

University of Georgia / National Chengchi University Taiwan

3 + 1 + 1 curriculum (sample)

First three years determined and delivered by faculty at National Chengchi University in Taiwan

Year 1 (University of Georgia) [Non-degree seeking undergraduate status]

Fall (13 hours)	Spring (12 hours)
JRMC 7960, Ad Foundations (3 hours)	MARK 3001, Principles of Marketing (3)
JRMC 7940, PR Foundations (3)	ERSH 6200/6200e, Statistics in Education* (3)
JRMC 8010e, Research Methods in Mass Comm* (3)	ADPR 7930/7930e, PR Ethics & Leadership* (3)
JRMC 8151, ADPR Theory (3)	Upper Division Elective (3)
GRSC 7001, GradFIRST seminar (1)	

Year 2 (University of Georgia) [Degree-seeking graduate student status]

Fall (12 hours)	Spring (12 hours)
ADPR 7750, Social Media Analytics (3)	JRMC 7042, ADPR Insights and Strategies (3)
ADPR 7760/7760e, Digital & Soc Comm Strat* (3)	JRMC 8110, Media Planning (3)
JRMC 8100, Ad & Communication Management (3)	JRMC 8080e, Media Analytics Research Practices* (3)
JRMC Elective (3)	JRMC Elective (3)

* e designation means the course is offered as an online course or the online version may also be offered in summer terms for students to take.

Summer courses

Students can take summer classes at the end of Year 1. We will have various summer courses offered. Students can also take study abroad and field study programs such as the Cannes Lions Festival study abroad program. All programs are credit-hour-based.