



# College of COMMUNICATION ARTS and SCIENCES

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Pamela Whitten, DEAN

Communication is the very foundation of society. The College of Communication Arts and Sciences, the first college of its kind, pushes the boundaries of communication research and teaching to improve lives and promote democratic values. We prepare tomorrow's global communicators to solve real problems throughout the world. We produce and share timeless knowledge that transcends the message and the medium by focusing on how humans communicate effectively with whatever tools may be at hand. The College of Communication Arts and Sciences searches for the opportunities and challenges of tomorrow. Working side by side, our students and faculty discover and explore the next communication frontier.

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.

The college includes the departments of Advertising, Public Relations and Retailing; Communicative Sciences and Disorders; Communication; Telecommunication, Information Studies and Media; and the School of Journalism. Through them, programs are offered leading to the Bachelor of Arts, Bachelor of Science, Master of Arts, Master of Science, and Doctor of Philosophy degrees.

Undergraduate students may complete an additional major. The courses taken by the students in additional major programs are expected to be those which will best provide training to pre-

pare 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 a contract developed by the student and the advisor in the college.

## 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 advisor 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 a junior.

Students within the college are strongly encouraged to meet with their academic advisor 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 College of Communication Arts and Sciences may elect a *Specialization in Fiction Film Production*. For additional information, refer to the statement on *Specialization in Fiction Film Production* in the *Department of English* section of this catalog or contact the Department of English or the College of Communication Arts and Sciences.

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

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**Undergraduate Programs**

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 advisor to Honors College students in each major field, and it is the advisor'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 communicative sciences and disorders 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 communicative sciences and disorders 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 DESIGN**

The Specialization in Design complements the depth of knowledge students acquire in their respective majors with a multidisciplinary understanding across a range of design areas. Students learn the foundations of design, develop core competencies in their primary area of study, broaden their understanding of how design is incorporated into human communication and the products humans make, learn to use specialized tools, and work in a collaborative interdisciplinary environment.

The Specialization in Design is jointly administered by the College of Communication Arts and Sciences and the Department of Art and Art History within the College of Arts and Letters. The College of Communication Arts and Sciences is the primary administrative unit. The specialization is available as an elective to students who are enrolled in bachelor's degree programs at Michigan State University. Students in the Department of Advertising, Public Relations and Retailing; the Department of Art and Art History; the School of Journalism; and the Department of Telecommunication, Information Studies and Media may find this specialization of particular interest.

Students who are interested in the specialization are eligible to apply if they have completed the prerequisite courses listed below or have completed one of the prerequisite courses and are enrolled in the second prerequisite course. Students must be in their second semester or later, or equivalent, at Michigan State University. To apply, students must submit an application consistent with the process outlined by either the Department of Art and Art History or the College of Communication Arts and Sciences. Applications are due by the end of the fifth week of the spring semester and will be reviewed prior to annual enrollment. Academic performance will also be considered and oral interviews may be requested.

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 student's program of study must be approved by the student's academic advisor for the specialization.

**Prerequisite Courses**

STA 110	Drawing I	3
STA 113	Color and Design	3

**Requirements for the Specialization in Design**

The students must complete 14 to 17 credits as specified below.

	CREDITS
1. Complete two of the following courses (5 or 6 credits):	
CAS 112 Story, Sound and Motion	2
STA 114 Three-Dimensional Form	3
STA 360 Graphic Design I: Graphic Form	3
STA 370 Photography I	3
TC 247 Three-Dimensional Modeling and Design	3
2. Complete at least two courses outside of the student's major, selected from the following (6 to 8 credits):	
<i>Game and Interactive Media Design</i>	
TC 346 Web and Mobile Game Design	3
TC 347 Three-Dimensional Computer Animation	3
TC 349 Client-Side Web Development	3
TC 445 Game Design and Development I	3
TC 447 Advanced Three-Dimensional Animation Workshop (W)	3
TC 455 Game Design and Development II	3
<i>Video and Audio</i>	
CAS 201 Audio and Video in Media Settings I	1
CAS 202 Audio and Video in Media Settings II	1
TC 341 Film Style Production for Cinema and Television	3
TC 342 Multi Camera Production for Television	3
TC 343 Basic Audio Production	3
TC 351 Producing for Cinema and Television	3
TC 442 Design of Cinema and Television Projects (W)	3

TC 443	Audio Industry Design and Management (W) . . . . .	3
<i>Advertising Design</i>		
ADV 322	Copy Writing and Art Direction . . . . .	3
ADV 324	Introduction to Creative Media . . . . .	3
ADV 326	Advanced Creative: Media I . . . . .	3
ADV 354	Interactive Advertising Design . . . . .	3
ADV 428	Advanced Creative - Media II . . . . .	3
ADV 486	Integrated Campaigns . . . . .	4
CAS 110	Creative Processes in Media Settings . . . . .	2
<i>Visual Journalism</i>		
JRN 203	Visualizing Information . . . . .	3
JRN 310	Photojournalism . . . . .	3
JRN 336	Designing for Print and Online . . . . .	3
JRN 400	The Spartan Online Newsroom . . . . .	3
JRN 403	TV News . . . . .	3
JRN 410	Photojournalism and Documentary Photography . . . . .	3
JRN 436	Creating Online Environments . . . . .	3
JRN 438	Communicating with Graphics II . . . . .	3
JRN 483	Photo Communication in Europe . . . . .	6
<i>Art and Art History</i>		
HA 486	History of Western Design . . . . .	4
STA 365	Typography I: Form and Meaning . . . . .	3
STA 375	Photography II . . . . .	3
STA 460	Graphic Design II: Visual Communication . . . . .	4
STA 462	Three-Dimensional Design . . . . .	4
STA 463	Book Design . . . . .	4
STA 466	Corporate Imagery . . . . .	4
STA 467	Time and Motion Design . . . . .	4
STA 468	Interactive Web Design . . . . .	4
STA 472	Color Photography . . . . .	4
STA 474	Studio and Location Lighting . . . . .	4
STA 475	Photography Workshop . . . . .	4
STA 491E	Selected Topics – Graphic Design . . . . .	2 or 3
STA 491F	Selected Topics – Photography . . . . .	2 or 3
STA 494	Design Center . . . . .	4
3.	Complete the following course (3 credits):	
STA 499	Interdisciplinary Design: Projects and Contemporary Issues . . . . .	3

Upon completion of the requirements for the Specialization in Design, the student should contact the Associate Dean in the College of Communication Arts and Sciences and request certification for completion of the specialization. After the certification is approved by the Associate Dean in the College of 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 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 and Risk Communication. In addition, the college offers programs leading to the Doctor of Philosophy degree in Communicative Sciences and Disorders, 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 major advisor or the guidance committee. For more information, visit [www.cas.msu.edu](http://www.cas.msu.edu).

Graduate 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 select 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 select 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 Communicative Sciences and Disorders may elect a specialization in Infancy and Early Childhood. For additional information, refer to the statement on *Interdepartmental Graduate Specialization in Infancy and Early Childhood* 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](http://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:

- 43 credits are required for the master's degree in audiology and speech sciences;
- 33 credits are required for the master's degree in health communication;
- 33 credits are required for the master's degree in journalism under Plan B (without thesis);
- 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

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**Graduate Study**

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 four options—Audiology and Speech Sciences, Communication, Media and Information Studies, and Retailing. 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 Communication 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 Web site [www.cas.msu.edu](http://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 and RISK COMMUNICATION**

**Master of Arts**

The Master of Arts degree in Health and Risk Communication is an interdisciplinary program administered by the College of Communication Arts and Sciences in cooperation with the College of Human Medicine. The program prepares students to harness the power of communication principles and risk communication strategies in an effort to promote positive public health outcomes. The program is designed to help students to gain a broad understanding of health and risk communication theory and principles; to gain practice in creating effective health and risk communication programs and interventions; and to learn how to design, use, and critique relevant research. Graduates may pursue careers with government agencies, hospitals, HMOs, insurance companies, nonprofits, the medical trade press, and other health service-related organizations.

Individualized programs of study can be tailored to accommodate a broad range of academic and professional backgrounds. Previously enrolled students have undergraduate degrees in biology, anthropology, communication, public relations, kinesiology, dietetics, pre-medicine, and English as well as other fields. In addition to completing core courses in health communication and epidemiology and an internship with a local, state, national, or international 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, risk communication, research methods, health marketing, designing health and risk messages, policy, sociology of health, science writing, media relations, and other communication-focused areas.

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 and risk 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 Web site at: [http://cas.msu.edu/programs/masters\\_hcomm.html](http://cas.msu.edu/programs/masters_hcomm.html).

**Requirements for the Master of Arts Degree in Health and Risk 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: . . . . .	8
CAS 825 Mass Communication and Public Health . . . . .	3
CAS 826 Health Communication for Diverse Populations . . . . .	3
EPI 810 Introductory Epidemiology . . . . .	2
2. The following course: . . . . .	3
COM 803 Introduction to Quantitative Research Methods . . . . .	3
3. One of the following courses: . . . . .	3
ADV 860 Media Relations . . . . .	3
JRN 824 Health and Science Writing . . . . .	3

4. The following course: . . . . . 3  
 COM 893 Internship . . . . . 3
5. Electives: . . . . . 14 to 16  
 Additional credits in courses related to health communication that have been approved by the student's academic advisor.
6. Pass a written comprehensive examination during the final semester.

**DEPARTMENT of  
 ADVERTISING, PUBLIC  
 RELATIONS, and RETAILING**

**Jeffrey I. Richards, 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 Michigan State University. 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, 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**

One undergraduate major is offered in this department: advertising. In addition, a Specialization in Public Relations is available.

**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

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**Department of Advertising, Public Relations and Retailing**

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, students must complete Advertising 205, Economics 201 and Psychology 101 with a combined minimum grade-point average of 2.00.

To be considered for admission, upper-division students transferring from other institutions must have completed the required courses for admission as a junior referenced above with a combined minimum grade-point average of 2.00.

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**

- 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.
- The requirements of the College of Communication Arts and Sciences for the Bachelor of Arts degree.
- The following requirements for the major. Not more than 45 Advertising credits may be earned in the major.

**CREDITS**

- All of the following Advertising core courses: 11
  - ADV 205 Principles of Advertising . . . . . 4
  - ADV 375 Consumer Behavior . . . . . 3
  - ADV 486 Integrated Campaigns. . . . . 4

The completion of Advertising 486 satisfies the capstone/synthesis requirement for the Advertising major.
- One of the following concentrations (21 credits):  
**Creative**
  - All of the following courses (6 credits):
    - CAS 110 Creative Processes in Media Settings. . . . . 2
    - CAS 111 The Digital Image . . . . . 2
    - CAS 112 Story, Sound and Motion. . . . . 2
  - Complete a minimum of three of the following courses:
    - CAS 201 Audio and Video in Media Settings I. . . . . 1
    - CAS 202 Audio and Video in Media Settings II . . . . . 1
    - CAS 203 Design in Media Settings. . . . . 1
    - CAS 204 Web Design in Media Settings . . . . . 1
    - CAS 205 Photography in Media Settings . . . . . 1
    - CAS 206 Graphics and Illustration in Media Settings. . . . 1

- CAS 207 Animation in Media Settings. . . . . 1
  - CAS 208 Interactivity in Media Settings . . . . . 1
- Complete 12 credits from the following courses (12 credits):
    - ADV 322 Copy Writing and Art Direction . . . . . 3
    - ADV 324 Introduction to Creative Media . . . . . 3
    - ADV 326 Advanced Creative: Media I . . . . . 3
    - ADV 354 Interactive Advertising Design. . . . . 3
    - ADV 422 Advanced Copywriting. . . . . 3
    - ADV 428 Advanced Creative: Media II. . . . . 3
    - ADV 450 Intensive Portfolio Workshop . . . . . 3

**Management and Media**

- The following course (3 credits):
  - ADV 475 Advertising and Society. . . . . 3
- Complete 18 credits from the following:
  - ADV 275 Integrated Strategy . . . . . 3
  - ADV 330 Advertising Management. . . . . 3
  - ADV 334 International Advertising . . . . . 3
  - ADV 342 Account Planning . . . . . 3
  - ADV 350 Advertising Media Planning and Strategy . . . . 3
  - ADV 352 Media Sales. . . . . 3
  - ADV 355 Media Research . . . . . 3
  - ADV 360 Advanced Sales Communication . . . . . 3
  - ADV 420 New Media Driver's License . . . . . 3
  - ADV 430 Social Marketing: Strategy and Practice . . . . 3
  - ADV 436 Promotions and Scholarships . . . . . 3
  - ADV 456 Interactive Advertising Management. . . . . 3
  - ADV 492 Special Topics in Advertising . . . . . 3

c. Advertising electives: Additional credits in Advertising courses as needed to meet the requirement of 32 credits but not more than 45 credits of Advertising courses in the major.

d. All of the following courses: 25 to 27

- ACC 201 Principles of Financial Accounting . . . . . 3
- or
- ACC 230 Survey of Accounting Concepts . . . . . 3
- ADV 225 Writing for Public Relations . . . . . 3
- EC 201 Introduction to Microeconomics . . . . . 3
- EC 202 Introduction to Macroeconomics . . . . . 3
- MKT 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 or 4  
 An additional literature course approved by the Department of Advertising, Public Relations, and Retailing . . . . . 3 or 4

e. A minimum of 12 additional credits, in addition to the required courses in item 3. d. listed above, must be completed in any combination from the following departments or programs: anthropology, 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.

**SPECIALIZATION IN PUBLIC RELATIONS**

The Specialization in Public Relations, which is administered by the Department of Advertising, Public Relations and Retailing, is available to students majoring in Advertising, Communication, Environmental Studies and Agriscience with a concentration in communication, Journalism, James Madison, and Retailing. Limited enrollment may be made available to other majors. 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, campaigns and cases, public relations strategies, portfolio development, and public relations ethics.

Students are eligible to apply for the specialization if they:

- are of sophomore standing or higher;
- have an overall grade-point average of 3.0;
- have successfully completed Advertising 260;
- have successfully completed Advertising 225 or Journalism 200.

To apply, students must submit an application stating their interest in the specialization. Applications are due by the tenth week of the semester. If the number of applicants meeting the ba-

sic qualifications exceeds the number of spaces available, selection will include evaluation of an interest statement and academic performance in prerequisite classes. Students will be notified of the decision after the completion of the semester.

**Requirements for the Specialization in Public Relations**

- The students must complete the following (15 to 20 credits):
1. All of the following courses: 9 or 10
    - ADV 325 Public Relations Techniques and Ethics . . . . . 3
    - ADV 425 Public Relations Strategy . . . . . 3
    - COM 300 Methods of Communication Inquiry . . . . . 4

Students majoring in Journalism should take Statistics and Probability 200 (3 credits) in place of Communication 300.
  2. One of the following courses: 4
    - ADV 486 Integrated Campaigns . . . . . 4
    - COM 475 Communication Campaign Design and Analysis (W) . . . . 4
  3. Complete 2 to 6 credits from the following: 2 to 6
    - ADV 402 Public Relations Topics in Advertising . . . . . 1
    - COM 402 Public Relations Topics in Communication . . . . . 1
    - JRN 402 Public Relations Topics in Journalism . . . . . 1

Upon completion of the requirements of the Specialization in Public Relations, the student should contact the Department of Advertising, Public Relations and Retailing 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 Department of Advertising, Public Relations, and Retailing offers professional graduate programs leading to the Master of Arts degrees in both Advertising and Public Relations, 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 advisor.

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 (GRE) 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: . . . . .	15
1. All of the following courses:	
ADV 823 Consumer Behavior . . . . .	3
ADV 826 Advertising and Promotion Management . . . . .	3
ADV 865 Advertising and Society . . . . .	3
COM 803 Introduction to Quantitative Research Methods . . . . .	3
MKT 805 Marketing Management . . . . .	3
Additional Requirements for Plan A: . . . . .	15
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 advisor (7 to 11 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: . . . . .	15
1. Fifteen additional credits from the courses listed below, or in other courses, as approved by the student's academic advisor:	
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: . . . . .	15
1. All of the following courses:	
ADV 826 Advertising and Promotion Management . . . . .	3
ADV 850 Public Relations Planning . . . . .	3
ADV 860 Media Relations . . . . .	3
COM 808 Introduction to Quantitative Research Methods . . . . .	3
MKT 805 Marketing Management . . . . .	3

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

- Additional Requirements for Plan A: . . . . . 15
- The following course (4 to 6):  
 ADV 899 Master's Thesis Research . . . . . 4 to 8
  - A minimum of 4 additional credits, as approved by the student's academic advisor.
- Additional Requirements for Plan B: . . . . . 15
- Fifteen additional credits, as approved by the student's academic advisor.  
 The final certifying examination is a written examination.  
 For additional information contact the Department of Advertising, Public Relations, and Retailing.

# DEPARTMENT of COMMUNICATIVE SCIENCES and DISORDERS

*Franklin J. Boster, Acting 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 evaluation and treatment of communicative disorders. Areas 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 communicative sciences and disorders 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 Michigan State University to recommend a student with a disciplinary teaching major in communicative sciences and disorders 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 Communicative Sciences and Disorders

- 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 Communicative Sciences and Disorders.  
 The University's Tier II writing requirement for the Communicative Sciences and Disorders major is met by completing Communicative Sciences and Disorders 344 and 364. Those courses are referenced in item 3.b.(1) below.
- The requirements of the College of Communication Arts and Sciences for the Bachelor of Arts degree.
- The following requirements for the major:
 

	CREDITS
a. A grade-point average of 2.00 or higher in Communicative Sciences and Disorders 213, 232, 303, 313, and 333.	
b. The following Communicative Sciences and Disorders courses: . . . . .	39 to 45
(1) All of the following courses (33 credits):	
CSD 203 Introduction to Communicative Sciences and Disorders . . . . .	3
CSD 213 Anatomy and Physiology of the	

- |         |  |   |
|---------|--|---|
|         | Speech and Hearing Mechanisms . . . . .                        | 3 |
| CSD 232 | Descriptive Phonetics . . . . .                                | 2 |
| CSD 303 | Hearing Science . . . . .                                      | 3 |
| CSD 313 | Speech Science . . . . .                                       | 3 |
| CSD 333 | Oral Language Development . . . . .                            | 3 |
| CSD 344 | Evaluation Procedures in Audiology . . . . .                   | 4 |
| CSD 364 | Evaluation Procedures in Speech-Language Pathology . . . . .   | 4 |
| CSD 391 | Observation and Analysis of Clinical Practice . . . . .        | 1 |
| CSD 444 | Audiologic Rehabilitation . . . . .                            | 4 |
| CSD 463 | Intervention Procedures in Speech-Language Pathology . . . . . | 3 |
- The completion of Communicative Sciences and Disorders 443 and 463 satisfies the capstone/synthesis requirement for the Communicative Sciences and Disorders major.
- Complete an additional 6 to 12 elective credits from the Department of Communicative Sciences and Disorders.
  - The following courses in other departments: . . . . . 16 or 17
    - One of the following courses (3 credits):  
 CSE 101 Computing Concepts and Competencies . . . . . 3  
 CSE 131 Technical Computing and Problem Solving . . . . . 3
    - One of the following courses (3 or 4 credits):  
 LIN 200 Introduction to Language . . . . . 3  
 LIN 401 Introduction to Linguistics . . . . . 4
    - One of the following courses (3 credits):  
 FCE 211 Child Growth and Development: Conception Through Early Childhood . . . . . 3  
 FCE 225 Ecology of Lifespan Human Development in the Family . . . . . 3  
 PSY 244 Developmental Psychology: Infancy Through Childhood . . . . . 3
    - The following course (4 credits):  
 PSY 101 Introductory Psychology . . . . . 4
    - 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 Communicative Sciences and Disorders major. Communicative Sciences and Disorders 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 advisors concerning the minimum and maximum numbers of elective credits available to them at various stages in their programs.

## TEACHER CERTIFICATION OPTION

The communicative sciences and disorders 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 communicative sciences and disorders, students with a communicative sciences and disorders disciplinary major must complete:

- the following additional disciplinary courses: Communicative Sciences and Disorders 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 Communicative Sciences and Disorders**, as well as the requirements for teacher certification.
- the following pedagogy courses: Teacher Education 150, 302, 501, and 842; Counseling, Educational Psychology and Special Education 240. Those courses, plus Communicative Sciences and Disorders 483, constitute **all** of the pedagogy courses that are required for students with an communicative sciences and disorders disciplinary major; such students are *not* required to complete Teacher Education 401, 402, 502, 801, 802, 803, and 804.

Students who elect the communicative sciences and disorders disciplinary major must contact the Department of Communicative Sciences and Disorders.

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 Communicative Sciences and Disorders offers graduate programs of study leading to the Master of Arts and Doctor of Philosophy degrees in the specialty areas of speech-language pathology, 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, evaluation, 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 Communicative Sciences and Disorders 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 Communicative Sciences and Disorders.

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

## COMMUNICATIVE SCIENCES AND DISORDERS

### Master of Arts

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

Numerous clinical off-campus facilities provide opportunities for students to gain extensive and varied practicum experiences in the evaluation 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 program is contingent upon a bachelor's degree from an approved college or university, an academic grade–point average of 3.0 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 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 must also complete an undergraduate or graduate course in phonology disorders. 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 advisor approval these credits may count toward the degree.

High achieving students who hold degrees in fields other than communicative sciences and disorders may be accepted in the program on provisional status. They must, however, complete several courses in communicative sciences and disorders 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 January 15th. Students are admitted only in fall semester.

### Requirements for the Master of Arts Degree in Communicative Sciences and Disorders

At least 51 credits are required for the master's degree in Communicative Sciences and Disorders under either Plan A or Plan B.

	CREDITS
<b>Speech-Language Pathology</b> . . . . .	51
Requirements for both Plan A and Plan B (36 credits):	
1. All of the following courses (33 credits):	
CSD 803 Research Methods in Communicative Sciences and Disorders . . . . .	3
CSD 813 Neuroanatomy and Neurophysiology of Speech, Language, and Hearing . . . . .	3
CSD 823A Acquired Language Disorders . . . . .	3
CSD 823B Motor Speech Disorders . . . . .	3
CSD 823C Voice Disorders . . . . .	3
CSD 823D Fluency Disorders . . . . .	3
CSD 823E Assessment of Childhood Language Disorders . . . . .	3
CSD 883 Clinical Practicum in Speech—Language Pathology . . . . .	12
2. One of the following courses (3 credits):	
CSD 823F Language Intervention: Early Stages . . . . .	3
CSD 823G Language Intervention: Later Stages . . . . .	3
3. In exceptional circumstances, with the approval of the department chairperson, a program of study may be designed with reduced emphasis on clinical education and increased emphasis on other academic areas, which would be reflected in the content of the master's degree final examination or thesis requirements.	
<b>Additional Requirements for Plan A (15 credits):</b>	
1. The following course:	
CSD 899 Master's Thesis Research . . . . .	4
2. Eleven additional credits in courses approved by the student's academic advisor.	
3. Successful completion of an oral thesis defense.	
<b>Additional Requirements for Plan B (15 credits):</b>	
1. Fifteen additional credits in courses approved by the student's academic advisor.	
2. Successful completion of a comprehensive examination.	

### Doctor of Philosophy

The Department of Communicative Sciences and Disorders 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 communicative sciences and disorders 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 Communicative Sciences and Disorders**

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. Successful completion and oral defense of 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, Human Development and Family Studies, 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 <i>must</i> 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 advisors 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 327. Students should contact their academic advisors for additional information.

## SPECIALIZATION IN SALES COMMUNICATION

The Specialization in Sales Communication provides students with the set of educational experiences, courses, and training they need to become successful sales agents and leaders in a sales-intensive corporate setting. The specialization prepares students to be successful in any sales setting and provides the management skills necessary to expand their careers in a manner consistent with their goals.

The Specialization in Sales Communication is administered by the Department of Communication in the College of Communication Arts and Sciences and is available as an elective to students who are enrolled in bachelor's degree programs at Michigan State University. Preference will be given to students in the College of Communication Arts and Sciences and The Eli Broad College of Business, excluding The School of Hospitality Business. As space permits, students from other colleges desiring the specialization will be considered on an individual basis. Students who are interested in the specialization must contact the Department of Communication in the College of Communication Arts and Sciences. With the approval of the department or school and college 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 student's program of study must be approved by the student's academic advisor for the specialization.

### Admission

To be considered for admission, a student must have been formally admitted to a bachelor's degree program at Michigan State University. Admission is competitive. Students must be enrolled in or have completed Marketing and Supply Chain Management 313, Personal Selling and Buying Processes, and achieved a passing grade. Other admission criteria include performance on a sales aptitude test, work experience, and a statement of purpose. Each applicant will be interviewed by a faculty program administrator and each student's application will be rank ordered.

To apply to the program, students should complete an application after the midterm in Marketing 313 and submit it to the sales communication specialization coordinator in the Department of Communication.

Students must:

1. provide their midterm grade in Marketing 313;
2. provide their overall grade-point average in their major;
3. provide a statement of purpose indicating why they want to enter the specialization;
4. provide their score on a sales aptitude test that measures sales, job, and personal skills;
5. participate in a personal interview to determine their interest in joining the specialization in which performance in the interview will be assessed.

### Requirements for the Specialization in Sales Communication

CREDITS

Students must complete 18 credits from the following courses:

1. All of the following courses (13 credits):
 

COM 225	An Introduction to Interpersonal Communication	3
COM 360	Advanced Sales Communication	3
COM 483	Practicum in Sales Communication	1
MSC 313	Personal Selling and Buying Processes	3
MSC 383	Sales Management	3
2. Two of the following courses (5 to 7 credits):
 

ADV 352	Media Sales	3
ADV 375	Consumer Behavior	4
COM 315	Information Gathering and Interviewing Theories	3
COM 325	Interpersonal Influence and Conflict	3
COM 340	Leadership and Group Communication	3
MSC 302	Consumer and Organizational Buyer Behavior	3

- |         |                                   |   |
|---------|-----------------------------------|---|
| MSC 371 | Procurement and Supply Management | 3 |
| MSC 474 | Negotiations                      | 2 |

3. Completion of any combination of the following activities and experiences: sales internship, participation in collegiate level sales presentation competition, active member of a professional student organization, service as an executive officer of a professional student organization, participation in a commercial sales training program, shadow salesperson or manager for a day, interaction with a sales mentor for one semester, or attendance at two meetings of a professional sales organization. Students should see the advisor for the specialization to have their selected activities or experience pre-approved.

Upon completion of the requirements of the Specialization in Sales Communication, the student should contact the advisor for the specialization and request certification for the specialization. After the certification is approved by the Dean of 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.

## 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.

## LINKED BACHELORS-MASTER'S DEGREE IN COMMUNICATION

*Bachelor of Arts Degree in Communication*  
*Master of Arts Degree in Communication*

The department welcomes applications from Michigan State University Communication undergraduate students with at least 86 credits. Admission applications must be made prior to the final semester as a Communication undergraduate. Admission to the program requires a minimum undergraduate grade-point average of 3.50, a statement of goals for the master's degree, Graduate Record Examination scores, at least two letters of recommendation from faculty in the Department of Communication, and an approved program of study for the master's degree at the time of admission. Applicants must have already completed Communication 225, 240, 275, and 300 obtaining a grade of at least 3.0 in each of these courses. The number of Communication majors admitted into the linked degree program will be limited by availability. Admission to the Linked Bachelor's-Master's Program allows the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, are applied toward the credit requirement of the master's degree. No 400-level courses with a grade lower than 3.0 will count toward the master's degree. Credit obtained from 400-level pass-fail courses and internships will not count toward the degree. Credits applied to the Linked Bachelor's-Master's Program are not eligible to be applied to any other graduate degree program.

## GRADUATE STUDY

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. Students are admitted from heterogeneous education backgrounds. Therefore the first learning experiences in the program consist of acquiring ba-

**COMMUNICATION ARTS AND SCIENCES**  
**Department of Communication**

sic knowledge about communication theory and research, message analysis, and methods of inquiry.

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 (thesis) or a program that emphasizes knowledge utilization (final examination). 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 visiting [www.comm.msu.edu](http://www.comm.msu.edu) or 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**

Admission is determined by the Master's Affairs Committee from the Department of Communication. Applicants are ranked among all that apply for a given year. Selection criteria place emphasis on grade-point average and course work, Graduate Record Examination General Test scores, Test of English as a Foreign Language scores for international students, letters of recommendation, the student's resume, and the student's academic interests.

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

- (1) Graduate School Application
- (2) One official copy of all transcripts.
- (3) Three letters of recommendation.
- (4) A statement of purpose outlining academic and professional goals.
- (5) Graduate Record Examination Scores (GRE) for the General Test.
- (6) Test of English as a Foreign Language Scores (TOEFL), if applicable.
- (7) A resume.

Application materials should be received by April 1. Students will be admitted only for the fall semester. For additional information please visit our Web site at: [www.comm.msu.edu/programs/masters.html](http://www.comm.msu.edu/programs/masters.html).

**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:

<b>Predoctoral</b> .....	CREDITS
	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 803 Introduction to Quantitative Research Methods . . .	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 advisor.	
3. Six to eight credits in courses outside the Department of Communication approved by the student's academic advisor.	
<b>Knowledge Utilization</b> .....	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 803 Introduction to Quantitative Research Methods . . .	3
COM 820 Communication Theory and Process .....	3
2. Nine to 17 additional credits in Communication courses approved by the student's academic advisor.	
3. Seven to 15 credits in courses outside the Department of Communication approved by the student's academic advisor.	
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 devel-

ops. 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

**Lucinda Davenport, Director**

## UNDERGRADUATE PROGRAMS

Critical thinking, excellent writing and superb visual communication are the hallmarks of Michigan State University's School of Journalism graduates.

MSU's School of Journalism is an international leader in shaping and redefining the evolving field of journalism and its students are prepared for the future of the industry. In addition to teaching valuable journalism skills across platforms to propel excellence in professionalism, we are training critical thinkers to become leaders and visionaries in the field.

Students become experts in gathering, organizing and presenting news and information in written or visual formats. They become ethical journalists who are aware of journalism's distinguished history and can successfully navigate and transition their writing and visual communication skills across all platforms of media into the future.

Graduates are highly sought by employers and are successful in the journalism industry for both their intense training and their flexibility in the field. Careers in journalism include a broad range of positions in online media, television stations, newspapers, magazines, public relations, universities and government as writers, reporters, editors, designers, multimedia professionals, pho-

tographers, videographers, managers and teachers. Students are prepared to step into a future that has yet to be defined.

### Admission

In addition to the university and college requirements, minimal criteria for admission are:

1. Completion of Journalism 108 and 200 with a minimum combined 2.5 grade-point average and a minimum grade of 2.0 in each course. Any applicant who does not meet this requirement may re-apply or contact the school regarding the appeal process.

Transfer students may transfer a maximum of two journalism classes. These classes cannot substitute for core courses unless they are from an accredited journalism program.

For additional information about admission, please contact the Undergraduate Student Affairs Office, College of Communication Arts and Sciences, 1-517-355-1794.

### 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. The University's Tier II writing requirement for Journalism majors pursuing teacher certification is met by completing Journalism 409. Those courses are referenced in item 3. a. (2) 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 Journalism courses: . . . . .	25
(1) Journalism 108 (3 credits).	
(2) Journalism 200 and Journalism 300 with a minimum grade-point average of 2.0 or higher for these two courses in all credits attempted (6 credits).	
Students pursuing teacher certification must complete Journalism 108, 200, 203, 310, 336, 400, 409, 430; one topical course chosen from 375, 415, 417, 418, 420, 425, 445, 450, 472, 473, 475, 490, 491; and one elective (30 credits). An average minimum grade-point of 2.0 is required for Journalism 200 in combination with either Journalism 310 or 336 or 409.	
(3) One of the following, (a) or (b) (3 or 6 credits):	
(a) Journalism 203 (3 credits)	
(b) Communication Arts and Sciences 110 (2 credits)	
Communication Arts and Sciences 111 (2 credits)	
Communication Arts and Sciences 112 (2 credits)	
(4) Journalism 430 (3 credits).	
(5) Journalism 400 (3 credits).	
(6) One Journalism skills course selected from 306, 310, 336, 338, 403, 405, 406, 407, 410, 432, 436, 438, 491 (3 credits).	
(7) One Journalism topical course selected from 375, 415, 417, 418, 420, 425, 445, 450, 472, 473, 475, 490, 491 (3 credits).	
(8) Journalism 493 (1 credit).	
b. The following courses in departments <i>outside</i> the College of Communication Arts and Sciences: . . . . .	9
(1) Literature: One course (3 credits).	
(2) History: One course (3 credits).	
(3) Economics 201 (3 credits).	
c. <b>Concentration:</b> Four related/thematic courses outside of the Journalism core, of which no more than two may be Journalism, selected from the following themes: business reporting, editorial reporting, electronic news, environmental reporting, international	

**COMMUNICATION ARTS AND SCIENCES**  
**School of Journalism**

- reporting, journalism history, media marketing, public affairs reporting, sports reporting, visual communication (12 to 16 credits).
- d. Journalism majors must complete a minimum of 80 credits in courses outside of the School of Journalism with no fewer than 65 credits in the liberal arts and sciences.
  - e. Journalism majors must complete a minimum of 25 credits in Journalism, but may take up to 40.
  - f. Only credits in courses graded on the numerical or Pass-No Pass 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 usually find employment. The school and college coordinates internships for students, provides career counseling, and assists seniors and graduate students with job placement.

**Other Programs**

*Environmental Studies and Agriscience - Communication concentration:* 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.

**Suggestions for Program Success**

Students should pursue the University's Integrative Studies requirements during their freshman and sophomore years. Students should complete Journalism 108 in the freshman year and Journalism 200, 203 & 300 and Economics 201 before the end of the sophomore year.

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

Today's journalists 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 a Master of Arts degree in Journalism. Students may concentrate in general or environmental journalism. The School also participates in the doctoral programs in Media and Information Studies and American Studies. Academic standards for admission and retention; degree require-

ments; 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 Master of Arts 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) working journalists and students who seek a specialized career in environmental journalism; (4) students who seek careers in journalism education at the secondary, community college, or college levels; and (5) graduates of journalism programs who seek advanced courses in journalism and related fields.

The master's degree program in journalism is available under either Plan A (with thesis) or Plan B (without thesis). The student's master's degree program must be approved by the student's academic advisor.

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 (GRE).
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**

Students must select one of the following concentrations:

	<b>CREDITS</b>
<b>Journalism - General</b> (30 credits)	
Requirements for Both Plan A and Plan B: . . . . .	9
1. All of the following courses:	
COM 803 Introduction to Quantitative Research Methods . . . . .	3
JRN 815 Seminar in Press and Society . . . . .	3
JRN 816 Documentary Research in Journalism . . . . .	3
2. Pass a final certifying oral examination.	
<i>Additional Requirements for Plan A:</i> . . . . .	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 advisor.	
3. At least 12 additional credits in courses approved by the student's academic advisor.	

Additional Requirements for Plan B: . . . . .	21
(Select either a Professional Project or Evaluation)	
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 advisor.	
3. At least 12 additional credits in courses approved by the student's academic advisor.	
Evaluation	
1. At least 9 additional credits in 800-900 level journalism courses approved by the student's academic advisor.	
2. At least 12 additional credits in courses approved by the student's academic advisor.	
<b>Environmental Journalism (31 credits)</b>	
Requirements for Both Plan A and Plan B: . . . . .	9
1. All of the following courses:	
COM 803 Introduction to Quantitative Research Methods . . . . .	3
JRN 812 Advanced Environmental Writing . . . . .	3
JRN 815 Seminar in Press and Society . . . . .	3
2. Complete 6 credits in environmental science or health reporting from a list maintained by the student's academic advisor.	
3. Complete 6 credits in environmental science and environmental policy at the 400 or 800-level from a list maintained by the student's academic advisor.	
4. Complete 3 credits in journalism or College of Communication Arts and Sciences courses at the 800-level as approved by the student's academic advisor.	
5. Complete 1 to 4 credits of a professional experience or internship in journalism as approved by the student's academic advisor.	
6. Complete at least 16 credits in 800-level courses.	
7. Pass a final certifying oral examination.	
Additional Requirements for Plan A	
1. The following course (4 credits):	
JRN 899 Master's Thesis Research . . . . .	4
2. At least 2 additional credits in journalism courses at the 400 or 800-level as approved by the student's academic advisor.	
Additional Requirements for Plan B	
1. Complete either a. or b.:	
a. JRN 896 Professional Project in Journalism . . . . .	6
b. Six additional credits in journalism courses at the 400 or 800-level as approved by the student's academic advisor.	

# DEPARTMENT of TELECOMMUNICATION, INFORMATION STUDIES and MEDIA

**Charles Steinfield, Chairperson**

## UNDERGRADUATE PROGRAM

The field of Media and Information examine the design, production, management, and effects of the many forms of mediated communication, as well as the organization, implementation, use, and impacts of systems that carry mediated information, entertainment, services, and personal communications.

In this major students learn both the techniques of media production guided by principles of aesthetics and narrative design, and approaches to media and information management and research guided by social science theories and methods. Among the forms of media addressed through rigorous study of technique, content design, user and audience behavior, principles of marketing and management, and societal impact are film, TV, radio, digital games, social media, mobile communications, and the many forms of Internet-based communication and information exchange. The program prepares undergraduates for a wide range of careers in the global media and information industries, including as producers and directors in the entertainment industries, marketing and sales professionals in the communications industries, and communication and information systems managers in all types of organizations. Students are also well prepared for graduate study in media and information related disciplines.

A Bachelor of Arts or a Bachelor of Science degree is available, as noted in the degree requirements provided below. In addition to a core program, students in the major must complete one of the following concentrations:

### **TV, Cinema, and Radio Concentration**

This concentration focuses on the TV, Cinema, and Radio industries. Students learn preproduction, production, and post-production techniques and design principles involved in audio, video, and projects. Students also gain experience in producing, directing, and managing media projects for broadcast and non-broadcast distribution.

### **Interactive and Social Media Concentration**

This concentration focuses on the interactive media and information technology industries. Students learn theories of human computer interaction, technological foundations and applications, and the social and organizational impacts of information and communication technologies. Students also gain experience in designing, implementing, and managing interactive media projects, including web, games, and emergent forms of interactive and social media.

### **Media Management Concentration**

This concentration prepares students to lead tomorrow's broadcasting, cable, telephone, and Internet companies as well as media research agencies. Students learn principles of media management, business strategy, research skills, theory, policy, and the basic economic forces shaping media industries.

## **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.

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

In addition, the department offers a number of specializations, including: Documentary Studies, Game Design and Development, and Information and Communication Technology for Development. The department participates in other specializations including; Design, Fiction Film Production, and Information Technology.

**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.

**MEDIA AND INFORMATION**

Students have the opportunity to select the degree program best suited to their interests. The Bachelor of Arts degree in Media and Information and the Bachelor of Science degree in Media and Information uniquely prepare graduates to design high impact media products by focusing on: 1) understanding and harnessing the power of media through interdisciplinary artistic, qualitative, and quantitative methodological approaches and theoretical perspectives, 2) using the design process to inform the creative act and fuel innovation using current and emerging media technologies, 3) using media to address pressing social issues and other meaningful themes, 4) gaining fluency with the tools, practice, and techniques used in the creation of current and emerging mediated experiences, and 5) interpreting and critiquing media in the context of audiences, users, historical precedents, socio-cultural patterns of use, and ethical implications of technologies. Each degree program provides students with the tools and inspiration needed to analyze, evaluate, critique, and manage many forms of media products, services and applications and each provides a solid foundation for anticipating trends in media and communication technologies to prepare students for a field characterized by rapid and continuous change. The social, technical, economic, and organizational bases of media and communication technologies are core topics, preparing students to use media in socially beneficial and economically productive ways. The Bachelor of Arts program requires additional arts and humanities courses. The Bachelor of Science program includes social science as well as higher-level math and computer science requirements.

**Requirements for the Bachelor of Arts Degree in Media and Information**

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 Media and Information.  
 The University's Tier II writing requirement for the Media and Information major is met by completing one of the following courses: Telecommunication 442, 443, 447, 450, 452, 458, 462, or 472. Those courses are referenced in item 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. All of the following courses (12 credits):
  - TC 101 Understanding Media in the Information Age . . . . . 3
  - TC 201 Introduction to Media and Communication Technology . . . . . 3
  - TC 301 Bringing Media to Market . . . . . 3
  - TC 401 Topics in Media Impacts on Society . . . . . 3
- b. At least 3 credits from the following courses (3 credits):
  - ENG 130 Film and Society . . . . . 4
  - ENG 226 Introduction to Creative Writing . . . . . 3
  - IAH 207 Literatures, Cultures and Identities (I) . . . . . 4
  - IAH 208 Music and Culture (I) . . . . . 4
  - IAH 209 Arts, the Visual, and Culture (D) . . . . . 4
  - IAH 241A Creative Arts and Humanities: Music and Society in the Modern World . . . . . 4
  - IAH 241B Creative Arts and Humanities: Philosophy in

- Literature (D) . . . . . 4
- IAH 241C Creative Arts and Humanities: Cultural and Artistic Traditions of Europe . . . . . 4
- IAH 241D Creative Arts and Humanities: Theatre and Society in the West (I) . . . . . 4
- IAH 241E Creative Arts and Humanities: The Creative Process (D) . . . . . 4
- MUS 175 Understanding Music . . . . . 2
- MUS 178 Music Theory For Non Music Majors I . . . . . 2
- MUS 179 Music Theory For Non Music Majors II . . . . . 3
- THR 101 Acting I . . . . . 3
- THR 110 Theatrical Play Analysis . . . . . 3
- THR 350 Plays as Film . . . . . 3
- c. All of the following courses (6 credits):
  - CAS 110 Creative Process in Media Settings . . . . . 2
  - CAS 111 The Digital Image . . . . . 2
  - CAS 112 Story Sound and Motion . . . . . 2
- d. At least three of the following courses (3 credits):
  - CAS 201 Audio and Video in Media Settings I . . . . . 1
  - CAS 202 Audio and Video in Media Settings II . . . . . 1
  - CAS 203 Design in Media Settings . . . . . 1
  - CAS 204 Web Design Media Settings . . . . . 1
  - CAS 205 Photography in Media Settings . . . . . 1
  - CAS 206 Graphics and Illustration in Media Settings . . . . . 1
  - CAS 207 Animation in Media Settings . . . . . 1
  - CAS 208 Interactivity in Media Settings . . . . . 1
- e. One of the following concentrations (12 credits):
  - TV, Cinema, and Radio**
    1. The following course (3 credits):
      - TC 341 Film Style Production for Cinema and Television . . . . . 3
    2. Two of the following courses (6 credits):
      - TC 247 Three-Dimensional Modeling and Design . . . . . 3
      - TC 337 Compositing and Special Effects . . . . . 3
      - TC 342 Multi Camera Production for Television . . . . . 3
      - TC 343 Basic Audio Production . . . . . 3
      - TC 347 Three-Dimensional Computer Animation . . . . . 3
      - TC 348 Advanced Lighting and Camera Techniques . . . . . 3
      - TC 351 Producing for Cinema and Television . . . . . 3
    3. One of the following courses (3 credits):
      - TC 442 Design of Cinema and Television Projects (W) . . . . . 3
      - TC 443 Audio Industry Design and Management (W) . . . . . 3
      - TC 447 Advanced Three-Dimensional Animation Workshop (W) . . . . . 3
  - Interactive and Social Media**
    1. The following course (3 credits):
      - TC 331 Introduction to Interactive Media Design . . . . . 3
    2. Two of the following courses (6 credits):
      - TC 247 Three-Dimensional Modeling and Design . . . . . 3
      - TC 346 Web and Mobile Game Design . . . . . 3
      - TC 347 Three-Dimensional Computer Animation . . . . . 3
      - TC 349 Client-Side Web Development . . . . . 3
      - TC 359 Server-Side Web Development . . . . . 3
      - TC 361 Information and Communication Interaction Management . . . . . 3
      - TC 362 Web Administration . . . . . 3
    3. One of the following courses (3 credits):
      - TC 450 Human Computer Interaction and User Experience Design (W) . . . . . 3
      - TC 462 Social Computing (W) . . . . . 3
      - TC 472 Electronic Commerce (W) . . . . . 3
  - Media Management**
    1. The following course (3 credits):
      - TC 300 Media Policy and Economics . . . . . 3
    2. At least two of the following courses (6 or 7 credits):
      - COM 300 Methods of Communication Inquiry . . . . . 4
      - TC 331 Introduction to Interactive Media Design . . . . . 3
      - TC 341 Film Style Production for Cinema and Television . . . . . 3
      - TC 351 Producing for Cinema and Television . . . . . 3
      - TC 355 Media Research . . . . . 3
      - TC 361 Information and Communication Interaction Management . . . . . 3
    3. One of the following courses (3 credits):
      - TC 452 Media Strategy (W) . . . . . 3
      - TC 458 Project Management (W) . . . . . 3
- f. Cognate (12 credits):
 

The cognate consists of a set of courses approved by the advising office upon admission to the major or attainment of junior standing, whichever is earlier. The cognate must be a minimum of 12 credits and include at least 6 credits from the 300-400 level. The courses in the cognate may be selected from: fine arts, social sciences, biological and physical sciences, social sciences, business, or an approved university specialization or minor administered outside of the college. If business is selected, students must select from the following courses: Economics 201 and 202, Accounting 230, General Business and Business Law 323, Finance 320, Management 325, and Marketing 327. A list of specializations and minors is available from the advising office.
- g. Telecommunication (TC) Electives.
 

Electives include courses outside the above requirements. Additional courses can be taken as electives, but not more than 45 to



tal credits may count towards the degree. Internships are encouraged and may qualify for course credit (TC 493).

**Requirements for the Bachelor of Science Degree in Media and Information**

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 Media and Information.  
The University's Tier II writing requirement for the Media and Information major is met by completing one of the following courses: Telecommunication 442, 443, 447, 450, 452, 458, 462, or 472. Those courses are referenced in item 3. below.
2. The requirements of the College of Communication Arts and Sciences for the Bachelor of Science degree.
3. The following requirements for the major:

**CREDITS**

- a. All of the following courses (12 credits):
  - TC 101 Understanding Media in the Information Age . . . . 3
  - TC 201 Introduction to Media and Communication Technology . . . . . 3
  - TC 301 Bringing Media to Market . . . . . 3
  - TC 401 Topics in Media Impacts on Society . . . . . 3
- b. At least 3 credits from the following courses (3 credits):
  - ANP 201 Socio-cultural Diversity . . . . . 3
  - EC 201 Introduction to Microeconomics . . . . . 3
  - PHL 130 Logic and Reasoning . . . . . 3
  - PLS 200 Introduction to Political Science . . . . . 4
  - PSY 101 Introductory Psychology . . . . . 4
  - SOC 100 Introduction to Sociology . . . . . 4
- c. Both of the following courses (6 credits):
  - CAS 111 The Digital Image . . . . . 2
  - CSE 231 Introduction to Programming I . . . . . 4
- d. One of the following courses (3 credits):
  - MTH 124 Survey of Calculus I . . . . . 3
  - MTH 132 Calculus I . . . . . 3
- e. At least three of the following courses (3 credits):
  - CAS 201 Audio and Video in Media Settings I . . . . . 1
  - CAS 202 Audio and Video in Media Settings II . . . . . 1
  - CAS 203 Design in Media Settings . . . . . 1
  - CAS 204 Web Design Media Settings . . . . . 1
  - CAS 205 Photography in Media Settings . . . . . 1
  - CAS 206 Graphics and Illustration in Media Settings . . . . . 1
  - CAS 207 Animation in Media Settings . . . . . 1
  - CAS 208 Interactivity in Media Settings . . . . . 1
- f. One of the following concentrations (12 credits):
  - TV, Cinema, and Radio**
    1. The following course (3 credits):
      - TC 341 Film Style Production for Cinema and Television . . . . . 3
    2. Two of the following courses (6 credits):
      - TC 247 Three-Dimensional Modeling and Design . . . . 3
      - TC 337 Compositing and Special Effects . . . . . 3
      - TC 342 Multi Camera Production for Television . . . . 3
      - TC 343 Basic Audio Production . . . . . 3
      - TC 347 Three-Dimensional Computer Animation . . . . 3
      - TC 348 Advanced Lighting and Camera Techniques . . 3
      - TC 351 Producing for Cinema and Television . . . . . 3
    3. One of the following courses (3 credits):
      - TC 442 Design of Cinema and Television Projects (W) . . . . . 3
      - TC 443 Audio Industry Design and Management (W) . 3
      - TC 447 Advanced Three-Dimensional Animation Workshop (W) . . . . . 3
  - Interactive and Social Media**
    1. The following course (3 credits):
      - TC 331 Introduction to Interactive Media Design . . . . 3
    2. Two of the following courses (6 credits):
      - TC 247 Three-Dimensional Modeling and Design . . . . 3
      - TC 346 Web and Mobile Game Design . . . . . 3
      - TC 347 Three-Dimensional Computer Animation . . . . 3
      - TC 349 Client-Side Web Development . . . . . 3
      - TC 359 Server-Side Web Development . . . . . 3
      - TC 361 Information and Communication Interaction Management . . . . . 3
      - TC 362 Web Administration . . . . . 3
    3. One of the following courses (3 credits):
      - TC 450 Human Computer Interaction and User Experience Design (W) . . . . . 3
      - TC 462 Social Computing (W) . . . . . 3
      - TC 472 Electronic Commerce (W) . . . . . 3
  - Media Management**
    1. The following course (3 credits):
      - TC 300 Media Policy and Economics . . . . . 3
    2. At least two of the following courses (6 or 7 credits):
      - COM 300 Methods of Communication Inquiry . . . . . 4
      - TC 331 Introduction to Interactive Media Design . . . . 3
      - TC 341 Film Style Production for Cinema and Television . . . . . 3
      - TC 351 Producing for Cinema and Television . . . . . 3
      - TC 355 Media Research . . . . . 3

- TC 361 Information and Communication Interaction Management . . . . . 3
- 3. One of the following courses (3 credits):
  - TC 452 Media Strategy (W) . . . . . 3
  - TC 458 Project Management (W) . . . . . 3
- f. Cognate (12 credits):
 

The cognate consists of a set of courses approved by the advising office upon admission to the major or attainment of junior standing, whichever is earlier. The cognate must be a minimum of 12 credits and include at least 6 credits from the 300-400 level. The courses in the cognate may be selected from: fine arts, social sciences, biological and physical sciences, social sciences, business, or an approved university specialization or minor administered outside of the college. If business is selected, students must select from the following courses: Economics 201 and 202, Accounting 230, General Business and Business Law 323, Finance 320, Management 325, and Marketing 327. A list of specializations and minors is available from the advising office.
- g. Telecommunication (TC) Electives.
 

Electives include courses outside the above requirements. Additional courses can be taken as electives, but not more than 45 total credits may count towards the degree. Internships are encouraged and may qualify for course credit (TC 493).

**MEDIA AND COMMUNICATION TECHNOLOGY**

We live in a time of unprecedented proliferation of new media of communication, which are built upon innovations in communication technologies that augment human communication in both anticipated and unanticipated ways. New media do not displace those that came before, but as they appear, the landscape of the media and information industries is altered and communication practices at home, in schools, and in the workplace adapt. The major in media and communication technology recognizes that this continuing evolution stresses the ability of individuals and families, communities and organizations, and societies and nations to make socially beneficial and economically productive use of the plethora of current and new media.

The purpose of this major is to train tomorrow's media and communication technology leaders and to prepare them to make informed decisions about how to apply, manage, and evaluate many forms of media products, applications, and services. In addition to the core program, two concentrations are available to media and communication technology majors, both of which are built upon a fundamental understanding of communication principles as they apply to current and new media, the communication technologies that make current and new services possible, historical development of current and new media, and political and economic forces that shape this development. Students will be required to complete one concentration.

**Media Management and Research Concentration**

This concentration prepares students for the challenge of evaluating how people use current and new media, how current and new media interact in the media marketplace, and the implications of these issues for media companies and societies. Students learn principles of media management, media business strategy, media research skills, media theory, media policy, and the basic economic forces shaping media industries. Students who select this concentration will be prepared to help tomorrow's broadcasting, cable, telephone, and Internet companies as well as media research agencies make informed decisions about the opportunities being generated by current and new media. The concentration will be noted on the student's transcript.

**Information and Communication Technologies Concentration**

This concentration prepares students to implement and manage new information and communication technologies for use in organizations and communities. It emphasizes hands-on and practical application of web and Internet-based information and communication systems, group communication systems, wireless and other personal communication technologies, e-commerce technologies and other emerging forms of information and

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communication technologies. Students learn theories of human computer interaction, technological foundations and applications, project management principles, and the social and organizational impact of information and communication technologies. Students who select this concentration will help tomorrow's organizations improve the way their employees communicate with near and distant co-workers, market their products to customers, and work with suppliers and other stakeholders using the web as well as voice and video applications. The concentration will be noted on the student's transcript.

**Requirements for the Bachelor of Science Degree in Media and Communication Technology**

- 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 Science degree in Media and Communication Technology. The University's Tier II writing requirement for the Media and Communication Technology major is met by completing any one of the following courses: Telecommunication 449, 450, 452, 458, 462A, 462B, 462C, 464, 465, 476, or 477. Those courses are referenced in item 3. below.
- The requirements of the College of Communication Arts and Sciences for the Bachelor of Science degree.
- The following requirements for the major:

	CREDITS
a. All of the following courses (12 credits):	
TC 100 The Information Society .....	3
TC 110 Understanding Media .....	3
TC 201 Introduction to Media and Communication Technology .....	3
TC 210 Media and Communication Policy .....	3
b. One of the following concentrations (15 to 21 credits):	
<b>Media Management and Research</b>	
1. The following courses (9 credits):	
TC 300 Economics of Media .....	3
TC 356 Marketing Media Content and Services .....	3
TC 376 Media Research .....	3
2. Three of the following courses. One of the three must be selected from Telecommunication 452, 458, 476, or 477. (10 to 12 credits):	
TC 339 Digital Games and Society .....	3
TC 340 Introduction to Video and Audio .....	3
TC 375 Social Impacts of New Media .....	3
TC 381 Media Consumer Behavior .....	3
TC 452 Media Strategy (W) .....	4
TC 458 Project Management (W) .....	3
TC 476 Advanced Media Research (W) .....	4
TC 477 Global Media (W) .....	4
<b>Information and Communication Technologies</b>	
1. The following courses (6 credits):	
TC 331 Introduction to Interactive Media Design .....	3
TC 361 Information and Communication Technology Management .....	3
2. Three of the following courses. One of the three must be selected from Telecommunication 449, 450, 458, 462A, 462B, 462C, or 465. (9 to 12 credits):	
TC 349 Client-Side Web Development .....	4
TC 362 Web Administration .....	3
TC 365 Introduction to Network Management .....	3
TC 449 Server-Side Web Development .....	4
TC 450 Human Computer Interaction and User Experience Design (W) .....	4
TC 458 Project Management (W) .....	4
TC 462A Wireless Networks and Applications (W) .....	4
TC 462B Social Computing (W) .....	3
TC 463C Electronic Commerce (W) .....	3
TC 464 Network Security .....	3
TC 465 Advanced Network Management (W) .....	3
c. Telecommunication electives: additional credits in telecommunication courses as needed to meet the requirement of at least 30, but not more than 52, 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 Media and Communication Technology major.	
d. The following courses outside the Department of Telecommunication, Information Studies and Media (18 to 30):	
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. One of the following courses (3 or 4 credits):	

EC 201 Introduction to Microeconomics .....	3
PSY 101 Introductory Psychology .....	4
3. One of the following courses (3 or 4 credits):	
ADV 205 Principles of Advertising .....	4
ADV 260 Principles of Public Relations .....	3
COM 100 Human Communication .....	3
COM 225 An Introduction to Interpersonal Communication .....	3
COM 275 Effects of Mass Communication .....	3
JRN 108 Introduction to Mass Media .....	3
RET 261 Introduction to Retailing .....	3

- A cognate selected from one of the following: the arts, biological and physical sciences, social sciences, business, or an approved university specialization. A list of appropriate cognates is available from the advising office. If business is selected, students must select from the following courses: Economics 201 and 202, Accounting 230, General Business and Business Law 323, Finance 320, Management 325, and Marketing and Supply Chain Management 313 and 327. A list of appropriate departments and courses is available from the advising office.  
 Each cognate must:
  - be a minimum of 18 credits
  - include three courses at the 300-400 level
  - be approved upon admission to the major or attainment of junior standing, whichever is earlier.

Only credits in courses graded on the numerical or Pass-No Grade system may be counted toward the requirements for the Media and Communication Technology major. Media and Communication Technology major 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 advisors concerning the minimum and maximum numbers of elective credits available to them at various stages in their programs.

**MEDIA ARTS AND TECHNOLOGY**

Media amplify our potential to change the world, extending our influence through time and space. Communication tools offer ever-expanding capabilities to create and deliver compelling experiences to engage individuals, communities, and societies. Media industries continue their explosive growth and evolution as emergent communication technologies permeate every part of modern life. Both economically and in terms of social influence, the media industries are among the largest and strongest industries in the world.

The Bachelor of Arts degree in Media Arts and Technology in the Department of Telecommunication, Information Studies and Media prepares students for jobs in traditional media (television, radio, and cinema) and in newer media (games, web and interactive media). This major prepares students to understand the blending, convergence and hybridization of technologies and disciplines and their release of new and modified media forms and potential. Practitioners must consistently research and revise their practices to adapt and benefit from change in the media landscape.

The Media Arts and Technology degree program uniquely prepares students to design high impact media products by focusing on: (1) understanding and harnessing the power of media through interdisciplinary, qualitative, and quantitative methodological approaches and theoretical perspectives; (2) using the design process to inform the creative production and fuel innovation using current and emerging media technologies; (3) using media to address pressing social issues and other meaningful themes; (4) becoming fluent with the tools, practice, and technique used in the creation of current and emerging mediated experiences; and (5) interpreting and critiquing of media in the context of audiences, users, historical precedents, socio-cultural patterns of use, and ethical implications of technologies.

In addition to the core program, students in the media arts and technology major must complete one of the following concentrations:

**TV, Cinema, and Radio Concentration**

This concentration focuses on the knowledge, skills, and attitudes necessary to succeed within the TV, Cinema, and Radio industries. Students learn preproduction, production, and post-production techniques and design principles involved in audio and video projects. Students also gain experience in producing, directing, and managing media projects for broadcast and non-broadcast distribution. The concentration will be noted on the student's transcript.

**Games, Web, and Interactive Media Concentration**

This concentration focuses on the knowledge, skills, and attitudes necessary to succeed within the interactive media industries. Students learn pre-production, production, and post-production techniques and design principles involved in interactive media projects, including games, web, and emergent forms of interactive media. Students also gain experience in various aspects of managing interactive media projects. The concentration will be noted on the student's transcript.

**Requirements for the Bachelor of Arts Degree in Media Arts and Technology**

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 Media Arts and Technology. The University's Tier II writing requirement for the Media Arts and Technology major is met by completing any one of the following courses: Telecommunication 442, 443, 445, 446, 447, 449, 450, or 455. Those courses are referenced in item 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. All of the following courses (12 credits):	
TC 100 The Information Society . . . . .	3
TC 110 Understanding Media . . . . .	3
TC 242 The Digital Image . . . . .	3
TC 243 Story, Sound and Motion. . . . .	3
b. One of the following concentrations (13 to 15 credits):	
<b>TV, Cinema, and Radio</b>	
1. The following course (3 credits):	
TC 340 Introduction to Video and Audio . . . . .	3
2. Three of the following courses. One of the three must be selected from Telecommunication 442, 443, or 447. (10 to 12 credits):	
TC 247 Three-Dimensional Design of the Virtual Form . . . . .	3
TC 341 Film Style Production for Cinema and Television . . . . .	4
TC 342 Multi Camera Production for Television . . . . .	4
TC 343 Basic Audio Production . . . . .	4
TC 347 Three-Dimensional Computer Animation . . . . .	4
TC 351 Producing for Cinema and Television . . . . .	3
TC 437 Video Compositing and Special Effects . . . . .	4
TC 442 Design of Cinema and Television Projects (W) . . . . .	4
TC 443 Audio Industry Design and Management (W) . . . . .	4
TC 447 Advanced Three-Dimensional Animation Workshop (W) . . . . .	4
<b>Games, Web, and Interactive Media</b>	
1. The following course (3 credits):	
TC 331 Introduction to Interactive Media Design . . . . .	3
2. Three of the following courses. One of the three must be selected from Telecommunication 445, 446, 447, 449, 450, or 455. (11 or 12 credits):	
TC 247 Three-Dimensional Design of the Virtual Form . . . . .	3
TC 346 Web-based Interactive Media . . . . .	4
TC 347 Three-Dimensional Computer Animation . . . . .	4
TC 349 Client Side Web Development . . . . .	4
TC 437 Video Compositing and Special Effects . . . . .	4
TC 445 Digital Game Design (W) . . . . .	4
TC 446 Advanced Interactive Media Workshop (W) . . . . .	4
TC 447 Advanced Three-Dimensional Animation Workshop (W) . . . . .	4
TC 449 Server-Side Web Development (W) . . . . .	4
TC 450 Human Computer Interaction and User Experience Design (W) . . . . .	4
TC 455 3D Game and Simulation Design (W) . . . . .	4
c. Telecommunication electives: additional credits in telecommunication courses as needed to meet the requirement of at least 30, but not more than 52, 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 Media Arts and Technology major.

- d. The following courses outside the Department of Telecommunication, Information Studies and Media (18 to 30):
  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. One of the following courses (3 or 4 credits):
 

PHL 130	Logic and Reasoning . . . . .	3
PSY 101	Introductory Psychology . . . . .	4
SOC 100	Introduction to Sociology . . . . .	4
  3. One of the following courses (3 or 4 credits):
 

ADV 205	Principles of Advertising . . . . .	4
ADV 260	Principles of Public Relations . . . . .	3
COM 100	Human Communication . . . . .	3
COM 225	An Introduction to Interpersonal Communication . . . . .	3
COM 275	Effects of Mass Communication . . . . .	3
JRN 108	Introduction to Mass Media . . . . .	3
RET 261	Introduction to Retailing . . . . .	3
  4. A cognate selected from one of the following: the arts, biological and physical sciences, social sciences, business, or an approved university specialization. A list of appropriate cognates is available from the advising office. If business is selected, students must select from the following courses: Economics 201 and 202, Accounting 230, General Business and Business Law 323, Finance 320, Management 325, and Marketing and Supply Chain Management 313 and 327. A list of appropriate departments and courses is available from the advising office. Each cognate must:
    - a. be a minimum of 18 credits
    - b. include three courses at the 300-400 level
    - c. be approved upon admission to the major or attainment of junior standing, whichever is earlier.

Only credits in courses graded on the numerical or Pass-No Grade system may be counted toward the requirements for the Media and Communication Technology major. Media and Communication Technology major 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 advisors concerning the minimum and maximum numbers of elective credits available to them at various stages in their programs.

**SPECIALIZATION IN DOCUMENTARY STUDIES**

The Specialization in Documentary Studies introduces undergraduates to the history, theory, and production of documentary forms and modes of expression. Documentary studies focuses on issues of media, representation, and reality. It engages directly with the fundamental understanding of how the world is presented, represented, distorted, structured, and shaped. Interpretation and representation of reality constitutes a central axis of inquiry and debate. By integrating production and analysis, students in this specialization produce theoretically informed work and develop a cutting-edge understanding of the challenges inherent in representing reality.

The Specialization in Documentary Studies is jointly administered by the Department of Telecommunication, Information Studies and Media within the College of Communication Arts and Sciences and the College of Arts and Letters. The Department of Telecommunication, Information Studies and Media is the primary administrative unit. The specialization is available as an elective to students who are enrolled in bachelor's degree programs at Michigan State University. Students in the Department of English; the School of Journalism; the Department of Telecommunication, Information Studies and Media; and the Department of Writing, Rhetoric, and American Cultures may find this specialization of particular interest.

Students who are interested in the specialization are eligible to apply if they are in good academic standing. Students will apply for the specialization in the spring of their sophomore year by submitting an application available in the advising offices of the Department of Telecommunication, Information Studies and

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Media and the College of Arts and Letters. Applications will be reviewed prior to annual enrollment.

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 student's program of study must be approved by the student's academic advisor for the specialization.

**Requirements for the Specialization in Documentary Studies**

The student must complete at least 14 credits from the following:

	CREDITS
1. The following course (3 credits):	
TC 233 Documentary Technologies and Problems of Reality-Based Arts .....	3
2. One of the following courses (3 or 4 credits):	
ENG 230 Introduction to Film .....	4
ENG 330 Classical Film and Media Theory .....	3
ENG 331 Contemporary Film and Media Theory .....	3
ENG 332 Historical Approaches to Film .....	3
ENG 333 Studies in Film Genres (D) .....	3
JRN 445 Images and Messages .....	3
JRN 472 Special Topics Laboratory in Environmental Reporting ..	3
3. Complete 5 to 7 credits from one of the following areas:	
<b>Audio</b>	
TC 343 Basic Audio Production .....	3
TC 443 Audio Industry Design and Management (W) .....	3
<b>Broadcast News</b>	
JRN 306 Introduction to Radio and TV News .....	3
JRN 403 TV News .....	3
<b>Digital Video</b>	
One of the following, either (1) or (2):	
(1) CAS 201 Audio and Video in Media Settings I .....	1
CAS 202 Audio and Video in Media Settings II .....	1
TC 341 Film Style Production for Cinema and Television ...	3
(2) TC 391 Special Topics .....	6
Telecommunication 391 must contain content specific to documentary studies to meet this requirement. Students should contact the advisor for the specialization.	
<b>Feature Writing</b>	
JRN 300 Writing and Reporting News (W) .....	3
JRN 432 Feature Writing and Long-Form Storytelling .....	3
<b>Multimedia</b>	
WRA 210 Introduction to Web Authoring .....	3
WRA 417 Multimedia Writing .....	4
<b>Photography</b>	
One of the following, either (1) or (2):	
(1) JRN 310 Photojournalism .....	3
JRN 410 Photojournalism and Documentary Photography ...	3
(2) JRN 483 Photo Communication in Europe .....	6
<b>Web</b>	
Two of the following courses:	
TC 331 Introduction to Interactive Media Design .....	3
TC 349 Client-Side Web Development .....	3
WRA 210 Introduction to Web Authoring .....	3
<b>Writing</b>	
ENG 223 Introduction to Creative Non-Fiction Writing .....	3
ENG 423 Advanced Creative Non-Fiction Writing .....	3
4. The following capstone course (3 credits):	
TC 411 Collaborative Documentary Design and Production ...	3

Upon completion of the requirements for the Specialization in Documentary Studies, the student should contact the Chairperson of the Department of Telecommunication, Information Studies and Media to request certification for the completion of the specialization. After the certification is approved by the Chairperson of the Department of Telecommunication, Information Studies and Media and the Dean of the College of 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.

**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 game design and development. 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 Media Arts and Technology 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 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 advisor for the game design and development specialization must approve the student's program of study.

**Prerequisites**

*Computer Science Majors*

CSE 231 Introduction to Programming I .....	4
CSE 232 Introduction to Programming II .....	4
CSE 331 Algorithms and Data Structures .....	3

*Studio Art Majors*

STA 110 Drawing I .....	3
STA 111 Drawing II .....	3
STA 360 Graphic Design I: Graphic Form .....	3

*Media Arts and Technology Majors*

CAS 111 The Digital Image .....	2
CAS 112 Story, Sound, and Motion .....	2
TC 247 Three-Dimensional Modeling and Design .....	3
TC 331 Introduction to Interactive Media Design .....	3

**Requirements for the Specialization in Game Design and Development**

Complete all of the following courses (12 credits):

	CREDITS
TC 445 Game Design and Development I .....	3
TC 455 Game Design and Development II .....	3
TC 497 Game Design Studio .....	3
TC 498 Collaborative Game Design (W) .....	3

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.

**SPECIALIZATION IN INFORMATION AND COMMUNICATION TECHNOLOGY FOR DEVELOPMENT**

The Specialization in Information and Communication Technology for Development focuses on the role of information and communication technology in fostering economic, social, and environmental change in developing countries. Students will gain a theoretical and practical background in the challenges and opportunities for deploying information and communication technology infrastructure. The program culminates in a field-based experience during which students implement an innovative project in a developing country as part of a study abroad program or execute a project in an underprivileged rural or urban region of the United States.

The Specialization in Information and Communication Technology for Development is administered by the Department of Telecommunication, Information Studies and Media and is available as an elective to students who are enrolled in bachelor's degree programs at Michigan State University from the College of Communication Arts and Sciences, and from the College of Engineering. Preference will be given to students in the College of Communication Arts and Sciences and in the College of Engineering. As space permits, students from other colleges desiring the specialization will be considered on an individual basis.

The specialization is open to sophomores, juniors, or seniors in good academic standing.

Students who are interested in the specialization must submit an application essay describing their interest in the specialization and any applicable prior course work or work experience. Applications must be submitted by the second week of the fall or spring semester. Students accepted into the program may begin in either the following fall or spring semester.

With the approval of the department or school and college 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 student's program of study must be approved by the student's academic advisor for the specialization.

**Requirements for the Specialization in Information and Communication Technology for Development**

Students must complete a minimum of 15 credits selected from the following:

	CREDITS
1. Two of the following courses (6 credits):	
CSE 422 Computer Networks	3
CSE 425 Introduction to Computer Security	3
CSE 429 Interdisciplinary Topics in CyberSecurity	3
CSE 471 Media Processing and Multimedia Computing	3
ECE 404 Radio Frequency Electronic Circuits	4
ECE 442 Introduction to Communication Networks	3
ECE 457 Communication Systems	3
ECE 458 Communication Systems Laboratory	1
TC 201 Introduction to Media and Communication Technology	3
TC 359 Server-Side Web Development	3
TC 361 Information and Communication Technology Management	3
TC 349 Client-Side Web Development	3
TC 362 Web Administration	3
TC 462 Social Computing (W)	3
TC 472 Electronic Commerce (W)	3
Students may not select both Computer Science and Engineering 422 and Electrical and Computer Engineering 442 as these are equivalent courses.	
2. One of the following courses (3 or 4 credits):	
ANP 322 Peasants and Social Change in the Developing World	3
ANP 414 Anthropology of South Asia	3
COM 391 Topics in Verbal, Intercultural, or Gender Communication	4
COM 399 Special Topics in Communication	3
EC 310 Economics of Developing Countries	3
EC 412 Economic Analysis of Latin America	3
EC 413 Economic Analysis of Asia	3
EC 414 Economic Analysis of Sub-Saharan Africa	3
GEO 335 Geography of Latin America	3
GEO 337 Geography of Asia-Pacific (I)	3

GEO 338	Geography of Africa	3
ISS 315	Global Diversity and Interdependence (I)	4
ISS 330A	Africa: Social Science Perspectives (I)	4
ISS 330B	Asia: Social Science Perspectives (I)	4
ISS 330C	Latin America: Social Science Perspectives (I)	4
MC 320	Politics, Society, and Economy in the Third World	4
SOC 362	Developing Societies	3
Students selecting Communication 391 or 399 to fulfill this requirement must enroll in a section on intercultural or international communication.		
3.	The following course (3 credits):	
TC 480	Information and Communication Technologies for Development	3
4.	The following course (3 credits):	
TC 488	Information and Communication Technology Global Corps	3
Students should meet with the advisor for the specialization to determine which of the region-specific sections will most effectively prepare them for field work.		

Upon completion of the requirements of the Specialization in Information and Communication Technology for Development, the student should contact the advisor for the specialization and request certification for the specialization. After the certification is approved by the Dean of 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 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 design or for further study at the doctoral level. Upon completion of this degree program graduates should possess a broad disciplinary base in the theory, methods, technology, design, and management of telecommunication, information, and media systems in business and society.

The student's degree program must be approved by the student's advisor and the Director of Master of Arts Studies. Both Plan A (with thesis) and Plan B (without thesis) are available to all students. There are two Plan B options: a comprehensive examination or a project.

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 Web site *www.tism.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.

At least one course from each of the five core competencies of theory, methods, design, technology, and management is required. No single course may count in more than one area for any individual student.

Students should consult the Master of Arts Handbook for a current listing of courses that fulfill the core competency requirements. Not more than 6 elective credits may be taken from outside the college except through joint programs such as the Management of Information Technology Option or the Graduate Specialization in Cognitive Science. 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 Master of Arts degree in Telecommunication, Information Studies and Media.

Plan A (with thesis) students are required to take 4 to 6 credits of TC 899 Master's Thesis Research.

Plan B (without thesis) students are required to take 4 to 6 credits of TC 843 Digital Media Project.

**GRADUATE SPECIALIZATION IN MANAGEMENT OF INFORMATION TECHNOLOGY**

The Graduate Specialization in Management of Information Technology, which is administered by the Department of Telecommunication, Information Studies and Media, is available to students

enrolled in the Master of Arts degree in Telecommunication, Information Studies and Media. With the approval of the student's academic advisor, courses that are used to satisfy the requirements for the specialization may also be used to satisfy the requirements for the master's degree.

The specialization is intended for students who want to study the management of information technology, based upon a cooperation between the Department of Telecommunication, Information Studies and Media, and the Department of Accounting and Information Systems in the Eli Broad College of Business.

The specialization is designed to provide multiple perspectives on how information and communication technology affect the workplace, and how these technologies can be implemented in effective ways. Students will train for roles in organizations where they will be designing, implementing and evaluating information and communication technology. Areas of focus include business processes, the interaction of social and technical systems within organizations, design of information technology systems, and evaluation of technology within organizations.

**Admission**

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

**Requirements for the Graduate Specialization in Management of Information Technology**

CREDITS

Students must complete 15 credits from the following:

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 the 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 specialization. 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 specialization 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.