____
17. JRMC 8350 – Special Topics course (the topics will vary be semester) _____
18. JRMC 9010 – Mass Comm. Theory (with advisor permission) _____
19. JRMC 9011 – Mass Comm. Theory II (with advisor permission) _____
20. JRMC 9020 – Quantitative Research (with advisor permission) _____
21. JRMC 9030 – Critical, Cultural, and Naturalistic Approaches to Mass Comm. Research (with advisor permission)
22. JRMC 9040 – Historical Research in Mass Communication (with advisor permission) _____
23. JRMC 9050 – Mass Communication and Law (with advisor permission) _____
24. JRMC 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.