

## Integrated ADPR 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 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 \*JRMCM 7960 – Advertising Foundations \_\_\_\_\_  
(Note: If you take JRMCM 7960 it will count toward your Electives/Cognate hours)

If you did **NOT** take ADPR 3850 (Public Relations Principles) or a similar introduction to public relations course as an undergraduate:

- You need to register for \*JRMCM 7940 – Public Relations Foundations \_\_\_\_\_  
(Note: If you take JRMCM 7940 it will count toward your Electives/Cognate hours)

(Note: If you took ADPR 3100 AND ADPR 3850 as an undergraduate student, you do not have to take either of the two “foundations” courses (JRMCM 7960 & JRMCM 7940).)

### 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):

- \*JRMCM 8000 – Proseminar in Mass Communication \_\_\_\_\_
- JRMCM 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):

- \*JRMCM 8010 – Research Methodology in Mass Communication \_\_\_\_\_
- \*\*JRMCM 8120 – ADPR Research \_\_\_\_\_

**AREA OF CONCENTRATION (15 CREDIT HOURS)**

You will need to **take all of these courses** (12 credit hours):

1. \*JRMCM 8100 – Advertising and Communication Management \_\_\_\_\_
2. \*ADPR 7750 or \*\*\*ADPR 7750e – Social Media Analytics, Listening & Engagement \_\_\_\_\_
3. \*\*JRMCM 8110 – Media Planning \_\_\_\_\_
4. \*ADPR 7760 or \*\*7760e – Digital and Social Communication Strategies \_\_\_\_\_

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

- \*\*JRMCM 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 (e.g., JRMCM 8350), or graduate courses from outside Grady College:**

1. JRMCM 8000 – Proseminar \_\_\_\_\_
2. JRMCM 8010 – Research Methodology in Mass Communication \_\_\_\_\_
3. JRMCM 8030 – Mass Comm. in Society \_\_\_\_\_
4. JRMCM 8040 – International Communication \_\_\_\_\_
5. JRMCM 8050 – Independent Study (requires having a topic and a faculty member who agrees to supervise your independent study) \_\_\_\_\_
6. JRMCM 8070 – Media and Diversity \_\_\_\_\_
7. JRMCM 8080 – Media Analytics Research Practices in Media Ind. \_\_\_\_\_
8. JRMCM 8110 – Advertising Media Planning \_\_\_\_\_
9. JRMCM 8130 – Special Topic course (the topics will vary by semester) \_\_\_\_\_
10. JRMCM 8151 – ADPR Theory \_\_\_\_\_
11. JRMCM 8160 – Special Topic course (the topics will vary by semester) \_\_\_\_\_
12. JRMCM 8170 – Risk Communication \_\_\_\_\_
13. JRMCM 8180 – Crisis Communication & Strategic Conflict Management \_\_\_\_\_
14. JRMCM 8200 – Media Management \_\_\_\_\_
15. JRMCM 8240 – Special Topics in EMST \_\_\_\_\_
16. JRMCM 8250 – Social Network Analysis: Theories and Methods \_\_\_\_\_
17. JRMCM 8350 – Special Topics course (the topics will vary by semester) \_\_\_\_\_
18. JRMCM 9010 – Mass Comm. Theory (with advisor permission) \_\_\_\_\_
19. JRMCM 9011 – Mass Comm. Theory II (with advisor permission) \_\_\_\_\_
20. JRMCM 9020 – Quantitative Research (with advisor permission) \_\_\_\_\_
21. JRMCM 9030 – Critical, Cultural, and Naturalistic Approaches to Mass Comm. Research (with advisor permission) \_\_\_\_\_
22. JRMCM 9040 – Historical Research in Mass Communication (with advisor permission) \_\_\_\_\_
23. JRMCM 9050 – Mass Communication and Law (with advisor permission) \_\_\_\_\_
24. JRMCM 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) \_\_\_\_\_

- 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.
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### 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.

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### 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.
- 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). Online courses are considered the same as the 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.