

Health Media & Communications Concentration: MA Non-Thesis Program

Student: _____

Advisor/Major Professor: _____

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

PREREQUISITE

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.) _____

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 (9 CREDIT HOURS)

You need to take one: (3 credit hours):

- *JRM 8000 – Proseminar in Mass Communication _____

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

- JRM 7340 – Graduate Newsroom _____
- JRM 7940 – Public Relations Foundations _____
- JRM 7960 – Advertising Foundations _____

AREA OF CONCENTRATION (18 CREDIT HOURS)

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

- JRM 8160 – Advertising, Public Relations, and Health _____
- JRM 8170 – Risk Communication _____
- JRM 8130 or JRM 8350 – Special Topics _____

You need to **take three of the courses below** (9 credit hours):

- JRM 8020 – Public Opinion _____
- JRM 8070 – Media, Culture & Diversity _____
- JRM 8100 – Advertising and Public Relations Management _____
- JRM 7355 – Health and Medical Journalism _____
- JRM 7356 – Advanced Health and Medical Journalism _____
- JRM 8050 – Directed Readings _____
- JRM 8130, 8160, or 8350 – Special topics course _____

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

ADPR 7950 – Public Relations Campaigns _____

JRMC 7042 – ADPR Insights and Strategies Project _____

ADPR 7741 – Integrated ADPR Campaigns _____

ADPR 7742 – Health & Risk Communication Campaigns _____

ELECTIVES/COGNATES – Remaining (6) graduate course credit hours from outside Grady College

Cognate courses are any **graduate courses** outside of Grady College. Courses must be at the 6000-level or higher to count toward your program. We recommend these be courses in the College of Public Health, including from the Department of Health Promotion and Behavior (e.g., HPRB 7010/7010e Fundamentals of Health Promotion and Behavior, HPRB 7170 Health Promotion and Aging, HPRB 7310/7310e Foundations of Public Health Communication, HPRB 7370 Social Marketing of Health: Theory and Process, HPRB 7470 Program Evaluation in Health Promotion and Health Education, HPRB 7480 Global Health Promotion, and HPRB 7510/7510e Health Promotion Research Methods) or the Department of Health Policy and Management (e.g., HPAM 7010/7010e Fundamentals of Health Policy and Management or HPAM 7100/7100e Current Topics in Health Policy and Management). In consultation with your advisor, graduate courses from other UGA programs and colleges can be considered – though some may require Permission of Department and/or have prerequisites.

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.