



College of COMMUNICATION ARTS and SCIENCES

Charles T. Salmon, Acting DEAN

The College of Communication Arts and Sciences is established on the principle that communication is basic to a democratic society. To be an effective citizen, one must be able to receive and evaluate information competently, and in turn transmit one's thoughts, attitudes, and feelings to others.

The purposes of the College of Communication Arts and Sciences are:

1. To give its students a clear understanding of the role of communications media in society.
2. To educate its students in greater depth in one or more of the specialized areas within the College.
3. To conduct communications research, and to use the results of such research for the benefit of society.
4. To offer all students in the University the opportunity to learn about the processes and techniques of communication.
5. To extend its services to the people of Michigan.

To meet these goals, communication arts and sciences programs provide two kinds of education: (1) education **in** communications—courses offered by the College of Communication Arts and Sciences, and (2) education **for** communication—the broad background courses available throughout the University outside the College. Primary emphasis is upon the liberal education offered by the background courses, for no person can be either an effective professional communicator or an intelligent consumer of communications without the knowledge upon which to base a critical evaluation of the message being communicated. The largest part of the programs of all communication arts and sciences students will be concerned with general education.

The College includes the departments of Advertising, Public Relations and Retailing; Audiology and Speech Sciences; Communication; Telecommunication, Information Studies and Media; and the School of Journalism. Through them, programs are of-

fered leading to the Bachelor of Arts, Bachelor of Science, Master of Arts, Master of Science, and Doctor of Philosophy degrees.

Undergraduate students may take an additional major. The courses taken by the students in additional major programs are expected to be those which will best provide training to prepare the students to meet their desired career goals. The program of courses taken for a major in the College of Communication Arts and Sciences or in any Department of the College will be established through an individual contract developed by the student and the adviser in the College or appropriate departmental office. This program will be on file with the college offices involved, with the persons assigned to advise the student, and with the student.

UNDERGRADUATE PROGRAMS

Students meeting the general requirements for admission as freshmen and sophomores to the University are enrolled in the Undergraduate University Division. Such students may declare a major preference in the College of Communication Arts and Sciences and be assigned an adviser from the College.

When students reach junior standing (56 credits), their academic records are evaluated to determine if they meet the requirements for admission into the College as juniors.

Students within the College are strongly encouraged to see their academic advisers before they enroll in courses. Students are encouraged to elect courses in the College consistent with the requirements of their majors and consistent with their academic and career goals.

Students who are enrolled in bachelor's degree programs in The Eli Broad College of Business, the College of Communication Arts and Sciences, and the College of Engineering may elect

a *Specialization in Information Technology*. For additional information, refer to the statement on *Specialization in Information Technology* in The Eli Broad College of Business section of this catalog or contact The Eli Broad College of Business.

Admission as a Junior to the College of Communication Arts and Sciences

The number of students admitted as juniors to advertising, journalism, and retailing is limited. For additional information, refer to the statements on the Department of Advertising, Public Relations, and Retailing and the School of Journalism.

The minimal College criteria for admission as a junior to any of the majors in the College are:

1. Completion of at least 56 credits acceptable to the College.
2. An academic record in all work accepted by the College which at least meets the requirements of Academic Standing of Undergraduate Students. Included in this must be a grade–point average of not less than 2.00 in all courses taken in the College of Communication Arts and Sciences.
3. Acceptance as a major in a department or school of the College.

Graduation Requirements

1. The University requirements for the bachelor's degree as described in the *Undergraduate Education* section of this catalog.
2. A minimum of 60 credits in courses given outside the College of Communication Arts and Sciences.
3. The specific requirements of a major program, with no more than the maximum number of credits that is permitted in the major. (Refer to the statements for the academic units in the College that follow.)
4. A minimum grade–point average of 2.00 in courses taken in the student's major.
5. At least 40 credits in courses numbered at the 300 and 400 levels.

Honors Study

The College of Communication Arts and Sciences encourages honors students to develop distinctive undergraduate programs in the fields offered by the several academic units. A member of the faculty is selected to serve as adviser to Honors College students in each major field, and it is the adviser's responsibility to help the student plan a rigorous and balanced program which will also reflect the student's special interests and competencies. Independent study experience is strongly encouraged when relevant to the student's total program.

TEACHER CERTIFICATION OPTIONS

The audiology and speech sciences disciplinary major and the journalism disciplinary major leading to the Bachelor of Arts degree in the College of Communication Arts and Sciences are available for teacher certification.

A journalism disciplinary minor in the College of Communication Arts and Sciences is available for teacher certification.

Students who elect the audiology and speech sciences disciplinary major must contact the Department of Audiology and Speech Sciences.

Students who elect the journalism disciplinary major or the journalism disciplinary minor must contact the School of Journalism.

For additional information, refer to the statements on the audiology and speech sciences disciplinary major and the journalism

disciplinary major, and to the statement on *TEACHER CERTIFICATION* in the *Department of Teacher Education* section of this catalog.

SPECIALIZATION IN PUBLIC RELATIONS

The Specialization in Public Relations, which is administered by the College of Communications Arts and Sciences, is available as an option to students in the Departments of Advertising, Public Relations, and Retailing; Communication; and Journalism. With the approval of the department that administers the student's degree program, courses that are used to satisfy the requirements for the specialization may also be used to satisfy the requirements for the bachelor's degree.

The specialization is designed to provide a broad understanding of the role of public relations in contemporary society, as well as knowledge and experience in developing public relations materials for use in corporate, governmental, and nonprofit organizational settings. Areas of focus include public relations and society, writing for the media, public relations techniques, research methods, and campaigns. In combination with the student's major, the program will provide training for students seeking entry-level positions in the industry.

Students seeking admission to the specialization should contact the Dean's Office in the College of Communication Arts and Sciences. To be considered for admission, a student must have been formally admitted as a junior to a degree program in one of the participating departments and must have a 3.0 cumulative GPA as of the semester prior to the application. If the number of applicants meeting the basic qualifications exceeds the number of spaces available, selection will be conducted through a random selection process.

Requirements for the Specialization in Public Relations

The students must complete the requirements specified below (17 to 19 credits):

1. All of the following courses:	11
ADV 227 Principles of Public Relations	4
CAS 492 Special Topics	3
COM 200 Methods of Communication Inquiry	4
Students should enroll in CAS 492 Special Topics section <i>Public Relations Techniques</i> .	
2. One of the following courses:	3 or 4
JRN 200 Newswriting and Reporting I	4
JRN 205 Writing for Media	3
3. One of the following courses:	3 or 4
AEE 401 Agriculture and Natural Resources	
Communications Campaigns	3
CAS 492 Special Topics	4
COM 475 Communication Campaign Design and Analysis (W)	4
Students should enroll in CAS 492 Special Topics section <i>Public Relations Campaign</i> .	

Upon completion of the requirements of the Specialization in Public Relations, the student should contact the Dean's Office in the College of Communication Arts and Sciences and request certification for the specialization. After the certification is approved by the College, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

GRADUATE STUDY

The College of Communication Arts and Sciences offers programs leading to the master's degree in each of its academic units and, at the college level, to the Master of Arts degree in Health Communication. In addition, the College offers programs leading to the Doctor of Philosophy degree in Audiology and Speech Sciences, in Communication, and in Media and Information Studies. Specific requirements depend upon the major area, the interests of the student, and the recommendations of the ma-

COMMUNICATION ARTS AND SCIENCES

Graduate Study

major adviser or the guidance committee. For more information, visit www.cas.msu.edu.

The programs are designed to prepare students to communicate effectively the knowledge and research findings in their major fields and to acquire a deeper understanding of communication theory and process as it relates to society.

Students are encouraged to elect courses in the College consistent with the requirements of their majors and consistent with their academic and career goals.

Students majoring in other colleges of the University may elect courses or cognates in communication arts and sciences.

Practical experience in communication research may be obtained through participation in projects of the various academic units.

Academic standards for admission and retention; degree requirements; and residence, transfer credit and time limit requirements are in accordance with University regulations as shown in the *Graduate Education* section of this catalog.

Students who are enrolled in the master's degree programs in the Department of Communication may elect a Specialization in Food Safety. For additional information, refer to the statement on the specialization in the *College of Veterinary Medicine* section of this catalog.

Students who are enrolled in master's or doctoral degree programs in the College may elect an Interdepartmental Specialization in Cognitive Science. For additional information, refer to the statement on *Interdepartmental Graduate Specializations in Cognitive Science* in the *College of Social Science* section of this catalog.

Students who are enrolled in master's or doctoral degree programs in the Department of Audiology and Speech Sciences may elect specializations in infant studies. For additional information, refer to the statement on *Interdepartmental Graduate Specializations in Infant Studies* in the *College of Social Science* section of this catalog.

Students who are enrolled in doctoral degree programs in the College may pursue a certification in College Teaching. For additional information, visit www.msu.edu/user/gradschl/teaching.htm.

Master of Arts and Master of Science

In addition to meeting the requirements of the University, students must meet the requirements specified below.

Admission

For admission to regular status, at least a 3.00 average in all work completed in the third and fourth years of undergraduate study is required. Some students with an average of less than 3.00 but not less than 2.50 for those two undergraduate years may be admitted for up to 15 credits of graduate work on provisional status.

Requirements for the Degree

All degree programs require a minimum total of 30 credits with the following exceptions:

1. 43 credits are required for the master's degree in audiology and speech sciences;
2. 33 credits are required for the master's degree in health communication;
3. 33 credits are required for the master's degree in journalism under Plan B (without thesis);
4. 34 credits are required for the master's degree in retailing under Plan B (without thesis).

Academic Standards

When a student receives a grade below 3.0 in more than two 400-level or higher courses taken for graduate credit at Michigan State University, the student is automatically withdrawn from the program. A graduate student who has been withdrawn under this regulation is required to wait a minimum of one calendar year from the date of the withdrawal before being eligible to apply for readmission to a graduate program in the College of Communication Arts and Sciences. The student may be readmitted, contingent upon repeating one of the three courses in which a grade below a 3.0 was earned, and earning a 3.0 or better grade in the course. The course to be repeated may be specified by the department. Following readmission, any additional grade below 3.0 in any course numbered 400 or higher will result in permanent dismissal. Courses below the 400 level may also be included under this regulation at the discretion of the individual academic unit. While permission may be granted by the student's academic unit chairperson and the associate dean of the College to repeat a course in which a grade of less than 3.0 has been earned, subsequently earning a grade of 3.0 or higher does not eliminate the first earned grade in the course as one of the two allowed under this regulation.

The student must also have at least a 3.00 average in all courses taken for graduate credit.

Doctor of Philosophy

For students taking the Doctor of Philosophy program in the College of Communication Arts and Sciences, there are three options—Audiology and Speech Sciences, Communication, and Media and Information Studies. The Media and Information Studies Ph.D. Program, offered jointly by the Department of Advertising, Public Relations, and Retailing, the School of Journalism, and the Department of Telecommunication, Information Studies and Media, is administered by the College of Communication Arts and Sciences. Further information regarding doctoral study in the College of Communication Arts and Sciences may be obtained from the College office or from the five academic unit offices.

In addition to meeting the requirements of the University, students must meet the requirements specified below.

Admission

For admission to regular status, at least a 3.00 undergraduate and graduate grade-point average normally is required. The student's undergraduate and graduate records must have been established at institutions of high caliber. In some cases a student with an average less than 3.00, but not less than 2.50, may be admitted for one semester on provisional status.

Requirements for the Degree

The total number of course credits in the program and the areas to be covered in the comprehensive examination will be determined by each individual student's guidance committee.

Academic Standards

When a student receives a grade below 3.0 in more than two 400-level or higher courses taken for graduate credit at Michigan State University, or does not have a 3.00 average when 15 credits have been earned, the student is automatically withdrawn from the program. A graduate student who has been withdrawn under this regulation is required to wait a minimum of one calendar year from the date of the withdrawal before being eligible to apply for readmission to a graduate program in the College of Communica-

tion Arts and Sciences. The student may be readmitted, contingent upon repeating one of the three courses in which a grade below 3.0 was earned, and earning a 3.0 or better grade in the course. The course to be repeated may be specified by the department. Following readmission, any additional grade below 3.0 in any course numbered 400 or higher will result in permanent dismissal. Courses below the 400 level may also be included under this regulation at the discretion of the individual academic unit. While permission may be granted by the student's academic unit chairperson and the assistant dean of the College to repeat a course in which a grade of less than 3.0 has been earned, subsequently earning a grade of 3.0 or higher does not eliminate the first earned grade in the course as one of the two allowed under this regulation.

The student must have at least a 3.00 average in all courses taken for graduate credit in order to qualify for comprehensive examinations and to undertake the dissertation.

COMMUNICATION ARTS AND SCIENCES —MEDIA AND INFORMATION STUDIES

Doctor of Philosophy

The interdepartmental doctoral program in Media and Information Studies is administered by the College of Communication Arts and Sciences through the program Executive Committee and the appointed chairperson of the Executive Committee. The faculty of the program includes the faculties of the three participating departments.

Academic standards for admission and retention; degree requirements; and residence, transfer credit, and time limit requirements are in accordance with the regulations of the University and of the College.

The doctoral program in Media and Information Studies is designed to prepare teachers and scholars who will help new generations make more enlightened use and greater demands of the Media and Communication Systems. The program examines public policy technology, content, consumption, effects, and economics of media and communication systems domestically and internationally.

Development of original, independent scholarship, expertise in research methods, and development of skills as a teacher are central expectations of students in the program.

In addition to meeting the requirements of the University and of the College of Communication Arts and Sciences, students must meet the requirements specified below.

Admission

Students are admitted beginning fall semester. Exceptional candidates may be admitted without a master's degree. Applicants with professional media experience may be given special consideration. Scores on the Graduate Record Examination General Test are required. All application materials are due in the program office by December 10th. Late applications may be considered.

Complete details concerning application may be obtained from the program office in the college or the website www.cas.msu.edu.

Guidance Committee

At least two of the three participating departments must be represented on the student's guidance committee.

Requirements for the Doctor of Philosophy Degree in Communication Arts and Sciences—Media and Information Studies

The student must meet the requirements specified below:

	CREDITS
1. Complete the following course:	3
ADV 900 Theory Building in Media and Information Studies	3
2. Media Theory. Complete at least one course from each of two of the general theory areas listed in the handbook.	6
3. Research. Complete a minimum of 15 credits of research methods.	15
4. Concentration. Complete six courses from an area of concentration selected in consultation with the student's guidance committee	18
5. Prepare and successfully defend the doctoral dissertation.	

HEALTH COMMUNICATION

Master of Arts

The College of Human Medicine cooperates in offering the interdisciplinary master's degree program in health communication, which is administered by the College of Communication Arts and Sciences. The program prepares students to harness the power of communication principles and strategies in an effort to promote public health. The program is designed to help students to gain a broad understanding of health communication theory and principles; to gain practice in creating effective health communication programs and messages; and to learn how to design, use, and critique relevant research. Graduates may pursue careers with government agencies, hospitals, HMOs, insurance companies, the medical trade press, and other organizations with a focus on health.

Individualized programs of study can be tailored to accommodate a broad range of individuals, including former health-care professionals who wish to become more proficient in communication skills and communications professionals who seek specialized course work in health and medicine. In addition to completing core courses in health communication and epidemiology and an internship with a local, state, or national organization, students may choose electives from a broad range of health-related courses offered throughout the University. Students may select courses that are related to broad areas within health communication such as health communication theory and principles, research methods and skills, designing health communication messages, and health communication within the context of policy and public health.

In addition to meeting the requirements of the University and of the College of Communication Arts and Sciences, students must meet the requirements specified below.

Admission

To be considered for admission to the Master of Arts degree program in health communication, an applicant must submit:

1. a statement of purpose outlining academic and professional goals.
2. two letters of reference from persons who are familiar with the applicant's academic and professional work.
3. the Graduate Record Examination General Test scores.
4. for international applicants only, the Test of English Language Fluency (TOEFL).
5. one transcript from all colleges and universities attended.
6. resume.

Application materials should be received by February 1. Students will be admitted only for the Fall semester.

For additional information please visit our website at: http://cas.msu.edu/programs/masters_hcomm.html.

Requirements for the Master of Arts Degree in Health Communication

The program is available only under Plan B (without thesis), and a total of 33 credits is required for the degree. The student must meet the requirements specified below:

	CREDITS
1. All of the following courses:	9
CAS 825 Mass Communication and Public Health	3
CAS 826 Health Communication for Diverse Populations	3
EPI 810 Introduction to Descriptive and Analytical Epidemiology	3
2. One of the following courses:	3 or 4
ADV 875 Advertising and Public Relations Research	4
COM 800 Communication Programs and Evaluation	3
JRN 817 Quantitative Research in Journalism	3
TC 802 Research Methods in Telecommunication	3
3. One of the following courses:	3 or 4
ADV 860 Media Relations	4
JRN 824 Health and Science Writing	3
4. One of the following courses:	3
ADV 493 Advertising and Public Relations Internship	3
COM 493 Internship	3
JRN 493 Journalism Internship	3
TC 493 Telecommunication Internship	3
If any of these courses were used to satisfy the requirements for the bachelor's degree, they may <i>not</i> also be used to satisfy the requirements for the Master of Arts degree with a major in health communication.	
5. Electives:	13 to 15
Additional credits in courses related to health communication that have been approved by the student's academic adviser.	
6. Pass a written comprehensive examination during the final semester.	

DEPARTMENT of ADVERTISING, PUBLIC RELATIONS, and RETAILING

Bonnie Reece, Chairperson

The Department of Advertising, Public Relations, and Retailing links the fields of communication and commerce. The focus on global and research-based practices in these industries is unique to MSU. It is the mission of the department to provide leadership to the respective industries through world-class programs that emphasize the importance of research, outreach and teaching excellence. Graduates of these department programs will be prepared to plan, implement and evaluate promotional and retailing strategies. Students will be well-versed in theories from the social sciences, particularly in economics/business, so that they are able to innovatively analyze, diagnose and solve managerial and creative problems. In addition, the undergraduate programs in the department provide the foundation for the Master of Arts degree programs in advertising and in public relations, for the Master of Science degree program in retailing, and for the Doctor of Philosophy degree program in a variety of interdisciplinary doctoral programs in the College of Communication Arts and Sciences.

UNDERGRADUATE PROGRAMS

Two undergraduate majors are offered in this department: advertising and retailing. In addition, with appropriate credentials, students may pursue a Specialization in Public Relations.

ADVERTISING

The undergraduate program in advertising is designed to assist students in acquiring the knowledge and skills which will help them to qualify for careers in advertising and public relations. Such careers are possible with manufacturers, advertising and public relations agencies, the mass media, government, various

nonprofit organizations and many other sectors of the economy. Since a graduate degree often is important to long-term success in such careers, the undergraduate program is designed also to prepare qualified students for graduate studies in advertising, public relations and related fields.

The program stresses flexibility and broad perspectives. The intellectual disciplines underlying advertising cut across the arts and sciences. Central to the field is the study of communication and other behavioral sciences, marketing and other business subjects, the creation and production of advertising messages, the selection and use of the media and the allocation of resources to advertising and public relations programs. Course work is designed to provide knowledge of principles basic to all advertising and public relations activities, allow for advanced study in areas such as creative, managerial, media, and research specializations, and to assure the richest possible background to prepare the student for meeting individual and social responsibilities.

The majority of each student's course work provides a broad general education for advertising and public relations in areas such as English and the humanities, natural sciences, economics, behavioral sciences, and marketing and business administration. About one-fourth to one-third of each degree program consists of courses in advertising, including advertising management, consumer research, copy writing, media planning, and social responsibility.

The State News, other local media, retailers, and advertisers in the Lansing area offer opportunities to obtain experience in planning and preparing advertising. Summer work in advertising and related fields often is available with media, manufacturers and advertising and public relations agencies in Detroit, Chicago, New York, Los Angeles and other cities. Opportunity for study and work in other countries is available through study abroad and the International Advertising Association. The Michigan State University Advertising Association has special activities for students, as do the Public Relations Student Society of America (PRSSA). Student teams regularly enter the American Advertising Federation national advertising campaign competition, as well as the PRSSA Bateman competition.

Admission as a Junior

Enrollments in the Advertising program are limited. In addition to the University and College requirements, minimal criteria for application as a major in advertising are:

1. Completion of Advertising 205, Economics 201 and Psychology 101 with a combined minimum grade-point average of 2.00.
2. Completion of Advertising 275 with a minimum grade of 2.0.

Admission is based on the cumulative grade-point average of all courses taken; the grade in Advertising 275; and the combined grade-point average in Advertising 205, Economics 201 and Psychology 101. In addition, factors such as work experience, diversity, and residency may be considered.

To be considered for admission, upper-division students transferring from another institution must have completed the required courses for admission as a junior referenced above with a combined minimum grade-point average of 2.00. If one of the required courses is equivalent to Advertising 275, then the individual course grade must be 2.0 or better.

For additional information about procedures for admission as a junior, students should contact the Coordinator of Undergraduate Student Affairs, College of Communication Arts and Sciences.

Admission to a Second Bachelor's Degree Program or an Additional Major

The ability of the Advertising program to accommodate students seeking admission to a second bachelor's degree program or an additional major is limited. At a minimum, these students must meet the same requirements as for admission to the advertising major as a junior.

Requirements for the Bachelor of Arts Degree in Advertising

1. The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of the catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Advertising.
 The University's Tier II writing requirement for the Advertising major is met by completing Advertising 486. That course is referenced in item 3. a. below.
2. The requirements of the College of Communication Arts and Sciences for the Bachelor of Arts degree.
3. The following requirements for the major. Not more than 41 Advertising credits may be earned in the major.

	CREDITS
a. All of the following Advertising core courses:	20
ADV 205 Principles of Advertising	4
ADV 275 Integrated Strategy	4
ADV 375 Consumer Behavior	4
ADV 475 Advertising and Society	4
ADV 486 Advertising Campaigns	4
The completion of Advertising 486 satisfies the capstone/synthesis requirement for the Advertising major.	
b. Complete a minimum of 9 additional credits from any combination of the following courses:	9
ADV 320 Creative Processes in Advertising	3
ADV 322 Copy Writing and Art Direction	3
ADV 324 Advertising Layout and Design	3
ADV 330 Advertising Management	3
ADV 332 Direct Response Advertising	3
ADV 332A Direct Response Advertising with Writing	3
ADV 334 International Advertising	3
ADV 336 Promotions and Sponsorships	3
ADV 336A Promotions and Sponsorships with Writing	3
ADV 340 Advertising and Public Relations Research Methods	3
ADV 342 Accounting Planning	3
ADV 350 Advertising Media Planning and Strategy	3
ADV 352 Media Sales	3
ADV 354 Interactive Advertising Design	3
ADV 426 Advanced Creative: Print	3
ADV 428 Advanced Creative: Broadcast	3
ADV 456 Interactive Advertising Management	3
Admission into advanced creative electives (Advertising 322, 324, 426, and 428) is competitive, based on the submission of a portfolio of student work. Students should consult with the department for guidelines for submitting their portfolios.	
c. Advertising electives: Additional credits in Advertising courses as needed to meet the requirement of not more than 41 credits of Advertising courses in the major, selected from the following: . . .	0 to 12
ADV 260 Principles of Public Relations	4
ADV 385 National Competitions	2
ADV 490 Independent Study	3
ADV 492 Special Topics in Advertising	3
ADV 493 Advertising and Public Relations Internship	3
Students may re-enroll in Advertising 386 for a maximum of 6 credits.	
d. The following required courses in other departments:	28 or 29
ACC 230 Survey of Accounting Concepts	3
CSE 101 Computing Concepts and Competencies	3
or	
CSE 131 Introduction to Technical Computing	3
EC 201 Introduction to Microeconomics	3
EC 202 Introduction to Macroeconomics	3
JRN 200 News Writing and Reporting I	3
or	
JRN 205 Writing for Media	3
or	
CAS 299 Media Writing	3
MSC 327 Introduction to Marketing	3
PSY 101 Introductory Psychology	4
An additional writing course approved by the Department of Advertising, Public Relations, and Retailing 3	
An additional literature course approved by the Department of Advertising, Public Relations, and Retailing 3 or 4	
Students who pass a waiver examination for Computer Science and Engineering 101 will not be required to complete Computer Science and Engineering 101 or 131.	
e. A minimum of 12 additional credits, in addition to the required courses in other departments listed above, must be completed in any combination from the following departments or programs: an-	

thropology, history of art, history, music, philosophy, political science, psychology, sociology, studio art, or theatre.

Only credits in courses graded on the Numerical or Pass-No Grade system may be counted toward the requirements for the Advertising major. Advertising students may not enroll in courses required for the major, including courses in other departments, on a Credit-No Credit basis.

RETAILING

Retailing majors study the retail industry and related businesses. Students learn to analyze and respond to consumer needs through effective business strategies; decision making is taught through state-of-the-art computer applications, case studies, industry projects and internship experiences. The program prepares students for careers with a broad range of opportunities. Graduates are recruited for positions in buying/procurement, store management, merchandise coordination, merchandise planning/analysis, customer services, human resource management, product development, product management, marketing research, and franchising. Other career opportunities include positions as catalog managers and account executives for consumer product firms. The program has a national reputation for its international retailing focus. Fundamental retailing courses are supported by a business cognate with courses in economics, finance, marketing, management, and accounting.

Students may elect to participate in a study abroad experience from the many opportunities at Michigan State University, including two specifically designed for retailing majors: Retail Distribution in Russia and Poland and Retail Management in the Netherlands. Students may also receive up to 8 internship credits for a supervised management experience that complements required courses in the major. The MSU Retailing Association is a student organization that allows students to participate in a variety of opportunities that explore business and retail careers. Activities and events that enhance the educational experience and provide in-depth insight into the professional areas are planned throughout the year.

Admission as a Junior

Enrollments in the retailing program are limited. In addition to the University and College requirements, the minimum criteria for admission as a major in retailing are:

1. Completion of Retailing 261, Economics 201 and Computer Science and Engineering 101 or 131 with a combined minimum grade-point average of 2.00.
2. To be considered for admission, upper-division students transferring from another institution must have completed the required courses referenced above for admission as a junior, with a combined minimum grade-point average of 2.00. If one of the required courses is equivalent to Retailing 261, then the individual course grade must be 2.0 or better.

For additional information about procedures for admission as a junior, students should contact the Coordinator of Undergraduate Student Affairs, College of Communication Arts and Sciences.

Requirements for the Bachelor of Science Degree in Retailing

1. The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of this catalog; 120 credits, including general elective credits are required for the Bachelor of Science degree in Retailing.
 The University's Tier II writing requirement for the Retailing major is met by completing Retailing 362, 371, 465, and 481. Those courses are referenced in item 3. a. below.
2. The requirements of the College of Communication Arts and Sciences for the Bachelor of Science and Bachelor of Arts degrees.

COMMUNICATION ARTS AND SCIENCES
Department of Advertising, Public Relations and Retailing

3. The following requirements for the major:

	CREDITS
a. All of the following courses in the Department of Advertising, Public Relations, and Retailing:	29
RET 261 Introduction to Retailing	3
RET 362 Human Resources and Professional Practice in Retailing	3
RET 363 Promotional Strategies in Retailing	3
RET 371 Merchandise Planning and Buying	4
RET 373 Retail Management Entrepreneurship	3
RET 460 Retail Information Systems	4
RET 465 International Retailing	3
RET 471 International Buying and Product Development	3
RET 481 Retail Strategy Analysis	3
b. The following courses outside the Department of Advertising, Public Relations, and Retailing:	24
(1) The following course:	
CSE 101 Computing Concepts and Competencies	3
Students who pass a waiver examination will not be required to complete Computer Science and Engineering 101.	
(2) The following Business Cognate:	
ACC 201 Principles of Financial Accounting	3
OR	
ACC 230 Survey of Accounting Concepts	3
EC 201 Introduction to Microeconomics	3
EC 202 Introduction to Macroeconomics	3
FI 320 Introduction to Finance	3
Or	
ABM 435 Financial Management in the Agri-Food System	3
GBL 323 Introduction to Business Law	3
MGT 325 Management Skills and Processes	3
MSC 327 Introduction to Marketing	3

SPECIALIZATION IN PUBLIC RELATIONS

Students who are enrolled in the Bachelor of Arts degree program with a major in advertising may elect a Specialization in Public Relations. For additional information, refer to the *Specialization in Public Relations* statement.

GRADUATE STUDY

The Department of Advertising, Public Relations, and Retailing offers professional graduate programs leading to the Master of Arts degrees in both Advertising and Public Relations, the Master of Science in Retailing, and participates in the doctoral program in Media and Information Studies.

Academic standards for admission and retention; degree requirements; and residence, transfer credit, and time limit requirements are in accordance with the regulations of the University and the College.

Master of Arts

The Department offers two programs leading to the Master of Arts degree: one in advertising and one in public relations. Both programs provide an intensive professional preparation for careers in these fields. Course work focuses on the general principles and practices underlying all advertising and public relations activities, as well as specialized areas of advertising such as management, media planning, consumer behavior, or research.

The master's degree programs are available under either Plan A (with thesis) or Plan B (without thesis). By registration week of the semester preceding the semester of graduation, each student must have chosen to complete the Plan A or Plan B requirements.

Requirements for the degree include course work in other academic units within the University. Concepts and analytical techniques derived primarily from the behavioral sciences and business administration are especially important. The student's master's degree program must be approved by the student's academic adviser.

Only course work that does not apply to degree requirements may be taken on a credit-no credit or pass-no grade basis.

In addition to meeting the requirements of the University and of the College of Communication Arts and Sciences, students must meet the requirements specified below.

Admission

Admission to departmental programs is determined by an evaluation of information regarding the applicant's academic record, goals and motivation, experience, personal references, and other items submitted as indicators of intellectual, creative, and administrative capabilities. The Graduate Record Examination General Test is also required. The Graduate Management Admission Test (GMAT) is not required, but scores on this test may be submitted.

Although evidence other than grades influences the admission decision, the Department uses the following guidelines: students whose grade-point averages for the third and fourth years of undergraduate study are 3.25 or better may be admitted to regular status; students whose grade-point averages are 3.00 to 3.24 may be admitted to provisional status; and students whose grade-point averages are below 3.00 are rarely admitted.

A background in advertising and/or public relations, either from experience or from undergraduate study, is needed before students can begin graduate study. Students without adequate background will be required to remedy significant deficiencies through collateral course work or individual study.

Because of the sequencing of graduate-level courses, it is best if students who have had significant undergraduate course work in advertising or public relations enter the program in the fall semester. Students who need to do preparatory work for the program should enroll the preceding spring or summer semester.

ADVERTISING

Requirements for the Master of Arts Degree in Advertising

At least 30 credits are required for the degree under either Plan A or Plan B.

	CREDITS
Requirements for Both Plan A and Plan B:	18
1. All of the following courses:	
MSC 805 Marketing Management	3
ADV 823 Consumer Behavior	4
ADV 826 Advertising and Promotion Management	4
ADV 865 Advertising and Society	3
ADV 875 Advertising and Public Relations Research	4
Additional Requirements for Plan A:	12
1. The following course (4 to 8 credits):	
ADV 899 Master's Thesis Research	4 to 8
2. Additional credits from the courses listed below, or in other courses, as approved by the student's academic adviser (4 to 8 credits):	
ADV 846 Management of Media Programs	3
ADV 870 International Advertising	3
ADV 890 Independent Study	1 to 6
Additional Requirements for Plan B:	12
1. Twelve additional credits from the courses listed below, or in other courses, as approved by the student's academic adviser:	
ADV 846 Management of Media Programs	3
ADV 870 International Advertising	3
ADV 890 Independent Study	1 to 6

The final certifying examination is a written examination.

PUBLIC RELATIONS

Requirements for the Master of Arts Degree in Public Relations

At least 30 credits are required for the master's degree in public relations under either Plan A or Plan B.

	CREDITS
Requirements for Both Plan A and Plan B:	18
1. All of the following courses:	
MSC 805 Marketing Management	3
ADV 826 Advertising and Promotion Management	4

ADV 850 Public Relations Planning	3
ADV 860 Media Relations	4
ADV 875 Advertising and Public Relations Research	4
Additional Requirements for Plan A:	12
1. The following course (4 to 6):	
ADV 899 Master's Thesis Research	4 to 8
2. A minimum of 4 additional credits, as approved by the student's academic adviser.	
Additional Requirements for Plan B:	12
1. Twelve additional credits, as approved by the student's academic adviser.	

The final certifying examination is a written examination.

For additional information contact the Department of Advertising, Public Relations, and Retailing.

Master of Science

RETAILING

The Department offers one program, Retailing, leading to the Master of Science degree. The program provides a research-intensive experience that prepares students for optimal professional positions or further higher education. Course work focuses on the general theories and principles of retailing and students work with faculty advisors to develop specialized areas of study such as international retailing, retail management, consumer behavior, retail strategy, human resource management, and e-commerce.

Students select one of the following areas of concentration: consumer behavior, retail strategy, or international retailing. The consumer behavior area deals with understanding consumption/purchase behavior and applying knowledge to develop retail strategies. The retail strategy area focuses on positioning, financial management, human resources and other functional areas in the retail firm. The international retailing area focuses on theories of global retail expansion, comparative retail systems, and international retail strategy.

Admission

Factors that are weighted in considering applications for admission to the Master of Science program are grade–point average, academic background, and work experiences. It is desirable for a student to have a background in one of the following areas: retail/merchandising management, economics, marketing, or management. Collateral work, which does not count toward graduation, may be required for those students with inadequate undergraduate preparation or experience.

In addition to meeting the requirements of the University and of the College of Communication Arts and Sciences, students must meet the requirements specified below.

Requirements for the Master of Science Degree in Retailing

The master's degree program in retailing is available under Plan A (with thesis) or Plan B (without thesis). Plan A requires 30 credits including 7 credits of RET 899 Master's Thesis Research. Plan B requires 34 credits including 3 or 4 credits of RET 898 Master's Project. The additional credits required for Plan B permit student–faculty interaction comparable to Plan A. Students must complete required core courses, one area of concentration as referenced above, a statistics/research component, and a minor area. Under the direction of a major adviser, each student develops a plan of study to meet individual needs and interests.

Doctor of Philosophy

The Department of Advertising, Public Relations, and Retailing participates in the doctoral program in Media and Information Studies. This program is described under the College of Communication Arts and Sciences listing.

DEPARTMENT of AUDIOLOGY and SPEECH SCIENCES

Michael W. Casby, Chairperson

UNDERGRADUATE PROGRAM

The department's programs focus on the study of both normal and disordered aspects of speech, language, and hearing, and on the application of such knowledge to the diagnosis and treatment of communication disorders. Areas of specialization within the department are speech-language pathology, audiology, and speech and hearing sciences.

The undergraduate program is preparatory for graduate study in human communication sciences and disorders. It provides academic background necessary for graduate education and eventual professional certification in speech-language pathology and audiology. Students majoring in audiology and speech sciences plan to pursue careers in such settings as hospitals, schools, clinics, government, rehabilitation programs, private practice, and universities.

Students should note that the provision of speech-language pathology or audiology services requires a minimum of a graduate degree plus professional certification. In order for MSU to recommend a student with a disciplinary teaching major in audiology and speech sciences for teacher certification, the student must have completed a master's degree.

Those Department majors not pursuing graduate work will discover that their critical thinking skills and understanding of human communication can serve as the foundation for careers in other areas such as health communication, business, and education.

Requirements for the Bachelor of Arts Degree in Audiology and Speech Sciences

1. The University requirements for bachelor's degrees as described in the Undergraduate Education section of the catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Audiology and Speech Sciences.

The University's Tier II writing requirement for the Audiology and Speech Sciences major is met by completing Audiology and Speech Sciences 344 and 364. Those courses are referenced in item 3.b.(1) below.

2. The requirements of the College of Communication Arts and Sciences for the Bachelor of Arts degree.

3. The following requirements for the major:

	CREDITS
a. A grade–point average of 2.00 or higher in Audiology and Speech Sciences 214, 232, 303, 313, and 333.	
b. The following Audiology and Speech Sciences courses:	39 to 45
(1) All of the following courses (33 credits):	
ASC 203 Introduction to Communication Sciences and Disorders	3
ASC 214 Anatomy and Physiology of the Speech and Hearing Mechanism	4
ASC 232 Descriptive Phonetics	2
ASC 303 Hearing Science	3
ASC 313 Speech Science	3
ASC 333 Oral Language Development	3
ASC 344 Evaluation Procedures in Audiology	4
ASC 364 Evaluation Procedures in Speech–Language Pathology	4
ASC 394 Guidelines for Clinical Practice	1

COMMUNICATION ARTS AND SCIENCES
Department of Audiology and Speech Sciences

ASC 443	Aural Rehabilitation	3
ASC 463	Intervention Procedures in Speech- Language Pathology	3
The completion of Audiology and Speech Sciences 443 and 463 satisfies the capstone/synthesis requirement for the Audiology and Speech Sciences major.		
(2)	A minimum of 6 credits from the following courses:	
ASC 113	Oral Communication Principles and Skills	3
ASC 433	Language Dialect Differences in Applied Contexts	3
ASC 483	School-Based Communication Disorders Programs	3
ASC 490	Independent Study	1 to 4
ASC 494	Clinical Practicum in Communication Disorders	2
(3)	Audiology and Speech Sciences electives: A maximum of 6 additional credits may be earned in Audiology and Speech Sciences courses to meet the requirement of at least 39, but not more than 45, credits in courses in the major.	
c.	The following courses in other departments:	16 or 17
(1)	One of the following courses (3 credits):	
CSE 101	Computing Concepts and Competencies	3
CSE 131	Introduction to Technical Computing	3
(2)	One of the following courses (3 or 4 credits):	
LIN 200	Introduction to Language	3
LIN 401	Introduction to Linguistics	4
(3)	One of the following courses (3 credits):	
FCE 211	Child Growth and Development: Conception Through Early Childhood	3
PSY 244	Developmental Psychology: Infancy Through Childhood	3
(4)	The following course (4 credits):	
PSY 101	Introductory Psychology	4
(5)	One of the following courses (3 credits):	
PSY 295	Data Analysis in Psychological Research	3
STT 200	Statistical Methods	3
d.	Only credits in courses graded on the numerical or Pass–No Grade system may be counted toward the requirements for the Audiology and Speech Sciences major. Audiology and Speech Sciences students may not enroll in courses required for the major, including courses in other departments, on a Credit–No Credit basis.	
Students should meet with their academic advisers concerning the minimum and maximum numbers of elective credits available to them at various stages in their programs.		

TEACHER CERTIFICATION OPTION

The audiology and speech sciences disciplinary major leading to the Bachelor of Arts degree is available for teacher certification.

In addition to completing the requirements for both the Bachelor of Arts and Master of Arts degrees with majors in audiology and speech sciences, students with an audiology and speech sciences disciplinary major must complete:

- the following additional disciplinary courses: Audiology and Speech Sciences 433 and 483. Those courses may be used to satisfy the requirement referenced in item 3. b. (2) under the heading **Requirements for the Bachelor of Arts Degree in Audiology and Speech Sciences**, as well as the requirements for teacher certification.
- the following pedagogy courses: Teacher Education 150, 301, 501, and 842; Counseling, Educational Psychology and Special Education 240. Those courses, plus Audiology and Speech Sciences 483, constitute **all** of the pedagogy courses that are required for students with an audiology and speech sciences disciplinary major; such students are *not* required to complete Teacher Education 401, 402, 502, 801, 802, 803, and 804.

Students who elect the audiology and speech sciences disciplinary major must contact the Department of Audiology and Speech Sciences.

For additional information, refer to the statement on *TEACHER CERTIFICATION* in the *Department of Teacher Education* section of this catalog.

GRADUATE STUDY

The Department of Audiology and Speech Sciences offers graduate programs of study leading to the Master of Arts and Doctor of Philosophy degrees in the specialty areas of speech-language pathology, audiology, and speech and hearing sciences. Its master's degree program in speech-language pathology is nationally accredited by the Council on Academic Accreditation of the American Speech-Language-Hearing Association.

The interests and resources in the department are comprehensive and broad, permitting the specialized and advanced study of human communication sciences and disorders. Students learn about the normal and disordered processes of speech, language, and hearing. They study the nature, diagnosis, and treatment of communication disorders, as well as the basic and applied scientific aspects of human communication sciences and disorders. Departmental laboratories provide students with opportunities to be involved in research and to learn about various research methodologies and instrumentation.

Academic standards for admission and retention; degree requirements; and residence, transfer credit, and time limit requirements are in general accordance with the regulations of the University and the College.

Students who are enrolled in master's or doctoral degree programs in the Department of Audiology and Speech Sciences may elect an Interdepartmental Specialization in Cognitive Science. For additional information, refer to the statement on *Interdepartmental Graduate Specializations in Cognitive Science in the College of Social Science* section of this catalog. For additional information, contact the Department of Audiology and Speech Sciences.

Students who are enrolled in master's or doctoral degree programs in the Department of Audiology and Speech Sciences may elect a Specialization in Infant Studies. For additional information, refer to the statement on *Interdepartmental Graduate Specializations in Infant Studies in the College of Social Science* section of this catalog. For additional information, contact the Department of Audiology and Speech Sciences.

AUDIOLOGY and SPEECH SCIENCES

Master of Arts

The master's degree programs in speech-language pathology and audiology provide academic and practicum experiences for students preparing for professional careers as speech-language pathologists or audiologists in settings such as schools, clinics, hospitals, and rehabilitation programs. The master's degree programs also provide the basis for further study for students who wish to pursue more advanced degrees. The master's degree programs in speech-language pathology and audiology have been accredited by the American Speech-Language-Hearing Association. The master's degree programs are available under either Plan A (with thesis) or Plan B (without thesis).

The department's Herbert J. Oyer Speech-Language-Hearing Clinic and numerous off-campus facilities provide opportunities for students to gain extensive and varied practicum experiences in the diagnosis and treatment of communication disorders.

In addition to meeting the requirements of the University and of the College of Communication Arts and Sciences, students must meet the requirements specified below.

Admission

Admission to regular status in the Master of Arts programs is contingent upon a bachelor's degree from an approved college or university, an academic grade–point average of 3.00 or better in the last two years of undergraduate study, and approval by the department. Three letters of reference (submitted on forms supplied by the department) attesting to the student's potential for graduate study are required. As part of the admission process, students must also submit a statement of purpose clearly specifying why they wish to earn a master's degree.

All students who are pursuing a master's degree program in audiology and speech sciences are required to complete an undergraduate or graduate course focusing on the impact of culture on communication skill development and on the management of communication disorders. All students whose specialty is audiology must also complete an undergraduate or graduate course in statistics. All students whose specialty area is speech-language pathology must also complete an undergraduate or graduate course in phonology. If a student is accepted for admission without having completed these courses, the student will be required to complete such courses while enrolled in the master's degree program. With adviser approval these credits may count toward the degree.

High achieving students who hold degrees in fields other than audiology and speech sciences may be accepted in the program on provisional status. They must, however, complete several courses in audiology and speech sciences and in other areas at the undergraduate level. At the completion of such designated courses, the student's credentials will be reviewed for admission to regular status.

The deadline for the receipt of all application material is February 15th. Students are admitted only in fall semester.

Requirements for the Master of Arts Degree in Audiology and Speech Sciences

At least 43 credits are required for the master's degree in Audiology and Speech Sciences under either Plan A or Plan B.

The student must complete the requirements for **either** the speech–language pathology specialty area *or* the audiology specialty area as specified below:

	CREDITS
Audiology	43
Requirements for both Plan A and Plan B (40 credits):	
1. All of the following courses:	
ASC 803 Research Methods in Communication Sciences and Disorders	3
ASC 813 Neuroanatomy and Neurophysiology of Speech, Language, and Hearing	3
ASC 833 Auditory Psychophysics	3
ASC 843A Diagnostic Audiology I	3
ASC 843B Diagnostic Audiology II	3
ASC 843C Hearing Amplification I	3
ASC 843E Pediatric Audiology	3
ASC 843F Advanced Rehabilitative Audiology	3
ASC 843G Medical Aspects of Audiology	3
ASC 843I Hearing Amplification II	3
ASC 843J Manual Communication for Clinical Settings	3
ASC 894B Clinical Practicum in Audiology	4
ASC 991 Special Topics in Communication Sciences and Disorders	3
2. Additional Requirements for Plan A (3 credits):	
a. The following course:	
ASC 899 Master's Thesis Research	3
b. Successful completion of an oral thesis defense.	
3. Additional Requirements for Plan B (3 credits):	
a. Three additional credits in courses approved by the student's academic adviser.	
b. Successful completion of a comprehensive examination.	
Speech-Language Pathology	43
Requirements for both Plan A and Plan B (28 credits):	
1. All of the following courses (25 credits):	
ASC 803 Research Methods in Communication Sciences and Disorders	3
ASC 813 Neuroanatomy and Neurophysiology of Speech, Language, and Hearing	3
ASC 823A Acquired Language Disorders	3

ASC 823B Motor Speech Disorders	3
ASC 823C Voice Disorders	3
ASC 823D Fluency Disorders	3
ASC 823E Assessment of Childhood Language Disorders	3
ASC 894A Clinical Practicum in Speech–Language Pathology	4
2. One of the following courses (3 credits):	
ASC 823F Language Intervention: Early Stages	3
ASC 823G Language Intervention: Later Stages	3
Additional Requirements for Plan A (15 credits):	
1. The following course:	
ASC 899 Master's Thesis Research	3
2. Twelve additional credits in courses approved by the student's academic adviser.	
3. Successful completion of an oral thesis defense.	
Additional Requirements for Plan B (15 credits):	
1. Fifteen additional credits in courses approved by the student's academic adviser.	
2. Successful completion of a comprehensive examination.	

Doctor of Philosophy

The Department of Audiology and Speech Sciences offers doctoral programs directed toward advanced study of human communication sciences and disorders. Doctoral programs of study are designed to meet the individual needs of students preparing for research, teaching, clinical, and administrative careers.

In addition to meeting the requirements of the University and of the College of Communication Arts and Sciences, students must meet the requirements specified below.

Admission

Admission to the doctoral program in audiology and speech sciences requires a minimum of a master's degree or the equivalent that focused on human communication sciences and disorders; evidence of high academic achievement; a minimum of three letters of recommendation (submitted on forms supplied by the department) attesting to the student's academic abilities and achievements, and to the student's potential for doctoral–level academic and research success; and approval of the department. Students must also submit a statement of purpose clearly specifying why they wish to pursue a doctoral degree.

Requirements for the Doctor of Philosophy Degree in Audiology and Speech Sciences

Students must meet the requirements specified below:

1. Complete core courses covering the areas of speech and hearing sciences, and related instrumentation; neuroanatomy and physiology; and psycholinguistics.
2. Complete courses and experiences addressing the following areas of research:
 - a. Statistical analysis of data.
 - b. Research design and methodology.
 - c. Research practicum.
3. Complete an approved major area of study of human communication sciences and disorders that includes courses and experiences which are thematically related.
4. Complete an approved minor or cognate area of study outside the department which is thematically related to and aligned with human communication sciences and disorders.
5. Pass a written and oral comprehensive examination addressing the preceding requirements.
6. Submit a dissertation based upon original research that represents a contribution to the scientific knowledge base of human communication sciences and disorders.

DEPARTMENT of COMMUNICATION

Charles K. Atkin, Chairperson

UNDERGRADUATE PROGRAM

The goal of the major in communication is to prepare students to synthesize, analyze, and criticize major functions, structures, and processes of communication within interpersonal, organizational, and mediated communication contexts. This goal emphasizes developing broad conceptualizations and the ability to apply abstract concepts in communicating with others. The major is designed to equip its graduates: (a) to understand the processes involved in human interaction especially as these processes relate to a variety of cultural perspectives, (b) to work with diverse others in communication problem solving, (c) to identify and critically analyze the major theoretical perspectives in the field of communication, (d) to write and speak clearly using communication concepts, and (e) to develop transferable skills in problem solving in interpersonal interactions, in small group settings, and with diverse populations.

Undergraduate work in communication creates greater awareness of the intricate networks that shape human interaction. Communication study is designed to prepare students to become human relations specialists in industry, the media, and government as well as for graduate study and further professional education. Majors most commonly pursue careers in sales, fund raising, corporate recruiting and training, customer relations, public relations, and government.

Students who transfer from community or junior colleges may transfer a maximum of 10 credits in communication for the major. Such credit will not replace any required course unless it is so evaluated by the Department.

Admission to a Second Bachelor's Degree Program or an Additional Major

Ordinarily, students will not be permitted to pursue additional majors and second bachelor's degree majors in the Department of Communication. Students seeking admission to a second bachelor's degree program or an additional major must meet the requirements for admission as a junior to the College of Communication Arts and Sciences.

Requirements for the Bachelor of Arts Degree in Communication

1. The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of the catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Communication.
The University's Tier II writing requirement for the Communication major is met by completing any one of the following courses: Communication 425, 440, 475. Those courses are referenced in item 3. b. (3) below.
2. The requirements of the College of Communication Arts and Sciences for the Bachelor of Arts degree.
3. The following requirements for the major:

	CREDITS
a. The following courses outside the Department of Communication:	24 to 30
(1) The following course (3 credits): Philosophy 130.	
(2) One of the following courses (3 credits): Computer Science and Engineering 101 or 131. Students who pass a waiver examination for Computer Science and Engineering 101 will not be required to complete Computer Science and Engineering 101 or 131.	

- (3) A required cognate in the behavioral and social sciences that consists of six courses from at least three of the following five departments: Anthropology, Economics, Political Science, Psychology, and Sociology (18 to 24 credits).
- b. The following Communication courses: 30 to 45
 - (1) A grade of 2.0 or higher must be achieved in each of these courses: Communication 200 (4 credits), 225 (3 credits), 240 (4 credits), and Communication 275 (3 credits); each of these 4 courses *must* be completed prior to enrolling in any 300–400 level Communication courses.
 - (2) Communication 391 (4 credits), a course emphasizing topics in culture and diversity.
 - (3) One of the following communication specializations (7 credits):
Interpersonal: Communication 325 and 425.
Mass Media: Communication 375 and 475.
Organizational: Communication 340 and 440.
The completion of the four-hundred level course in any one of the specializations satisfies the capstone/synthesis requirement for the communication major.
 - (4) Communication electives: additional credits in Communication courses as needed to meet the requirement of at least 30, but not more than 45, credits in courses in the major.

Students should meet with their academic advisers concerning the minimum and maximum numbers of elective credits available to them at various stages in their programs.

Students are strongly encouraged to complete an internship approved by the Department of Communication whether for University credit based on academic eligibility standards or on a voluntary, non-credit basis. The department will make every effort to assist Communication majors in finding appropriate internship placements.

Students who are enrolled in the communication major are encouraged to structure their programs to include courses in one of the following concentrations: business, telecommunication, mediation and dispute resolution, culture and diversity theory and research, or prelaw. Students who pursue a concentration in business must complete the following courses: Accounting 230, Economics 201 or 202, General Business and Business Law 323, Management 325, and Marketing and Supply Chain Management 327. Students should contact their academic advisers for additional information.

SPECIALIZATION IN PUBLIC RELATIONS

Students who are enrolled in the Bachelor of Arts degree program with a major in communication may apply for admission to the Specialization in Public Relations. For additional information, refer to the *Specialization in Public Relations* statement.

GRADUATE STUDY

The Department of Communication offers programs leading to the Master of Arts and Doctor of Philosophy degrees. Students who want to earn a master's degree in Communication pursue one of two programs of study: a predoctoral program that emphasizes knowledge generation or a program that emphasizes knowledge utilization. The Doctor of Philosophy degree program in Communication is for students who intend to become research scholars.

Academic standards for admission and retention; degree requirements; and residence, transfer credit, and time limit requirements are in accordance with the regulations of the University and the College.

A more comprehensive description of the graduate programs, including standards and requirements for admission and retention, and information about financial assistance, may be obtained by writing to the Office of Graduate Studies, Department of Communication, 466 Communication Arts Building, Michigan State University, East Lansing, MI 48824–1212.

Students who are enrolled in Master of Science degree programs in the Department of Communication may elect a Specialization in Food Safety. For additional information, refer to the statement on the specialization in the *College of Veterinary Medicine* section of this catalog.

COMMUNICATION

Master of Arts

In addition to meeting the requirements of the University and of the College of Communication Arts and Sciences, students must meet the requirements specified below.

Admission

The department recommends that all persons seeking admission to the master's degree program in communication take the Graduate Record Examination (GRE) General Test. Although the GRE General Test is not required, applicants who have taken that examination will receive priority consideration in the admission process.

For admission to the master's program in communication for fall semester, the deadline for the receipt of application materials is April 1. For admission to the program for spring semester, the deadline for the receipt of application materials is October 15. Students are not admitted to the program during the summer.

Requirements for the Master of Arts Degree in Communication

The student must complete the requirements for **either** the predoctoral concentration *or* the knowledge utilization concentration as specified below:

	CREDITS
Predoctoral	30
Only Plan A (with thesis) is available to students in the master's degree program in communication who elect the predoctoral concentration. The student must complete at least 30 credits for the degree including:	
1. All of the following courses (13 credits):	
COM 800 Applied Communication Research I	3
COM 820 Communication Theory and Process	3
COM 830 Applied Communication Research II	3
COM 899 Master's Thesis Research	4
2. Nine to eleven additional credits in Communication courses approved by the student's academic adviser.	
3. Six to eight credits in courses outside the Department of Communication approved by the student's academic adviser.	
Knowledge Utilization	30
Only Plan B (without thesis) is available to students in the master's degree program in communication who elect the knowledge utilization concentration. The student must complete at least 30 credits for the degree including:	
1. Both of the following courses (6 credits):	
COM 800 Applied Communication Research I	3
COM 820 Communication Theory and Process	3
2. Nine to 17 additional credits in Communication courses approved by the student's academic adviser.	
3. Seven to 15 credits in courses outside the Department of Communication approved by the student's academic adviser.	
The final certifying examination is a written and oral examination that focuses on the student's course work.	

Doctor of Philosophy

Communication is a social process by which human beings are linked through the creation, transmission, and reception of messages. The focus of this program is the scholarly analysis of that linkage, with an emphasis on the characteristics of the messages and channels through which linkage occurs.

In addition to meeting the requirements of the University and of the College of Communication Arts and Sciences, students must meet the requirements specified below.

Admission

February 1 is the deadline for applications for admission and for financial assistance for the succeeding fall semester. Late applications may be considered.

Students are admitted from heterogeneous educational backgrounds.

Requirements for the Doctor of Philosophy Degree in Communication

The student's program is organized around a set of experiences that simulate an interdependent community of communication scholars. These experiences are intended to maximize creative growth and development, and to provide the student with the skills needed to manage an intellectual community.

There are two basic tasks of a community of communication scholars, in each of which the student must demonstrate competence:

1. **Teaching.** The entering student receives training in instructional models and teaching methods in communication education. Each student serves as an apprentice in supervised teaching situations, leading to a demonstration of independent competence in teaching.
2. **Research.** The student is assigned to a task group that explores research questions to which the Department has assigned priority. Each student participates in various phases of on-going research projects. Responsibility for the design and conduct of research is increased as competence develops. Each student must present at least one major report of original research which has been conducted independently.

The first learning experiences in the program consist of the absorption of basic knowledge about communication theory and research, message analysis, and methods of inquiry. During the first year, the new student takes core course work in communication theory and research methods. Much of this work is team-taught by the faculty and engages the full-time curricular energies of the students. Students without background in communication or social science research may be advised to take some preparatory course work.

When the student has mastered this core material, usually by the end of two semesters of residence, the program's focus is directed toward specialization in one or more areas of communication activity. These include, but are not limited to, interpersonal communication, multicultural communication, organizational communication, and persuasion. For such specialization, the student is exposed to lecture courses and doctoral seminars within the Department, and to work in other departments which will supplement the mastery of these content areas.

From this point, the student moves to the final stages of the doctoral program—additional advanced seminars, comprehensive examinations, and/or a preliminary paper, and the ultimate goal of developing and defending a doctoral dissertation.

Graduate Minors in Communication

The Department of Communication does not have a fixed minor which it offers to students in other departments. Rather, specific programs are arranged that best fit individual intellectual needs. Minor work is selected primarily from 800-level courses or the 900-level research methods sequence.

SCHOOL of JOURNALISM

Jane Briggs-Bunting, Director

UNDERGRADUATE PROGRAMS

The School of Journalism prepares its graduates for a broad range of careers with newspapers, magazines, broadcasting, on-line media, public relations, universities and government as writers, reporters, editors, photographers, videographers, managers and teachers. Education for work in any area of journalism requires mastery of fact gathering, writing, and editing skills, a firm commitment to the concept of free and independent news media, and a broad education in the liberal arts, social sciences, and physical and natural sciences. A firm grasp of standard English and the ability to communicate in it is essential for successful careers in the news media and other information services.

The Bachelor of Arts degree program in journalism has been continuously accredited since 1949 by the Accrediting Council on Education in Journalism and Mass Communications.

Admission as a Junior

Enrollments in the School of Journalism are limited. In addition to the University and College requirements, minimal criteria for application as a major in journalism are:

1. Completion of Journalism 108 and 200, with a minimum grade in each course of 2.0 in all credits attempted.
2. Completion of Economics 202.

Admission is based on the cumulative grade–point average of all courses taken and the grades in Journalism 108 and 200. In addition, factors such as work experience, diversity, and residency may be considered.

The number of transfer students admitted to the School of Journalism is also limited. To be considered for admission, upper division students transferring from another institution must have completed one economics course and at least two courses in journalism with a minimum grade in each journalism course of 2.0 in all credits attempted. A maximum of 6 semester credits in journalism courses taken at other institutions may be transferred as general journalism credits, but do not substitute for courses required of majors, unless they are from another accredited journalism program. Transfer students who are admitted to the journalism major with 6 semester credits in journalism are required to take a minimum of 23 credits in journalism courses at MSU. Transfer students will have one semester to complete the additional requirements for admission as a junior referenced above.

For additional information about procedures for admission as a junior, students should contact the Coordinator of Undergraduate Student Affairs, College of Communication Arts and Sciences.

Admission to a Second Bachelor's Degree Program or an Additional Major

Students seeking admission to a second bachelor's degree program or an additional major must meet the same requirements as for admission to the journalism major as a junior.

Requirements for the Bachelor of Arts Degree in Journalism

1. The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of this catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Journalism.
The University's Tier II writing requirement for the Journalism major is met by completing Journalism 300 or 306. Those courses are referenced in item 3. a. (2) below.
The completion of either of the two options referenced in item 3. b. (1) below satisfies the University mathematics requirement.
2. The requirements of the College of Communication Arts and Sciences for the Bachelor of Arts degree.
3. The following requirements for the major:

	CREDITS
a. The following Journalism courses:	29
(1) Journalism 108 (3 credits).	
(2) Journalism 200 and either Journalism 300 or 306 with a minimum grade–point average of 2.00 or higher for these two courses in all credits attempted (8 credits).	
(3) Journalism 430 (3 credits).	
(4) Journalism 480 (3 credits). The completion of Journalism 480 satisfies the capstone course requirement for the Journalism major.	
(5) One of the following survey courses: Journalism 325, 335, 345, 370, or 391 (3 credits).	
(6) Two additional Journalism laboratory courses, at least one of which must be at the 400 level (6 credits).	
(7) One additional Journalism course (3 credits).	
(8) One Professional Experience selected from the following courses: Journalism 406, 420, or 493. With approval, students may substitute a Professional Experience in Journalism 408 or 490.	
b. The following courses in departments <i>outside</i> the College of Communication Arts and Sciences:	38 to 49
(1) Mathematics: 5 to 7 credits. <i>One</i> of the following two options: (a) Mathematics 110 or 116 (5 credits). (b) Mathematics 103 and <i>one</i> of the following courses: Mathematics 112, 114; Statistics and Probability 200, 201 (6 or 7 credits).	
(2) Literature: 9 to 12 credits. At least one course at the 300–400 level is required.	
(3) History: 6 to 8 credits. At least one course at the 300–400 level is required.	
(4) Business and Economics: 6 credits including Economics 202 and <i>one</i> of the following courses: Accounting 230, Economics 201, Marketing and Supply Chain Management 327, Environmental Economics and Policy 201.	
(5) External Specialty: Four related courses of at least 3 credits each selected from one, or a combination, of the following categories and approved by the School of Journalism (12 to 16 credits): (a) 300–400 level courses in one department. (b) 300–400 level courses in different but related fields of study. (c) courses at any level in physical and natural sciences, statistics, and computer science. (d) courses in mathematics or a foreign language beyond the University requirements.	
c. Journalism majors must complete a minimum of 80 credits in courses outside the College of Communication Arts and Sciences with no fewer than 65 credits in the liberal arts and sciences. Journalism majors must complete a minimum of 29 credits in journalism with a maximum of 40 credits from departments in the College of Communication Arts and Sciences.	
d. Only credits in courses graded on the numerical or Pass–No Grade system may be counted toward the requirements for the Journalism major. Journalism students may not enroll in courses required for the major, including courses in other departments, on a Credit–No Credit basis.	

The School of Journalism stresses the importance of gaining professional experience while pursuing a degree in journalism. Students who have combined classroom work with internships have often found acceptance from employers. The school coordinates internships for students, provides career counseling, and assists seniors and graduate students with job placement.

Other Programs

Agriculture and Natural Resources Communications: see the *College of Agriculture and Natural Resources* section of this catalog for courses in Journalism appropriate to this major.

Engineering Arts: see the *College of Engineering* section of this catalog for courses appropriate to this major.

Suggested Program

During the freshman and sophomore years, students intending to major in Journalism should complete the University's Integrative Studies requirements. Students intending to major in journalism should complete Journalism 108 in the freshman year and Journalism 200 and Economics 202 before the end of the sophomore year.

In order to ensure enrollment in required courses, majors should plan their junior and senior year programs with the advice and assistance of faculty who serve as academic advisers.

Today's journalist should have a broad education in the liberal arts, social sciences, and physical and natural sciences. Many courses in literature, history, economics, and foreign languages are open to freshmen and sophomores.

TEACHER CERTIFICATION OPTIONS

The journalism disciplinary major leading to the Bachelor of Arts degree is available for teacher certification.

A journalism disciplinary minor is also available for teacher certification.

Students who elect the journalism disciplinary major or the journalism disciplinary minor must contact the School of Journalism.

For additional information, refer to the statement on *TEACHER CERTIFICATION* in the *Department of Teacher Education* section of this catalog.

SPECIALIZATION IN PUBLIC RELATIONS

Students who are enrolled in the Bachelor of Arts degree program with a major in journalism may elect a Specialization in Public Relations. For additional information, refer to the *Specialization in Public Relations* statement.

GRADUATE STUDY

The School of Journalism offers graduate work leading to the degree of Master of Arts and participates in the doctoral programs in Media and Information Studies and American Studies.

Academic standards for admission and retention; degree requirements; and residence, transfer credit, and time limit requirements are in accordance with the regulations of the University and the College.

Master of Arts

The Master of Arts degree program provides students with the opportunity to acquire skills and knowledge for careers in the mass media or for advanced graduate study. The program is flexible and easily adapts to the needs of individual students with or without media experience or journalism education. The program also enables students to gain expertise in an area of study outside journalism that coincides with their career goals.

The M.A. program is designed for (1) students who have undergraduate degrees in areas other than journalism and who seek careers in newspapers, broadcast news, photojournalism, magazines, or public relations and information; (2) working journalists who wish to advance in the profession by studying specific areas within and outside of journalism; (3) students who seek careers in journalism education at the secondary, community college, or college levels; and (4) graduates of journalism programs who seek advanced courses in journalism and related fields.

The Master of Arts degree program in journalism has been accredited by the Accrediting Council on Education in Journalism and Mass Communication.

The master's degree program in journalism is available under either Plan A (with thesis) or Plan B (without thesis). Plan B has two concentrations: a professional project concentration or an evaluation concentration. The student's master's degree program must be approved by the student's academic adviser.

In addition to the requirements of the University and of the College of Communication Arts and Sciences, students must meet the requirements specified below.

Admission

In addition to meeting the established standards required for admission to graduate study in the College, applicants for admission are asked to provide the Journalism Graduate Committee with the following:

1. An official transcript of all undergraduate and graduate work.
2. Three letters of recommendation from persons who are familiar with the applicant's academic and professional work.
3. Scores on the General Test of the Graduate Record Examination.
4. A 750-word autobiography.
5. A 1000-word statement of purpose suggesting reasons for beginning a program of graduate study.

Students who enter the program with undergraduate degrees in other disciplines will be asked to demonstrate competence in specific journalistic areas or will be required to complete certain undergraduate journalism courses as prerequisites to graduate courses.

Requirements for the Master of Arts Degree in Journalism

At least 30 credits are required for the master's degree in Journalism.

	CREDITS
Requirements for Both Plan A and Plan B:	9
1. All of the following courses:	
JRN 815 Seminar in Press and Society	3
JRN 816 Documentary Research in Journalism	3
JRN 817 Quantitative Research in Journalism	3
2. Pass a final certifying oral examination.	
Additional Requirements for Plan A:	21
1. The following course (6 credits):	
JRN 899 Master's Thesis Research	6
2. At least 3 additional credits in 800-900 level Journalism courses approved by the student's academic adviser.	
3. At least 12 additional credits in courses approved by the student's academic adviser.	
Additional Requirements for Plan B (Select one concentration):	21
Professional Project	
1. The following course (6 credits):	
JRN 896 Professional Project in Journalism	6
2. At least 3 additional credits in 800-900 level journalism courses approved by the student's academic adviser.	
3. At least 12 additional credits in courses approved by the student's academic adviser.	
Evaluation	
1. At least 9 additional credits in 800-900 level journalism courses approved by the student's academic adviser.	
2. At least 12 additional credits in courses approved by the student's academic adviser.	

Doctor of Philosophy

The School of Journalism participates in the interdepartmental doctoral program in Media and Information Studies and in the interdisciplinary doctoral emphasis in American Studies.

The doctoral program in Media and Information Studies is described under the College of Communication Arts and Sciences listing.

A description of the American Studies emphasis may be found under *Interdepartmental and Interdisciplinary Programs* in the *College of Arts and Letters* section of this catalog.

Additional information about graduate study in Journalism and Media and Information Studies may be obtained from the School of Journalism.

Journalism/Law Institute

The Journalism/Law Institute was established in the School of Journalism to study areas of common interest to the mass media, the courts, and the legal profession. The Institute holds seminars and workshops and fosters research and study into First Amendment concerns.

DEPARTMENT of TELECOMMUNICATION, INFORMATION STUDIES and MEDIA

Mark R. Levy, Chairperson

UNDERGRADUATE PROGRAM

The Department of Telecommunication, Information Studies and Media prepares undergraduate students for a broad range of careers. Graduates have positions of leadership and responsibility in a variety of telecommunication fields, including video, audio, multi-media and internet production, computer networking, information services, e-commerce, telephone, broadcasting and cable, media research, satellite communications, advertising and telecommunication services.

Within a strong liberal arts and science tradition, the Department prepares students to understand:

1. the creation of media content in audio, video, interactive media, and 3-D and virtual reality;
2. the full array of technologies involved in the production, storage, and networking and transmission of messages and information;
3. the organization, operation, management, and ethics of telecommunication and information systems and businesses;
4. the role of telecommunication in domestic and international development;
5. the impact on society of telecommunication and information technologies;
6. the impact on human behavior of transmitted information and messages; and
7. the formation of policy toward national and international telecommunication organizations, and the worldwide flow of messages and information.

Courses in the first two years of study are designed to introduce students to the field and to provide a foundation for advanced study in a concentration in the third and fourth years. The Department of Telecommunication, Information Studies and Media offers two concentrations for undergraduates:

- Information and Telecommunications Management (ITCM)
- Digital Media Arts and Technology (DMAT)

Students can also elect to pursue a general degree in Telecommunication, Information Studies and Media. Telecommunication, Information Studies and Media majors are strongly urged to complete one of the concentrations, and should contact their academic advisers for additional information.

Courses taken in other colleges and departments of the University are equally important to the education of telecommunication,

information studies and media majors since the field of telecommunication is interdisciplinary. Courses outside the Department of Telecommunication, Information Studies and Media account for about 70 percent of the students' total program. This distribution assures that Telecommunication, Information Studies and Media students enroll in courses that contribute to both a broad liberal education and to their knowledge of telecommunication.

Each student must complete a cognate of related courses in other departments which complements a concentration in telecommunication, information studies and media. Students who are interested in telecommunication management careers might choose the business cognate offered by the Eli Broad College of Business; students who are interested in media arts might choose a cognate composed of courses in English, Theatre, and Art; and students who are interested in telecommunication technologies might choose courses in the sciences. Students should contact their academic advisers for additional information.

Admission to a Second Bachelor's Degree Program or an Additional Major

Students seeking admission to a second bachelor's degree program or an additional major in the Department of Telecommunication, Information Studies and Media must meet the requirements for admission as a junior to the College of Communication Arts and Sciences.

Requirements for the Bachelor of Arts Degree in Telecommunication, Information Studies and Media

1. The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of the catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Telecommunication, Information Studies and Media.

The University's Tier II writing requirement for the Telecommunication, Information Studies and Media major is met by completing any one of the following courses: Telecommunication 442, 443, 445, 446, 447, 452, 455, 456, 458, 465, 476, 477. Those courses are referenced in item 3. b. below.

2. The requirements of the College of Communication Arts and Sciences for the Bachelor of Arts degree.
3. The following requirements for the major:

	CREDITS
a. Students must complete Telecommunication 100, 200, 201, and 240 before they enroll in any 300–400 level Telecommunication courses.	
b. The following Telecommunication courses.	30 to 50
All of the following 5 Department Core Courses with a minimum grade–point average of 2.00 or higher (18 credits):	
TC 100 The Information Society	3
TC 200 History and Economics of Telecommunication	4
TC 201 Introduction to Telecommunication Technology	4
TC 240 Introduction to Digital Media Arts	3
TC 310 Basic Telecommunication Policy.	4
One of the following courses (3 or 4 credits):	
Telecommunication 442, 443, 445, 446, 447, 452, 455, 456, 458, 465, 476, 477. Students who elect to complete a concentration within telecommunication, information studies and media should select the course that is related to the concentration. These concentrations include Information and Telecommunications Management (ITCM) and Digital Media Arts and Technology (DMAT). The completion of one of the courses referenced above satisfies the capstone course requirement for the Telecommunication, Information Studies and Media major.	
Telecommunication electives: additional credits in Telecommunication courses as needed to meet the requirement of at least 30, but not more than 50, credits in courses in the major. Not more than 12 credits in Telecommunication independent study and internship courses combined, and not more than 7 credits in either Telecommunication independent study or internship courses, may be counted toward the requirements for the Telecommunication, Information Studies and Media major.	
c. The following courses outside the Department of Telecommunication, Information Studies and Media:	18 to 25
1. One of the following courses (0 to 4 credits):	

CSE 101	Computing Concepts and Competencies	3
CSE 131	Technical Computing and Problem Solving . . .	3
CSE 231	Introduction to Programming I	4

Students who pass a waiver examination for Computer Science and Engineering 101 will not be required to complete Computer Science and Engineering 101 or 131 or 231.

2. The following course (3 credits):

EC 201	Introduction to Microeconomics	3
--------	--	---
3. A cognate selected from one of the following: the arts, biological and physical sciences, social sciences, or business (a minimum of 18 credits). Each cognate must:
 - (a) include six courses from three departments.
 - (b) include four courses at the 300 or 400 level.
 - (c) be approved upon admission to the major or attainment of junior standing, whichever is earlier.

A list of appropriate departments and courses is available from the advising office. If business is selected, students must enroll for Economics 201 and 202, General Business and Business Law 323, Management 325, and Marketing and Supply Chain Management 313 and 327.

- d. Only credits in courses graded on the numerical or Pass–No Grade system may be counted toward the requirements for the Telecommunication, Information Studies and Media major. Telecommunication, Information Studies and Media students may not enroll in courses required for the major, including courses in other departments, on a Credit–No Credit basis.

Students should meet with their academic advisers concerning the minimum and maximum numbers of elective credits available to them at various stages in their programs.

SPECIALIZATION IN GAME DESIGN AND DEVELOPMENT

The Specialization in Game Design and Development complements the depth of knowledge students acquire in their majors with a multidisciplinary understanding of the role and basic mechanics of games in contemporary society. Students learn the foundations and develop core competencies in their primary area of study and broaden their horizons as interdisciplinary team members, learning game design theories and principles, collaborating on the design and development of game projects, and engaging in active learning and authentic, situated creative problem-solving.

The specialization, which is administered by the Department of Telecommunication, Information Studies and Media, is available as an elective to students who are enrolled in the Bachelor of Science Degree in Computer Science, the Bachelor of Arts or Bachelor of Fine Arts Degree in Studio Art, or the Bachelor of Arts Degree in Telecommunication, Information Studies and Media at Michigan State University.

Students from the above named majors are eligible to apply for the specialization if they: (1) have completed or are currently enrolled in the prerequisites applicable to their major as listed below; and (2) are of junior standing.

To apply, students must submit an application stating their interest in the specialization and a portfolio demonstrating their expertise in digital media design, computer science, or art. Applications are due by the second week of the fall semester. Depending on the number of students applying, oral interviews may be requested. Academic performance will also be considered.

Students accepted into the specialization may begin the specialization in the spring semester. The adviser for the game design and development specialization must approve the student's program of study.

Prerequisites

<i>Computer Science Majors</i>		
CSE 231	Introduction to Programming I	4
CSE 232	Introduction to Programming II	4
CSE 331	Algorithms and Data Structures	3
<i>Studio Art Majors</i>		
STA 110	Drawing I	3
STA 111	Drawing II	3
STA 360	Graphic Design	3
<i>Telecommunication, Information Studies and Media Majors</i>		
TC 240	Introduction to Digital Media Arts	3
TC 241	Principles of Interactive Media	3
TC 346	Basic Interactive Media Design	4

Requirements for the Specialization in Game Design and Development

Complete all of the following courses (15 credits):

	CREDITS	
TC 339	Digital Games and Society	3
TC 445	Digital Game Design (W)	4
TC 455	3D Game and Simulation Design (W)	4
TC 498	Collaborative Game Design (W)	4

Upon completion of the requirements for the degree and the requirements for the Specialization in Game Design and Development, the student shall contact the Chairperson of the department that administers the student's degree program and request certification for the completion of the specialization. After the certification is approved by the Chairperson of the Department and the Dean of the Communication Arts and Sciences, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

GRADUATE STUDY

The Department of Telecommunication, Information Studies and Media offers graduate work leading to the Master of Arts degree and participates in the doctoral program in Media and Information Studies.

Academic standards for admission and retention; degree requirements; and residence, transfer credit, and time limit requirements are in accordance with the regulations of the University and the College.

Students who are enrolled in master's or doctoral degree programs in the Department of Telecommunication, Information Studies and Media may elect an Interdepartmental Specialization in Cognitive Science. For additional information, refer to the statement on *Interdepartmental Graduate Specializations in Cognitive Science* in the *College of Social Science* section of this catalog. For additional information, contact the Department of Telecommunication, Information Studies and Media.

TELECOMMUNICATION, INFORMATION STUDIES and MEDIA

Master of Arts

The Master of Arts program in Telecommunication, Information Studies and Media is designed to prepare people for professional positions in telecommunication management, research, or production or for further study at the doctoral level. Upon completion of this degree program graduates should possess a broad disciplinary base in telecommunication systems and management, an ability to evaluate issues and policies relevant to telecommunication, and in some cases, to create content for telecommunication delivery.

Three areas of concentration are available to students in the master's degree program in telecommunication:

Information and Telecommunication Management. This area is designed to prepare people for the business management and/or marketing of voice, data, video, and image telecommunications systems or electronic media.

Digital Media Arts and Technology. This area is designed for people seeking careers in the creation of media content and the management of organizations responsible for media content. Students can emphasize audio and video production, interactive media, or 3D and virtual reality applications.

Information, Policy and Society. This area is designed to prepare people for research-intensive careers in the private and public sectors including consulting firms, media research, or

COMMUNICATION ARTS AND SCIENCES
Department of Telecommunication, Information Studies
and Media

national and international government and non-government agencies.

The student's degree program must be approved by the student's guidance committee and the Director of M.A. Studies. Both Plan A (with thesis) and Plan B (without thesis) are available to all students.

In addition to meeting the requirements of the University and of the College of Communication Arts and Sciences, students must meet the requirements specified below.

Admission

Admission is determined by an evaluation of information regarding the applicant's academic record, goals and interests, experience, personal references, scores on the General Test of the Graduate Record Examination (GRE), and other materials submitted as indicators of intellectual promise.

Although evidence other than grades influences the admission decision, the Department uses the following guideline: students whose grade-point averages for the third and fourth years of undergraduate study are 3.25 or better are admitted to regular status. Students whose grade-point averages are below 3.25 may be admitted to provisional status. Students whose grade-point averages are below 3.00 are rarely admitted.

A background in telecommunication, either from experience or from undergraduate study, is needed before students can begin graduate study. Students without adequate background will be required to remedy deficiencies through undergraduate course work.

Students may enter the program either during Fall or the Spring semester. However, it is highly recommended that students start their program in the Fall. Additional current information may be obtained from the Department's website <http://www.tc.msu.edu> or the Director of M.A. Studies.

Requirements for the Master of Arts Degree in Telecommunication, Information Studies and Media

A minimum of 30 credits is required for the master's degree in telecommunication, information studies and media under either Plan A or Plan B. Of the 30 credits, at least 16 credits must be in 800-level Telecommunication courses. Not more than 6 credits in Telecommunication independent study and internship courses combined and not more than 6 credits in either Telecommunication independent study or internship courses, may be counted toward the requirements for the Telecommunication, Information Studies and Media major.

The student must meet the requirements for *one* of the following **three** concentrations:

	CREDITS
Information, Policy and Society	30
1. All of the following courses (9 or 10 credits):	
TC 802 Research Methods in Telecommunication	3
TC 820 Introduction to Theory in Telecommunication, Information, Society	3
One additional advanced research methods course	3 or 4
2. Three courses selected from the following (9 credits):	
ADV 865 Advertising and Society	3
CAS 826 Health Communication for Diverse Populations	3
COM 815 Organizational Communication I	3
COM 828 Cross-Cultural Communication	3
JRN 815 Seminar in Press and Society	3
TC 822 Ethnicity, Race, Gender and Telecommunication	3
TC 840 Foundations of Digital Media Arts and Technology	3
TC 850 Telecommunication and Information Policy	3
TC 852 Economic Structure of Telecommunication Industries	3
TC 853 Information Technology and Organizations	3
TC 854 Economics of Media Markets and Strategies	3
TC 861 Information Networks and Technologies	3
TC 862 Information Networks and Electronic Commerce	3
TC 863 Electronic Information and Entertainment Media Management	3

TC 872 Telecommunication and National Development	3
TC 877 Comparative and International Telecommunication	3
3. Additional credits in courses approved by the student's academic adviser.	
Additional Requirements for Plan A (4 to 6 credits):	
TC 899 Master's Thesis Research	4 to 6
Successful completion of the final oral examination in defense of the thesis.	
Additional Requirements for Plan B	
Pass a written final certifying examination.	

Information and Telecommunications Management	30
Requirements for Both Plan A and Plan B (9 credits):	
1. All of the following courses:	
TC 850 Telecommunication and Information Policy	3
TC 852 Economic Structure of Telecommunication Industries	3
TC 861 Information Networks and Technologies	3
2. Three of the following courses (9 or 10 credits):	
TC 456 Multichannel and Broadband Telecommunication (W) ..	4
TC 458 Telecommunication Management (W)	3
TC 463 Network Design and Implementation I	3
TC 464 Network Security	3
TC 802 Research Methods in Telecommunication	3
TC 820 Introduction to Theory in Telecommunication, Information, Society	3
TC 840 Foundations of Digital Media Arts and Technology	3
TC 853 Information Technology and Organizations	3
TC 854 Economics of Media Markets and Strategies	3
TC 862 Information Networks and Electronic Commerce	3
TC 863 Electronic Information and Entertainment Media Management	3
3. Additional credits in courses approved by the student's academic adviser.	
Additional Requirements for Plan A (4 to 6 credits):	
TC 899 Master's Thesis Research	4 to 6
Successful completion of the final oral examination in defense of the thesis.	
Additional Requirements for Plan B	
Pass a written final certifying examination.	

Digital Media Arts and Technology	30
1. All of the following courses (9 credits):	
TC 840 Foundations of Digital Media Arts and Technology	3
TC 841 Design Research for Digital Media Arts and Technology	3
TC 842 Design and Development of Media Projects	3
2. One of the following courses (3 or 4 credits):	
TC 442 Advanced Video Design and Production (W)	4
TC 443 Audio Industry Design and Management (W)	4
TC 445 Digital Game Design (W)	4
TC 446 Advanced Interactive Media Design (W)	4
TC 447 Three Dimensional Graphics and Simulation (W)	4
TC 462C Introduction to Electronic Commerce	3
3. Additional credits in courses approved by the student's academic adviser.	
Additional Requirements for Plan A (4 to 6 credits):	
TC 899 Master's Thesis Research	4 to 6
Successful completion of the final oral examination in defense of the thesis.	
Additional Requirements for Plan B (4 to 6 credits):	
TC 843 Digital Media Project	4 to 6

Option in Management of Information Technology

Admission

Students must apply to the department in writing, fill out a plan of study, and complete Telecommunication 861 prior to admission to the option.

Requirements for the Option in Management of Information Technology

An option in Management of Information Technology is available to, but not required of, any student enrolled in the Master of Arts degree in Telecommunication. Before the option will be awarded, students must complete all degree requirements in the Master of Arts degree in Telecommunication, Information Studies and Media. Students in the Digital Media Arts and Technology concentration must complete a minimum of 34 credits.

	CREDITS
1. All of the following courses (9 credits):	
ACC 821 Enterprise Database Systems	3
ACC 824 Digital Business Models and Processes	3
TC 853 Information Technology and Organizations	3
2. Two courses selected from the following (6 credits):	

ACC	822	Analysis and Design of Enterprise Systems	3
ACC	823	Advanced Enterprise Database Systems	3
ACC	825	Object-Oriented Business Information Systems	3
ACC	826	Enterprise Information Systems	3
ACC	890	Independent Study	3
ITM	814	Decision Support Systems in Business.	3

Upon completion of all degree requirements for the Master of Arts degree in Telecommunication, Information Studies and Media, the student should contact the Department of Telecommunication, Information Studies and Media and request certification for the completion of the option. After the Chairperson of the Department and the Dean of the College of Communication Arts and Sciences approve the certification, the Office of the Registrar will

enter on the student's academic record the name of the option and the date that it was completed. This certification will appear on the student's transcript.

Doctor of Philosophy

The Department of Telecommunication, Information Studies and Media participates in the doctoral program in Media and Information Studies. This program is described under the College of Communication Arts and Sciences listing.