

**Media Analytics Certificate:  
Grady College Program Planning Form**

Student: \_\_\_\_\_

Advisor/Major Professor: \_\_\_\_\_

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**Required Core Courses (12 Credits)**

1. JRMC 8010 ( ) Research Methodology in Mass Communication Research
2. JRMC 8110 ( ) Advertising Media Planning
3. JRMC 8200 ( ) Media Management
4. JRMC 8080 ( ) Research Practice in Media Industries

**Two Elective Courses (6 Credits)**

JRMC 7220 Graduate Internship  
JRMC 7250 Applied Network Analysis  
JRMC 8016 Emerging Media Interaction Design and Usability  
JRMC 8100 Advertising and Communication Management  
JRMC 8120 Advertising and Public Relations Research  
JRMC 8140 Public Relations Management  
JRMC 8210 Advertising and Public Relations Research  
JRMC 9020 Quantitative Research in Mass Communication  
JRMC 9030 Critical, Cultural, and Naturalistic Approaches to Mass Comm  
Other Special Topics course approved by MAC Academic Advisor