



Bachelor of Arts in Journalism

Journalism

Positions in broadcast and multimedia reporting, writing, editing and producing, photojournalism, social media, web and publication design, media innovation and entrepreneurship and news management.

The journalism major prepares students for jobs in news organizations. Students learn to find and tell stories that matter on multiple platforms for a variety of audiences. They develop storytelling skills in audio, visual and written forms. They learn what makes a story important, how to gather credible information, and how to present it in the most effective way while balancing the ethical and legal needs of news organizations and audiences. Grady Journalism graduates are prepared to be leaders and media entrepreneurs. Our graduates excel at jobs in online media, television, magazines, newspapers, and any career that values ethical, credible communication skills and leadership.

Advertising

Positions in advertising management, media planning and sales, message development and execution, and research design and analysis.

Students learn about the social and economic order in which advertising operates. The advertising major equips students as analysts, decision-makers, creative thinkers, and planners in advertising and related fields. Graduates work in advertising agencies and related organizations, or in the advertising and marketing communication department of businesses.

Public Relations

Positions in public relations, media relations, and message design and development.

The public relations major prepares students for the tasks and responsibilities of management, emphasizing operational and ethical standards of practice. Students learn about the social and economic order in which public relations operates. Graduates work in public relations agencies and related organizations or in the communication/public relations departments of businesses, government, and other organizations, such as not-for-profit institutions.

Entertainment and Media Studies

Positions in the entertainment industry, including film, television and new media.

This program prepares students for careers in the entertainment media industries. The major includes emphasis areas in video production (for film, television, online and mobile distribution); screenwriting and digital media production. The major focuses on entertainment media, providing students with professional courses in the theory and production of creative media within a media studies framework.

More information: visit Grady.uga.edu/apply

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**Grady College of Journalism
and Mass Communication**
UNIVERSITY OF GEORGIA



To be eligible to apply to a Grady College major, students must meet the following criteria:

- Be accepted and currently enrolled in classes at the University of Georgia.
- Complete Areas I-V in the General Education curriculum (courses that satisfy Areas I-V must be completed and graded, not in progress, by the application deadline).
- Earn a 2.8 minimum overall GPA.
- Be in good academic standing during the semester of application (cumulative UGA GPA of at least 2.0).
- Complete the online application during the posted application dates. The Spring application process opens each year on November 15; the Fall application process opens each April 15. The deadline to complete the online application and Statement of Interest is 5 p.m. on Friday of the second full week of classes each Spring and Fall semester.
- Complete a written statement of interest. The statement must be written at the UGA Testing Center (testing.uga.edu)

The above criteria are minimum application requirements and do not guarantee admission to Grady College or to a particular major.

Admission to Grady's high demand majors is highly competitive, and acceptance is not guaranteed. We expect this high demand situation to continue, due to high interest in journalism and mass communication, the vibrant reputation of Grady College and the high quality of students who apply to study here.

Selection of applicants will be based on scores in the following areas:

- 75% Grades in Areas I, IV, and V in the General Education curriculum
- 25% Score on written statement of interest

The number of spaces available for new students varies by semester and is determined by the availability of teaching staff, classroom space, lab facilities and other resources for each major, as well as our commitment to help students proceed efficiently through our four-semester programs.

Contact: gradyprospective@uga.edu
Grady.uga.edu/apply



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Transfer Student Information:

Grady College of Journalism and Mass Communication

I. Considering transferring to the University of Georgia to pursue a degree within Grady College?

Follow this step by step process as you plan your transition. For questions about the application process to UGA, please contact the UGA Admission Office.

Step 1: You must be accepted to and enrolled at the University of Georgia before you can apply to Grady. For more information about transfer eligibility, deadlines and the application itself, visit

<https://www.admissions.uga.edu/transfer>.

Step 2: Determine if you are eligible to apply to Grady College. The eligibility requirements include: completion of Areas I-V of the UGA core curriculum (<http://bulletin.uga.edu/GenEdCoreBulletin.aspx>); and minimum 2.80 overall GPA and good academic standing. Grady College has Fall and Spring Admissions cycles.

****When you transfer to UGA, you will begin as an Intended-Grady major in the UGA Exploratory Center and will be advised by an Intended-Grady advisor. If you have met Grady's eligibility requirements (listed in Step 2) you can apply during the first two weeks of your first Fall or Spring semester.**

Step 3: If eligible, complete the application process during the first 2 weeks for the semester (Fall or Spring) you enter UGA. The application process is a two part process. You must complete an online application found at the link below as well as a written statement of interest in the UGA Testing Center. The combined GPA in Areas I, IV, and V counts for 75% of the selection process; the statement of interest counts for the remaining 25%. For more information about the application process and selection process, visit <http://grady.uga.edu/apply/> .

Step 4: Wait to hear about admissions decisions. These decisions will occur mid-way through your application semester and you will be notified of these decision via your UGA email account.

II. Additional things to know before making your decision:

- All Grady majors are four-semester programs, not including the semester of application or summers. All students must commit to spending four semesters in Grady AFTER the semester of application to complete major coursework. If this timeline is not possible for financial or other reasons, students should consider major options outside of Grady College.
- Advising for new transfer students takes place during a one-day Transfer Orientation. Once accepted to UGA, you will receive information from the UGA Admissions Office about registering for Transfer Orientation.
- To learn more about UGA's Resident Requirement for transfer students, visit http://bulletin.uga.edu/bulletin/uga_req.html#Resident.
- To see how courses from your current institution will transfer to UGA, visit <https://www.admissions.uga.edu/transferequiv.html>.