



Bachelor of Arts

Journalism

Prepares students for positions in broadcast and multimedia reporting, writing, editing and producing, photojournalism, social media, web and publication design, sports features, podcasting, entrepreneurship, news management and more.

Journalism is a career and a calling. Graduates serve the public interest by gathering news and sharing stories across media using words, photos, videos, graphics, sound and more. That's why our program is experiential, giving students hands-on training to develop the skills needed to succeed in a variety of positions and industries. 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 College journalism graduates are prepared to be leaders and media entrepreneurs. Our graduates excel at jobs in online media, television, podcasts, newspapers, and any career that values ethical, credible communication skills and leadership.

Advertising

Prepares students for positions in advertising management, media planning and sales, message development and execution, graphic design, and research design and analysis.

Students learn about the social and economic order in which advertising operates. We provide a cutting-edge academic and professional curriculum and diverse experiential learning opportunities to students majoring in advertising. Graduates work in advertising agencies and related organizations, or in the advertising and marketing communication department of businesses.

Public Relations

Positions in public relations, crisis communications, public affairs, 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. By collaborating with local community partners, as well as nationally and internationally recognized brands, our students are prepared and empowered to be leaders in the fields of advertising and public relations, not only across Georgia, but throughout the world.

Entertainment and Media Studies

Prepares students for positions in the entertainment industry including film and video production, screenwriting, editing and digital media production.

Our innovative EMST degree program provides students with professional-level technical skills and conceptual tools to think clearly and deeply about the stories they create, as well as implications of visual storytelling in society. The major includes emphasis areas in video production (for film, television, online and mobile distribution), screenwriting and digital media production. The EMST program also presents unique student opportunities through the Cannes Festival Study Abroad program and the Grady LA Domestic Field Study program.

More information: Grady.uga.edu/apply

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