AD/PR 4+1 Concentration:
Grady College MA Non-Thesis Program Planning Form

Student: ___________________________________________________

Advisor/Major Professor: _______________________________________

Degree Program: MA non-thesis (  )
Minimum 33 hours (11 courses)

Fall Courses (12 hours)

1. JRMC 7960 (  ) Advertising Foundations (for PR undergrads)  
or  
   JRMC 7940 (  ) Public Relations Foundations (for AD undergrads)
2. JRMC 8100 (  ) Advertising and Communication Management
3. JRMC 8130 (  ) ADPR Theory
4. ADPR 7760 (  ) Digital and Social Communication Strategies

Spring Courses (12 hours)

1. JRMC 8120 (  ) ADPR Research
2. JRMC 8160 (  ) ADPR Project Course
3. JRMC 8110 (  ) Media Planning
4. ADPR 7750 (  ) Social Media Analytics, Listening and Engagement  
or  
   JRMC Elective (from choices below)

Summer and Maymester Courses (9 hours)

1. JRMC 7250 (  ) Applied Network Analysis and Social Media  
or  
   JRMC 8130 (  ) Big Data Analysis  
or  
   JRMC (  ) Elective (if ADPR 7750 was taken in spring)
2. JRMC (  ) Elective (To be approved by student’s advisor)
3. JRMC (  ) Elective (To be approved by student’s advisor)

Electives

JRMC 8130  Advertising and Public Relations in Society
JRMC 8130  Global Integrated Marketing Communication
ADPR 7992  ADPR Study Abroad
ADPR 7991  Creative Circus
JRMC 8160  Public Health Communication
JRMC 8170  Risk Communication
JRMC 8050  Directed Reading

updated 9/28/17