



College of COMMUNICATION ARTS and SCIENCES

Prabu David, 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 during a time of exciting changes brought about by information and communication technologies. By embracing change, we prepare tomorrow's global communicators to solve problems throughout the world. From neurons to nations, faculty in our college examine communication at various levels to create and share new knowledge. Our classrooms extend beyond the four walls to the entire globe and our faculty and students, widely recognized as some of the best in the world, play an integral role in shaping the future of communication.

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

1. To offer students a clear understanding of the role of communication and media in society.
2. To provide specialized skills in a student's chosen area within the college.
3. To conduct communication research and creative activities, and to apply these results to benefit society.
4. To offer all students at the university the opportunity to learn and apply the processes and techniques of communication.

The college includes the departments of Advertising and Public Relations; Communicative Sciences and Disorders; Communication; Media and Information; and the School of Journalism. These academic units offer programs leading to the Bachelor of Arts, Bachelor of Science, Master of Arts, and Doctor of Philosophy degrees.

Undergraduate students may complete an additional major, to prepare for desired careers. 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 Neighborhood Student Success Collaborative. 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 sophomore standing (28 credits), their academic records are evaluated to determine if they meet the requirements for admission into the college.

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 may elect the *Minor in Environmental and Sustainability Studies*. For additional information, refer to the statement on *Minor in Environmental and Sustainability Studies* in the *College of Natural Science* section of this catalog.

Students who are enrolled in bachelor's degree programs in the College of Communication Arts and Sciences may elect a *Minor in Fiction Film Production*. For additional information, refer to the

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

Admission to the College of Communication Arts and Sciences

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

The minimal college criteria for admission to any of the majors in the college are:

1. Completion of at least 28 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 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 Communicative Sciences and Disorders.

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, Art History, and Design 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 and Public Relations; the Department of Art, Art History, and Design; 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, Art History, and Design 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, Art History, and Design</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 |

COLLEGE OF COMMUNICATION ARTS AND SCIENCES 3 + 3 OPTION

The College of Communication Arts and Sciences, in collaboration with the MSU College of Law, offers an opportunity for selected College of Communication Arts and Sciences students to earn a baccalaureate degree after satisfactory completion of a minimum of 91 credits at Michigan State University in a major of Advertising, Communication, Journalism, or Media and Information, and a minimum of 29 credits through subsequent enrollment at the Michigan State University College of Law. Students interested in this option should consult with their college academic advisor during their first year in the college.

Admission to the MSU College of Law component of this program is limited to a small number of students who complete the specified university and college requirements and who earn a grade-point average and LSAT score that is acceptable for admission to the Michigan State University College of Law.

All students in this program will complete a minimum of 91 credits at Michigan State University in a major of Advertising, Communication, Journalism, or Media and Information. The requirements for the program are as follows:

1. Completion of all the university-level graduation requirements, including integrative studies, writing, and mathematics.
2. Completion of the College of Communication Arts and Sciences college-level graduation requirements including Tier II writing, 31 credits outside of the college, and at least 11 credits at the 300-400 level.
3. Completion of the department-level requirements for a bachelor's degree in Advertising, Communication, Journalism or Media and Information.

4. Completion of a minimum of 29 credits at the Michigan State University College of Law

Upon satisfactory completion of the specified 120 credits, students in this program will be eligible for the baccalaureate degree and may apply for conferral of their degree.

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, and a Master of Arts degree in Strategic Communication. In addition, the college offers programs leading to the Doctor of Philosophy degree in Communicative Sciences and Disorders, in Communication, and in Information and Media. 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.

Graduate programs are designed to prepare students to effectively communicate 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 the College of 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 bachelor's degree programs in advertising, communication, journalism, and media and information may pursue a linked bachelor's-master's degree in health and risk communication.

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 <https://grad.msu.edu/CCTP>.

Master of Arts and Master of Science

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

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Graduate Study

Admission

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

Requirements for the Degree

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

1. 51 credits are required for the master's degree in communicative sciences and disorders;
2. 33 credits are required for the master's degree in health communication.

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

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

Doctor of Philosophy

For students taking the Doctor of Philosophy program in the College of Communication Arts and Sciences, there are four options—Audiology and Speech Sciences, Communication, Information and Media, and Retailing. The Information and Media 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.

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://comartsci.msu.edu/academics/academic-departments/advertising-public-relations-communication-journalism-media>.

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. | |

STRATEGIC COMMUNICATION

Master of Arts

The Master of Arts degree in Strategic Communication is designed for working professionals seeking to enhance their knowledge and skills in the creation and management of digital communication including organizational messaging, news and information, fundamental communication processes, and new technologies. The program is available only online.

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

Applications for admission to the program are reviewed by faculty who look for indications of a high probability of success. Such indications include a high level of academic performance, experience with educational technology, and consistency of professional goals with the objectives of the program.

To be considered for admission to the program, an applicant must:

1. have earned a bachelor's degree from a recognized, accredited educational institution.
2. submit both departmental and university application forms.

3. present evidence of competency in English through TOEFL, IELTS, or MELAB scores if English is not the first language.
4. submit three of letters of recommendation.
5. submit official transcripts from all colleges and universities attended.
6. submit a resume.

Requirements for the Master of Arts Degree in Strategic Communication

The program is available only under Plan B (without thesis), and a minimum of 30 credits is required for the degree. The student must meet the requirements specified below.

| | CREDITS |
|--|---------|
| 1. All of the following core courses (15 credits): | |
| CAS 828 Persuasion Techniques for Working Professionals | 3 |
| CAS 829 Evaluation Techniques for Working Professionals | 3 |
| CAS 832 Strategic Message Development | 3 |
| CAS 842 Professional Communication Ethics | 3 |
| CAS 844 Capstone/Practicum | 3 |
| 2. Complete 15 credits from the following courses: | |
| CAS 827 Digital Media Strategies | 3 |
| CAS 831 Digital Content Creation, Curation and Promotion | 3 |
| CAS 833 Crisis Communication | 3 |
| CAS 835 Branding and Image Communication | 3 |
| CAS 837 Catalyst Thinking in the C-Suite | 3 |
| CAS 838 Organizational Communication for Leaders and Entrepreneurs | 3 |
| CAS 839 Media Analytics for Communication Professionals | 3 |
| CAS 840 Audience Analytics | 3 |
| CAS 841 Social Media Storytelling | 3 |
| Other courses may be considered with approval by the student's academic advisor. | |
| 3. Completion of a final examination or evaluation. | |

DIGITAL MEDIA

The Graduate Certificate in Digital Media is designed for working professionals seeking to expand and enhance their knowledge and skills in content creation, curation, branding communication and media strategies. The certificate program exposes students to the state of the art technology, application and communication theories. The graduate certificate is available only online.

Admission

To be considered for admission into the Graduate Certificate in Digital Media, applicants must have completed a bachelor's degree.

Requirements for the Graduate Certificate in Digital Media

| | CREDITS |
|--|---------|
| Students must complete 9 credits from the following courses: | |
| CAS 827 Digital Media Strategies | 3 |
| CAS 831 Digital Content Creation, Curation and Promotion | 3 |
| CAS 835 Branding and Image Communication | 3 |

MEDIA ANALYTICS

The Graduate Certificate in Media Analytics introduces basic concepts, processes and uses of media analytics. It explores the rise and characteristics of big data, data acquisition about audiences, media consumption, and response to advertising. The course work covers statistical concepts related to media analytics, including an understanding of probability based sampling, censuses, and random assignment. The certificate also provides students with strategies and tactics for turning data into plain language, to inform advertising, public relations, and business decisions. It further explores the process of translating data into advertising and public relations messages, using data to compellingly and clearly report the results of advertising and public relations activities. The graduate certificate is available only online.

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Graduate Study

Admission

To be considered for admission into the Graduate Certificate in Media Analytics, applicants must have completed a bachelor's degree.

Requirements for the Graduate Certificate in Media Analytics

Students must complete 9 credits from the following courses:

| | CREDITS |
|--|---------|
| CAS 839 Media Analytics for Communication Professionals..... | 3 |
| CAS 840 Audience Analytics | 3 |
| CAS 841 Social Media Storytelling | 3 |

ORGANIZATIONAL COMMUNICATION FOR LEADERSHIP

The Graduate Certificate in Organizational Communication for Leadership assists students in expanding their knowledge and skill sets as they relate communication change efforts, managing conflict, facilitating effective employee evaluations, motivating employees, and socializing new hires for integration into productive work teams. The graduate certificate is available only online.

Admission

To be considered for admission into the Graduate Certificate in Organizational Communication for Leadership, applicants must have completed a bachelor's degree.

Requirements for the Graduate Certificate in Organizational Communication for Leadership

Students must complete 9 credits from the following courses:

| | CREDITS |
|--|---------|
| CAS 833 Crisis Communication | 3 |
| CAS 837 Catalyst Thinking in the C-Suite | 3 |
| CAS 838 Organizational Communication for Leaders and Entrepreneurs | 3 |

MEDIA AND INFORMATION STUDIES

Graduate Specialization

The Graduate Specialization in Media and Information Studies, which is administered by the College of Communication Arts and Sciences, provides students the opportunity to pursue advanced studies leading to a teaching or professional research career in the fields of advertising, journalism, public relations or telecommunication, information studies and media.

The graduate specialization is available as an elective to students who are enrolled in master's or doctoral degree programs at Michigan State University. With the approval of the department and college that administers the student's degree program, the courses that are used to satisfy the graduate specialization may also be used to satisfy the requirements for the master's or doctoral degree.

Students who plan to complete the requirements for the graduate specialization should consult the graduate advisor for the specialization in the College of Communication Arts and Sciences. Students will apply to the specialization in writing and provide a plan of study form prior to admission to the specialization.

Requirements for the Graduate Specialization in Media and Information Studies

| | CREDITS |
|--------------------------------------|---------|
| 1. The following course (3 credits): | |

| | |
|--|--------|
| ADV 975 Quantitative Research Design | 3 |
| 2. One of the following courses (3 credits): | |
| CAS 992 Doctoral Seminar | 3 |
| JRN 921 Media Theory | 3 |
| TC 960 Media and Technology | 3 |
| 3. One of the following courses (3 credits): | |
| JRN 916 Qualitative Research Methods | 3 |
| TC 985 Advanced Quantitative Analysis for Media | 3 |
| 4. An independent study research project in consultation with the student's academic advisor. | 3 to 6 |

A grade of 3.0 must be obtained in each course to complete the specialization.

Doctor of Philosophy

The interdepartmental doctoral program in Information and Media 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 Information and Media 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.

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 Information and Media

The student must meet the requirements specified below:

| | CREDITS |
|---|---------|
| 1. Theory. Complete all of the following (9 credits): | |
| a. The following course (3 credits): | |
| ADV 900 Theory Building in Media and Information Studies . | 3 |
| b. Two of the following courses (6 credits): | |
| ADV 921 Media Theory | 3 |
| CAS 992 Doctoral Seminar | 3 |
| MI 960 Media and Technology | 3 |
| Only one enrollment in a 'theory' designated section of CAS 992 may count towards the Theory requirement. | |
| 2. Research Methods. Complete all of the following (15 credits): | |
| a. The following course (3 credits): | |
| MI 975 Quantitative Research Design | 3 |
| b. One of the following courses (3 credits): | |
| JRN 916 Qualitative Research Methods | 3 |
| MI 985 Advanced Quantitative Analysis for Media | 3 |

- c. Complete 9 credits of electives in research methods as approved by the student's academic advisor.
- 3. **Concentration.** Complete six courses from an area of concentration selected in consultation with the student's guidance committee (18 credits).
- 4. Complete 24 credits of CAS 999 Doctoral Dissertation Research.
- 5. Prepare and successfully defend the doctoral dissertation.

DEPARTMENT of ADVERTISING and PUBLIC RELATIONS

Teresa Mastin, Chairperson

The Department of Advertising and Public Relations 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 a Doctor of Philosophy degree program in the College of Communication Arts and Sciences.

UNDERGRADUATE PROGRAM

While all those in the advertising field share a common orientation and a core knowledge base, within the industry there are a wide number of roles requiring specialized knowledge. These specialties can roughly be divided into the artistic functions known within the field as advertising creative and the strategic/managerial functions. The department offers two degrees, a Bachelor of Arts in Advertising Creative and a Bachelor of Science in Advertising Management, sharing a similar core, but allowing students to choose the degree that best fits their own professional aspirations. In addition, a Minor in Advertising Analytics and a Minor in Public Relations are available.

ADVERTISING CREATIVE

The undergraduate advertising creative program prepares students to work in advertising and related industries, as art directors and/or copywriters. Promotional communication businesses, like advertising, demand a variety of skilled employees, including those who develop the messaging strategy, those who study the intended audience for the message, those who decide the best channel of communication to reach that audience, and those who actually compose the look, the wording and, if appropriate, the sounds of the message. The advertising creative program is focused on those who actually create the advertisement.

Students receive a broad liberal arts background, as well as a strong overview of the advertising process that provides them with an understanding of the strategy, research, and other functions necessary to effective advertising. However, greater depth of training is dedicated to helping students develop advertising art direction and copywriting skills. Over the course of the program, students develop a portfolio of their work, to help them in seeking

employment upon graduation. These skills enable students to find work not only in advertising, but also in the fields of direct marketing, sales promotion, public relations, web design, electronic commerce, and more.

Internships and other cooperative educational opportunities are encouraged in the program. Co-curricular activities include multiple student clubs, as well as national student competitions. Study abroad programs provide ways for students to gain experience that enhance and reach outside of the classroom, further advancing their employment opportunities.

Admission

Enrollment in the advertising creative program is limited. In addition to the university and college requirements, students must complete Advertising 205, and Psychology 101 with a combined minimum grade-point average of 2.00.

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

The ability of the advertising creative 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 creative major.

Requirements for the Bachelor of Arts Degree in Advertising Creative

1. The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of the catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Advertising Creative.
 The University's Tier II writing requirement for the Advertising Creative major is met by completing Advertising 486. That course is referenced in item 3. a. below.
2. The requirements of the College of Communication Arts and Sciences for the Bachelor of Arts degree.
3. The following requirements for the major.

| | | | CREDITS |
|----|--|--------|---------|
| a. | All of the following core courses: | | 20 |
| | ADV 205 Principles of Advertising | 3 | |
| | ADV 210 Concept Development | 1 | |
| | ADV 245 Multimedia Commercial Production | 3 | |
| | ADV 330 Advertising Management | 3 | |
| | ADV 342 Account Planning and Research | 3 | |
| | ADV 450 Portfolio Presentation | 1 | |
| | ADV 475 Advertising and Society | 3 | |
| | ADV 486 Integrated Campaigns (W) | 3 | |
| | The completion of Advertising 486 satisfies the capstone/synthesis requirement for the advertising creative major. | | |
| b. | Both of the following courses (6 credits): | | |
| | CAS 110 Creative Thinking | 3 | |
| | CAS 112 Story, Sound and Motion | 3 | |
| c. | Two of the following courses (2 credits): | | |
| | 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 | |
| d. | One of the following concentrations (15 or 16 credits): | | |
| | Art Direction (15 credits) | | |
| | ADV 222 Introduction to Copywriting | 3 | |
| | or | | |
| | ADV 225 Writing for Public Relations | 3 | |
| | ADV 224 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 | |
| | Copywriting (15 to 16 credits) | | |
| | ADV 222 Introduction to Copywriting | 3 | |
| | ADV 225 Writing for Public Relations | 3 | |
| | ADV 322 360-degree Copywriting | 3 | |
| | ADV 422 Advanced Copywriting: Creating Experiences | 3 | |
| | Additional writing class from a list of approved courses as approved by the advisor | 3 or 4 | |
| e. | Both of the following courses: | | 7 |
| | MKT 327 Introduction to Marketing | 3 | |
| | PSY 101 Introductory Psychology | 4 | |

ADVERTISING MANAGEMENT

The Bachelor of Science degree in Advertising Management provides the educational background necessary for students aspiring to become account managers, account planners, media planners, media researchers or a variety of other more managerial-oriented positions. The program focuses on developing students' strategic thinking, along with more research-oriented and analytical skills.

Internships and other cooperative educational opportunities are encouraged in the program. Students may also choose to pursue the departmental minors in Advertising Analytics or Public Relations and a number of other minors including: Entrepreneurship and Innovation, Retail Management, Sales Leadership, or Sports Business Management, which are particularly relevant for Advertising Management majors.

Co-curricular activities include multiple student advertising and public relations clubs, as well as national student competitions. Study abroad programs provide ways for students to gain experience that enhance and reach outside of the classroom, further advancing their employment opportunities upon graduation.

Admission

Enrollment in the Advertising Management program is limited. In addition to the university and college requirements, students must complete Advertising 205 and Psychology 101 with a combined minimum grade-point average of 2.00.

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

The ability of the Advertising Management 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 for admission to the Advertising Management major.

Requirements for the Bachelor of Science Degree in Advertising Management

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 Science degree in Advertising Management. The University's Tier II writing requirement for the Advertising Management major is met by completing Advertising 486. That course is referenced in item 3. a. below.
2. The requirements of the College of Communication Arts and Sciences for the Bachelor of Science degree.
3. The following requirements for the major:

CREDITS

- a. All of the following core courses (31 credits):
 - ADV 205 Principles of Advertising 3
 - ADV 225 Writing for Public Relations 3
 - ADV 330 Advertising Management 3
 - ADV 342 Account Planning and Research 3
 - ADV 350 Advertising Media Planning and Strategy 3
 - ADV 375 Consumer Behavior 3
 - ADV 413 Issues in Contemporary Advertising 1
 - ADV 442 Digital Analytics 3
 - ADV 475 Advertising and Society 3
 - ADV 486 Integrated Campaigns (W) 3
 - CAS 110 Creative Thinking 3

The completion of Advertising 486 satisfies the capstone/synthesis requirement for the Advertising Management major.
- b. Complete 6 credits from the following courses in consultation with an advisor. Students are encouraged to choose a minor that adds depth to their major while selecting courses that will count towards the minor.
 - ADV 260 Principles of Public Relations 3
 - ADV 325 Public Relations Techniques and Ethics 3
 - ADV 334 International Advertising 3
 - ADV 352 Media Sales 3
 - ADV 360 Advanced Sales Communication 3
 - ADV 386 Campaign Competition 3
 - ADV 402 Public Relations Topics in Advertising 1 to 3
 - ADV 420 New Media Driver's License 3
 - ADV 425 Public Relations Strategy 3

- ADV 430 Social Marketing: Strategy and Practice 3
 - ADV 431 Monitoring and Measuring Social Media of Brands 3
 - ADV 432 Digital Media Planning and Buying 3
 - ADV 433 Internet Video Promotion Strategy 3
 - ADV 436 Promotions and Sponsorships 3
 - ADV 445 Programmatic Media and Buying 3
 - ADV 456 Interactive Advertising Management Strategy 3
 - ADV 481 Retail Strategy Analysis 3
 - ADV 492 Special Topics in Advertising 1 to 3
 - ADV 490 Independent Study 1 to 3
 - or
 - ADV 493 Advertising and Public Relations Internship 1 to 3
 - or
 - ADV 494 Practicum in Research/Creative Works and Instruction 1 to 3
 - BUS 190 The Art of Starting 3
 - CAS 114 Creativity and Innovation Entrepreneurship 3
 - COM 402 Public Relations Topics in Communication 1 to 3
 - JRN 402 Public Relations Topics in Journalism 1 to 3
 - MGT 325 Management Skills and Processes 3
- A maximum of 3 credits in ADV 490 or 493 or 494 may be used to fulfill this requirement.
- c. All of the following courses (10 credits):
 - ACC 201 Principles of Financial Accounting 3
 - or
 - ACC 230 Survey of Accounting Concepts 3
 - MKT 327 Introduction to Marketing 3
 - PSY 101 Introductory Psychology 4

MINOR IN ADVERTISING ANALYTICS

The Minor in Advertising Analytics, which is administered by the Department of Advertising and Public Relations, is designed to enable students who are true problem-solvers to exercise their intellectual curiosity to find insights and answers in databases and real-time streaming data. In today's industry, those who not only understand, but also can strategically activate data, will have opportunities to advance more quickly as an advertising account executive, media planner, media sales representative, and more, moving into specialized roles as programmatic advertising specialists or digital advertising analysts.

The minor is available to students who are enrolled in the Advertising Management major at Michigan State University. Limited enrollment may be made available to other majors upon request. With the approval of the department and college that administer the student's degree program, the courses that are used to satisfy the minor may also be used to satisfy the requirements for the bachelor's degree.

To be considered for admission, a student must have been formally admitted to the Advertising Management major. Admission to the minor is competitive. Students must be enrolled in or have completed Advertising 350 (Advertising Media Planning and Strategy) and have demonstrated mastery of course content by providing their midterm or final grade in the course. Other admission criteria include overall grade-point average, work experience, and a statement of interest. Each student's application package will be rank ordered. Students may be admitted provisionally contingent on their performance in Advertising 350.

Students who plan to apply to the program should complete an application after the midterm in Advertising 350 and submit it to the Advertising Analytics coordinator in the Department of Advertising and Public Relations.

Requirements for the Minor in Advertising Analytics

Complete 18 credits from the following:

CREDITS

1. All of the following courses (12 credits):
 - ADV 442 Digital Analytics 3
 - ADV 445 Programmatic Media and Buying 3
 - ADV 456 Interactive Advertising Management Strategy 3
 - MI 250 Introduction to Applied Programming 3
2. Complete 6 credits from the following courses:
 - ADV 420 New Media Driver's License 3
 - ADV 431 Monitoring and Measuring Social Media of Brands 3
 - ADV 432 Digital Media Planning and Buying 3
 - ADV 433 Internet Video Promotion Strategy 3
 - MI 220 Methods for Understanding Users 3
 - MI 320 Reasoning with Data 3

MINOR IN PUBLIC RELATIONS

The Minor in Public Relations, which is administered by the Department of Advertising and Public Relations is available to students majoring in Advertising, Communication, Environmental Studies and Sustainability, Journalism, James Madison, and Professional Writing. 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 minor may also be used to satisfy the requirements for the bachelor's degree.

The minor is designed to provide an 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 minor if they:

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

To apply, students must submit an application stating their interest in the minor. Applications are due by the tenth week of the semester. If the number of applicants meeting the basic 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 Minor in Public Relations

The students must complete the following (14 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: | 3 or 4 |
| ADV 486 Integrated Campaigns | 3 |
| 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 |

LINKED BACHELOR'S-MASTER'S DEGREE IN ADVERTISING

Bachelor of Arts Degree in Advertising Creative Master of Arts Degree in Advertising

The department welcomes applications from Michigan State University undergraduate Advertising Creative majors with at least 86 credits. Admission applications must be made prior to the final semester as an Advertising Creative 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 Advertising and Public Relations and an approved program of study for the master's degree at the time of admission. 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, is 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.

LINKED BACHELOR'S-MASTER'S DEGREE IN ADVERTISING

Bachelor of Science Degree in Advertising Management Master of Arts Degree in Advertising

The department welcomes applications from Michigan State University undergraduate Advertising Management majors with at least 86 credits. Admission applications must be made prior to the final semester as an Advertising Management 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 Advertising and Public Relations and an approved program of study for the master's degree at the time of admission. 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, is 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.

LINKED BACHELOR'S-MASTER'S DEGREE IN HEALTH AND RISK COMMUNICATION

Bachelor of Arts Degree in Advertising Creative Master of Arts Degree in Health and Risk Communication

The department welcomes applications from Michigan State University undergraduate Advertising Creative majors with at least 86 credits. Admission applications must be made prior to the final semester as a Advertising Creative undergraduate. The number of students admitted to this linked program will be limited by availability. 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 Advertising and Public Relations or Health and Risk Communication faculty, a resume, and an approved program of study for the master's degree at the time of admission. It is recommended that students complete a special topic in the area of health and risk communication through COM 399 Special Topics. 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, is 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.

LINKED BACHELOR'S-MASTER'S DEGREE IN HEALTH AND RISK COMMUNICATION

Bachelor of Science Degree in Advertising Management Master of Arts Degree in Health and Risk Communication

The department welcomes applications from Michigan State University undergraduate Advertising Management majors with at least 86 credits. Admission applications must be made prior to the final semester as an Advertising Management 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 Advertising and Public Relations and an approved program of study for the master's degree at the time of admission. 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, is 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.

LINKED BACHELOR'S-MASTER'S DEGREE IN PUBLIC RELATIONS

Bachelor of Arts Degree in Advertising Creative Master of Arts Degree in Public Relations

The department welcomes applications from Michigan State University undergraduate Advertising Creative majors with at least 86 credits. Admission applications must be made prior to the final semester as an Advertising Creative 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 Advertising and Public Relations and an approved program of study for the master's degree at the time of admission. 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, is 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.

LINKED BACHELOR'S-MASTER'S DEGREE IN PUBLIC RELATIONS

Bachelor of Science Degree in Advertising Management Master of Arts Degree in Public Relations

The department welcomes applications from Michigan State University undergraduate Advertising Management majors with at least 86 credits. Admission applications must be made prior to the final semester as an Advertising Management 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 Advertising and Public Relations and an approved program of study for the master's degree at the time of admission. 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, is 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

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

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 social media, management, media planning, consumer behavior, social marketing, or research.

Both master's degree programs are available under either Plan A (with thesis) or Plan B (without thesis). Early in their studies, students need to work with their advisors to decide which plan best fits their personal and professional goals.

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.

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.

To be admitted to either the Master of Arts degree in Advertising or the Master of Arts degree in Public Relations, the applicant must submit:

1. a Graduate School application.
2. an official copy of all transcripts.
3. three letters of recommendation.

4. a statement of purpose outlining academic and professional goals.
5. a personal background statement.
6. Graduate Record Examination (GRE) scores.
7. Test of English as a Foreign Language (TOEFL) scores, if applicable.
8. a resume.

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 necessary before students can begin graduate study. Students without adequate background will be required to remedy significant deficiencies through collateral course work or individual study.

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 Theories | 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 830 Seminar in Social Marketing | 3 |
| ADV 836 Media Innovations | 3 |
| ADV 843 Strategic Brand Communication | 3 |
| ADV 846 Media Strategy | 3 |
| ADV 870 International Advertising | 3 |
| ADV 890 Independent Study | 1 to 6 |
| ADV 892 Special Topics | 3 to 9 |
| ADV 893 Internship | 1 to 3 |
| Not more than 6 credits in ADV 890 and ADV 893 combined may be counted toward the requirements for the Master of Arts degree in Advertising. | |
| 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 830 Seminar in Social Marketing | 3 |
| ADV 836 Media Innovations | 3 |
| ADV 843 Strategic Brand Communication | 3 |
| ADV 846 Media Strategy | 3 |
| ADV 870 International Advertising | 3 |
| ADV 890 Independent Study | 1 to 6 |
| ADV 892 Special Topics | 3 to 9 |
| ADV 893 Internship | 1 to 3 |
| Not more than 6 credits in ADV 890 and ADV 893 combined may be counted toward the requirements for the Master of Arts degree in Advertising. | |

The final certifying experience is a poster presentation during the semester of graduation.

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.

| | |
|---|----|
| Requirements for Both Plan A and Plan B: | 15 |
| 1. All of the following courses: | |

| | |
|---|---|
| ADV 850 Public Relations Management | 3 |
| ADV 855 Public Relations Theories | 3 |
| ADV 860 Media Relations | 3 |
| COM 803 Introduction to Quantitative Research Methods | 3 |
| MKT 805 Marketing Management | 3 |

Additional Requirements for Plan A:

1. The following course (4 to 6):
- ADV 899 Master's Thesis Research
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 823 Consumer Behavior Theories | 3 |
| ADV 830 Seminar in Social Marketing | 3 |
| ADV 836 Media Innovations | 3 |
| ADV 843 Strategic Brand Communication | 3 |
| ADV 846 Media Strategy | 3 |
| ADV 865 Advertising and Society | 3 |
| ADV 890 Independent Study | 1 to 6 |
| ADV 892 Special Topics | 3 to 9 |
| ADV 893 Internship | 1 to 3 |

Additional Requirements for Plan B:

1. Fifteen additional credits, from the courses listed below, or other courses, as approved by the student's academic advisor:
- | | |
|---|--------|
| ADV 823 Consumer Behavior Theories | 3 |
| ADV 830 Seminar in Social Marketing | 3 |
| ADV 836 Media Innovations | 3 |
| ADV 843 Strategic Brand Communication | 3 |
| ADV 846 Media Strategy | 3 |
| ADV 865 Advertising and Society | 3 |
| ADV 890 Independent Study | 1 to 6 |
| ADV 892 Special Topics | 3 to 9 |
| ADV 893 Internship | 1 to 3 |
- Not more than 6 credits in ADV 890 and ADV 893 combined may be counted toward the requirements for the Master of Arts degree in Public Relations.

The final certifying examination is a written examination.

DEPARTMENT of COMMUNICATIVE SCIENCES and DISORDERS

Dimitar Deliyski, Chairperson

UNDERGRADUATE PROGRAM

The Department of Communicative Sciences and Disorders (CSD) brings together a faculty of some of the world's leading experts who work in state-of-the-art laboratories to "advance knowledge and transform lives" of people with communication disorders. The department offers a nationally accredited master's and doctoral program that prepares students for exciting careers in research, teaching, administration or in the clinic. A Minor in Communicative Sciences and Disorders, with several online offerings, is available for undergraduate preparing for graduate study.

MINOR IN COMMUNICATIVE SCIENCES AND DISORDERS

The Minor in Communicative Sciences and Disorders assists students in acquiring understanding of both normal and disordered aspects of speech, language, and hearing; and knowledge and skills regarding the diagnosis and treatment of communication disorders. Speech, language, and hearing disorders can occur at any time over the lifespan and are among the most common challenges faced by the elderly. Completion of the minor provides

COMMUNICATION ARTS AND SCIENCES
Department of Communicative Sciences and Disorders

preparation required for admission to graduate study in communication disorders.

The minor is available as an elective to students who are enrolled in bachelor's degree programs at Michigan State University. With the approval of the department and college that administers the student's degree program, the courses that are used to satisfy the minor may also be used to satisfy the requirements for the bachelor's degree.

Students who plan to complete the requirements for the minor should consult an undergraduate advisor in the department.

Requirements for the Minor in Communicative Sciences and Disorders

| | | |
|---|---|---------|
| Students must complete 21 credits from the following: | | CREDITS |
| CSD 213 | Anatomy and Physiology of the Speech and Hearing Mechanisms | 3 |
| CSD 303 | Fundamentals of Hearing | 3 |
| CSD 313 | Speech Science | 3 |
| CSD 333 | Oral Language Development | 3 |
| CSD 364 | Speech and Language Disorders and their Evaluation | 3 |
| CSD 444 | Audiologic Assessment and Intervention/Rehabilitation | 3 |
| CSD 463 | Intervention/Rehabilitation Procedures in Speech-Language Pathology | 3 |

GRADUATE STUDY

The Department of Communicative Sciences and Disorders offers two graduate degrees, the Doctor of Philosophy (Ph.D.) and the Master of Arts (M.A.) in Communicative Sciences and Disorders.

The Doctor of Philosophy (Ph.D.) is the terminal degree in the broad areas of speech-language pathology and speech and hearing sciences. This degree program emphasizes research to advance our knowledge about speech, language and hearing processes, including assessment and rehabilitation of communication disorders. The program, which is tailored to match each student's interests, requires students to complete advanced course work in several content areas and conduct research that culminates in a doctoral dissertation. Students work with a primary mentor and are supported through multiple research laboratories and other educational and scientific resources. Students work collaboratively with experts in other disciplines such as neurology, radiology, cognitive sciences, linguistics, psychology, education, communication, media and information studies, medicine and other health sciences, and engineering. Students completing the Ph.D. degree generally seek employment as researchers and educators in research-intensive academic institutions.

The Master of Arts (M.A.) is the entry-level degree for professional practice as a Speech-Language Pathologist in the United States. This program is accredited by the Council of Academic Accreditation of the American Speech-Language and Hearing Association (ASHA). This program consists of academic course work focused on clinical assessment and rehabilitation of patients with speech and language disorders, including those related to articulation and phonology, speech and language development, disorders of fluency and voice, speech and language disorders related to a variety of neurological conditions, dysphagia or swallowing disorders, cognitive deficits, etc. Academic course work is structured to emphasize critical thinking, problem-solving, teamwork and leadership. Classroom training is further supplemented through supervised clinical training in a wide range of patient care facilities including educational (schools), acute care (e.g. hospitals) and long-term care facilities (e.g. nursing homes). Students are expected to accrue a minimum of 400 hours of clinical training before completing this program. Students completing the M.A. degree typically seek employment as a speech-language pathologist.

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.

Students who hold undergraduate degrees in fields other than communicative sciences and disorders may be accepted in the program and may be required to complete course work in communicative sciences and disorders or other areas to meet American Speech-Language Hearing Association standards required for certification. This may require an additional one or two semesters of course work.

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 |
| Speech-Language Pathology | 51 |

Requirements for both Plan A and Plan B (45 credits):

- All of the following courses (45 credits):

| | | |
|---------|---|----|
| CSD 803 | Research Methods in Communicative Sciences and Disorders | 3 |
| CSD 813 | Neuroanatomy and Neurophysiology of Speech, Language, and Hearing | 3 |
| CSD 815 | Acquired Language Disorders | 3 |
| CSD 820 | Language Assessment and Intervention: Early Stages | 3 |
| CSD 821 | Language Assessment and Intervention: Later Stages | 3 |
| CSD 830 | Fluency Disorders | 3 |
| CSD 840 | Voice Disorders | 3 |
| CSD 855 | Assessment and Treatment of Dysphagia | 3 |
| CSD 860 | Articulation and Phonological Disorders | 3 |
| CSD 865 | Motor Speech Disorders | 3 |
| CSD 880 | Clinical Proseminar in Communicative Sciences and Disorders | 3 |
| CSD 883 | Clinical Practicum in Speech—Language Pathology | 12 |
- 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.

Additional Requirements for Plan A (6 credits):

- The following course:

| | | |
|---------|--------------------------|---|
| CSD 899 | Master's Thesis Research | 6 |
|---------|--------------------------|---|
- Successful completion of an oral thesis defense.

Additional Requirements for Plan B (6 credits):

- Six additional credits in courses approved by the student's academic advisor.
- Successful completion of a departmental final 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:

- Complete core courses covering the areas of speech and hearing sciences, and related instrumentation; neuroanatomy and physiology; and psycholinguistics.
- Complete courses and experiences addressing the following areas of research:
 - Statistical analysis of data.
 - Research design and methodology.
 - Research practicum.
- Complete an approved major area of study of human communication sciences and disorders that includes courses and experiences which are thematically related.
- 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.
- Pass a written and oral comprehensive examination addressing the preceding requirements.

- 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

James W. Dearing, Chairperson

Learning to understand and use concepts and strategies from communication science in everyday life is inherently interdisciplinary. Psychology, sociology, political science, and management and marketing have all contributed to a unique fusion that is communication science.

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. 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 assess the role and function of new and social media, (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, corporate project management, 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

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

COMMUNICATION ARTS AND SCIENCES
Department of Communication

3. The following requirements for the major:
- | | |
|---|----------------|
| | CREDITS |
| a. The following courses outside the Department of Communication: | 18 to 24 |
| (1) 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. | |
| 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 300 (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.

MINOR IN SALES LEADERSHIP

The Minor in Sales Leadership 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 minor 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 Minor in Sales Leadership is administered by the Department of Communication in the College of Communication Arts and Sciences in cooperation with the Department of Marketing in the Eli Broad College of Business 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. As space permits, students from other colleges desiring the minor will be considered on an individual basis. Students who are interested in the minor 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 minor 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 minor.

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 313, Personal Selling and Buying Processes, and have demonstrated mastery of course content.

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. Students may be admitted provisionally contingent on their performance in MKT 313.

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 final or 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 minor;
4. provide their score on a sales aptitude test that measures values, behaviors, and skills;
5. participate in a personal interview to determine their interest in and readiness for the minor in which performance in the interview will be assessed and used as a criterion for admission.

Requirements for the Minor in Sales Leadership

Students must complete 19 credits from the following courses: **CREDITS**

1. All of the following courses (10 credits):

| | | |
|---------|---|---|
| COM 360 | Advanced Sales Communication | 3 |
| COM 483 | Practicum in Sales Communication | 1 |
| MKT 313 | Personal Selling and Buying Processes | 3 |
| MKT 383 | Sales Management | 3 |
2. Three of the following courses (9 credits):

| | | |
|---------|--|---|
| ADV 375 | Consumer Behavior | 3 |
| ADV 481 | Retail Strategy Analysis | 3 |
| CAS 492 | Special Topics | 3 |
| COM 315 | Information Gathering and Interviewing Theories | 3 |
| COM 325 | Interpersonal Influence and Conflict | 3 |
| COM 340 | Leadership and Group Communication | 3 |
| COM 399 | Special Topics in Communication | 3 |
| MGT 475 | Negotiation and Conflict Management | 3 |
| MKT 302 | Consumer and Organizational Buyer Behavior | 3 |
| MKT 412 | Marketing Technology and Analytics | 3 |
| MKT 430 | Key Account and Customer Relationship Management | 3 |
| MKT 490 | Independent Study | 3 |
| MKT 491 | Special Topics in Marketing | 3 |
| SCM 371 | Procurement and Supply Management | 3 |

Special Topics courses must be related to sales and preapproved by the instructor and program administrator in the respective colleges.

3. Completion of a minimum of 500 hours of experiential learning outside of course work, including a professional sales internship and any combination of the following activities and experiences: participation in collegiate level sales presentation competition, active member of the Global Sales Leadership Society, 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 other preapproved sales-related activity. Students should see the managing director for the minor to have their selected activities or experience preapproved.

MINOR 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 Minor in Public Relations. For additional information, refer to the *Minor 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 3.00 with higher grade-point averages being more competitive. Admission also requires 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. 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 another postsecondary accredited institution of comparable academic quality. 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.

LINKED BACHELOR'S-MASTER'S DEGREE IN HEALTH AND RISK COMMUNICATION

Bachelor of Arts Degree in Communication
Master of Arts Degree in Health and Risk Communication

The department welcomes applications from Michigan State University undergraduate Communication majors with at least 86 credits. Admission applications must be made prior to the final semester as a Communication undergraduate. The number of students admitted to this linked program will be limited by availability. 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 or Health and Risk Communication faculty, a resume, and an approved program of study for the master's degree at the time of admission. It is recommended that students complete a special topic in the area of health and risk communication through COM 399 Special Topics. 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

The graduate programs in communication take an intensive scholarly approach to the creation, transmission, and reception of messages. Students are admitted from heterogeneous education backgrounds. Therefore the first learning experiences in the program consist of acquiring basic 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, consultants or teachers.

A Graduate Specialization in Nonprofit Fundraising is also available.

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 or by writing to the Office of Graduate Studies, Department of Communication, Communication Arts Building, 404 Wilson Road, Room 472, Michigan State University, East Lansing, MI 48824-1212.

Students who are enrolled in Master of Arts 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.

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(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: <http://comartsci.msu.edu/academics/academic-departments/communication/graduate/master-s-arts-communication>.

Requirements for the Master of Arts Degree in Communication

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

| | |
|--|---------|
| | CREDITS |
| Predoctoral | 30 |
| Only Plan A (with thesis) is available to students in the master's degree program in communication who elect the predoctoral concentration. The student must complete at least 30 credits for the degree including: | |
| 1. All of the following courses (13 credits): | |
| COM 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. | |
| Knowledge Utilization | 30 |
| Only Plan B (without thesis) is available to students in the master's degree program in communication who elect the knowledge utilization concentration. The student must complete at least 30 credits for the degree including: | |
| 1. Both of the following courses (6 credits): | |
| COM 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 develops. Each student must present at least one major report of original research which has been conducted independently.

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

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

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

GRADUATE SPECIALIZATION IN NONPROFIT FUNDRAISING

The Graduate Specialization in Nonprofit Fundraising, which is administered by the Department of Communication in the College of Communication Arts and Sciences, is designed for students with interests in fundraising and development work in nonprofit organizations.

The graduate specialization is available as an elective to students who are enrolled in master's degree programs in the College of Communication Arts and Sciences at Michigan State University. With the approval of the department and college that administer the student's degree program, the courses that are used to satisfy the specialization may also be used to satisfy the requirements for the master's degree.

The Specialization in Nonprofit Fundraising provides students with: (1) an understanding of a variety of fundraising strategies, the role of fundraising within nonprofit organizations, and the role and responsibilities of the development professional in the fundraising process; (2) an understanding of theory and research on social influence and how to employ this knowledge to promote the fundraising activities of a nonprofit organization; and (3) practice in assisting the fundraising activities of a nonprofit organization.

Students who plan to complete the requirements for the graduate specialization must consult the graduate advisor for the specialization in the College of Communication Arts and Sciences.

Requirements for the Graduate Specialization in Nonprofit Fundraising

| | CREDITS |
|---|---------|
| Students must complete the following courses (9 credits): | |
| 1. Complete the following course (3 credits): | |
| ADV 816 Fundraising and Philanthropy in Nonprofit Organizations | 3 |
| 2. One of the following courses (3 credits): | |
| ADV 823 Consumer Behavior Theories | 3 |
| COM 860 Persuasion | 3 |
| 3. One of the following courses (3 credits): | |
| ADV 893 Practicum | 3 |
| COM 893 Practicum | 3 |

SCHOOL of JOURNALISM

Lucinda Davenport, Director

UNDERGRADUATE PROGRAMS

Whatever way consumers get their news and information, journalists provide the content and storytelling in words and/or visuals.

Students become experts in written or visual forms for news and other information on the web, mobile apps, social media, magazines, newspapers, books, radio, TV, public relations and other media.

The undergraduate program is a Bachelor of Arts degree in Journalism. Concentration areas include writing, reporting and editing; broadcast; environment, science and health; international; sports; design; photojournalism; information graphics and media relations. Students can choose optional minors in animation and comics storytelling, broadcast, public relations, sports journalism, documentary production, and entrepreneurship and innovation.

Journalism students work in various student-produced media, become members of student organizations, have internships, win professional awards and get job offers.

Using the nation's newest, state-of-the-art newsroom, students produce stories for news Web sites and for radio and TV news shows. Some students create stories with augmented reality and learn motion capture to place audiences inside issues and events.

Students learn valuable storytelling skills across media, become critical thinkers, excellent writers, superb visual communicators, and effective communicators in any industry. They will be prepared for the future of media and be a leader in the field because of its flexibility.

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

Requirements for the Bachelor of Arts Degree in Journalism

- 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. 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:

| | CREDITS |
|--|---------|
| a. All of the following core courses (19 to 24 credits): | |
| JRN 108 The World of Media | 3 |
| JRN 200 Writing and Reporting News | 3 |

| | |
|--|--------|
| JRN 203 Visual Storytelling | 3 |
| JRN 300 Multimedia Writing and Reporting (W) | 3 |
| JRN 325 Journalism History | 3 |
| JRN 430 News Media Law and Ethics | 3 |
| JRN 493 Journalism Professional Field Experience | 1 to 6 |

Students must achieve a minimum grade-point average of 2.0 or higher in Journalism 200 and 300 in all credits attempted.

- One of the following courses (3 credits):

| | |
|--|---|
| CAS 110 Creative Thinking | 3 |
| CAS 111 Design and Layout | 3 |
| CAS 112 Story, Sound and Motion | 3 |
| CAS 114 Creativity and Innovative Entrepreneurship | 3 |
| CAS 116 Media Sketching and Graphics | 3 |
- Complete a concentration or minor (12 to 15 credits).
Students may choose from the following concentrations (12 credits). Students may select special topics to fulfill concentration requirements with advisor approval.

Broadcast Journalism

All of the following courses:

| | |
|---|---|
| JRN 206 Video Storytelling with Cell Phones | 3 |
| JRN 306 Introduction to Radio, Podcasting and TV News | 3 |
| JRN 403 TV News | 3 |
| JRN 406 Advanced TV News Storytelling and Producing | 3 |

Environment, Science and Health Reporting

Both of the following courses:

| | |
|---|---|
| JRN 372 Environment, Science and Health Journalism Special Topics | 3 |
| JRN 472 Environment, Science and Health Reporting | 3 |

Complete 6 credits from the following:

| | |
|---|---|
| JRN 372 Environment, Science and Health Journalism Special Topics | 3 |
| JRN 472 Environment, Science and Health Reporting | 3 |
| JRN 492 Journalism Special Topics | 3 |

A 300-level or above environment-relevant non-Journalism course with advisor approval.

Students who reenroll in JRN 372, 472, or 492 must select a different topic than previously taken.

Information Graphics

All of the following courses:

| | |
|---|---|
| JRN 338 Information Graphics | 3 |
| JRN 345 Images and Messages | 3 |
| JRN 438 Advanced Information Graphics | 3 |

Complete 3 credits from the following:

| | |
|---|---|
| JRN 336 Designing for Media | 3 |
| JRN 492 Journalism Special Topics | 3 |

Study Abroad, Creative Journey – Barcelona to Berlin

Students who reenroll in JRN 492 must select a different topic than previously taken.

International Reporting

All of the following courses:

| | |
|--|---|
| JRN 265 International Journalism and Media | 3 |
| JRN 365 International News and Government Dynamics | 3 |
| JRN 465 International Reporting | 3 |

Complete 3 credits from the following:

| | |
|--|---|
| JRN 365 International News and Government Dynamics | 3 |
| JRN 492 Journalism Special Topics | 3 |

Study Abroad in Journalism

Students who reenroll in JRN 365 or 492 must select a different topic than previously taken.

Journalism Education

All of the following courses:

| | |
|---|---|
| JRN 206 Video Storytelling with Cell Phones | 3 |
| JRN 310 Photojournalism | 3 |
| JRN 336 Designing for Media | 3 |
| JRN 409 Advising Student Publications | 3 |

Media Design

All of the following courses:

| | |
|---|---|
| JRN 336 Designing for Media | 3 |
| JRN 345 Images and Messages | 3 |
| JRN 436 Design for Web and Mobile Devices | 3 |

Complete 3 credits from the following:

| | |
|---|---|
| JRN 338 Information Graphics | 3 |
| JRN 492 Journalism Special Topics | 3 |

Students who reenroll in JRN 492 must select a different topic than previously taken.

Media Relations

All of the following courses:

| | |
|---|---|
| JRN 206 Video Storytelling with Cell Phones | 3 |
| JRN 310 Photojournalism | 3 |
| JRN 336 Designing for Media | 3 |
| JRN 402 Public Relations Topics in Journalism | 1 |

Complete at least 2 credits from the following:

| | |
|--|---|
| ADV 402 Public Relations Topics in Advertising | 1 |
| COM 402 Public Relations Topics in Communication | 1 |
| JRN 345 Images and Messages | 3 |
| JRN 402 Public Relations Topics in Journalism | 1 |
| JRN 492 Journalism Special Topics | 2 |

Students who reenroll in ADV 402, COM 402, JRN 402, or JRN 492 must select a different topic than previously taken.

Photojournalism

All of the following courses:

| | |
|---|---|
| JRN 310 Photojournalism | 3 |
| JRN 345 Images and Messages | 3 |
| JRN 410 Advanced Photojournalism: Documentary | 3 |

Complete 3 credits from the following:

COMMUNICATION ARTS AND SCIENCES

School of Journalism

| | | | |
|-----|-----|--|---|
| CAS | 110 | Creative Thinking | 3 |
| CAS | 112 | Story, Sound and Motion | 3 |
| CAS | 205 | Photography in Media Settings | 3 |
| CAS | 396 | Integrated Media Arts Special Topics | 3 |
| CAS | 496 | Advanced Media Project Design and Production (W) | 3 |
| JRN | 483 | Photo Communication in Europe | 3 |
| JRN | 492 | Journalism Special Topics | 3 |

Students who reenroll in JRN 492 must select a different topic than previously taken.

Students enrolling in CAS 396 or 496 must have advisor approval to ensure appropriate content.

Sports Journalism

All of the following courses:

| | | | |
|-----|-----|--------------------------------------|---|
| JRN | 218 | Sports in Contemporary Media | 3 |
| JRN | 317 | Sports Journalism | 3 |
| JRN | 416 | Sports Multimedia Content Management | 3 |
| JRN | 418 | Advanced Sports Reporting | 3 |

Writing, Reporting and Editing

All of the following courses:

| | | | |
|-----|-----|---|---|
| JRN | 305 | Editing for Print and Digital | 3 |
| JRN | 407 | Advanced Reporting | 3 |
| JRN | 432 | Magazine, Feature and Freelance Writing | 3 |

One of the following courses:

| | | | |
|-----|-----|---|---|
| JRN | 420 | Capital News Service | 3 |
| JRN | 472 | Environment, Science and Health Reporting | 3 |
| JRN | 492 | Journalism Special Topics | 3 |

Study Abroad in Mass Media with a writing component

3

Students may choose from the following minors (15 credits):

Animation and Comics Storytelling in Media, Broadcast Journalism, Documentary Production, Entrepreneurship and Innovation, Public Relations, or Sports Journalism. Students should consult the Academic Programs catalog statement in the department that administers the minor to learn the requirements.

- d. The following courses from an approved list in the School of Journalism, in departments outside the College of Communication Arts and Sciences:

- (1) Literature: One course (3 credits)
 (2) Civics: One course (3 credits)

- e. Journalism majors must complete a minimum of 72 credits in courses outside of the School of Journalism, and mass communication. Journalism majors may complete up to 48 credits in journalism and mass communication.

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.

MINOR IN ANIMATION AND COMICS STORYTELLING IN MEDIA

The Minor in Animation and Comics Storytelling in Media, administered by the School of Journalism, provides a strong foundation in history, theory and production of storytelling using animation and comics. Students acquire production skills to visually represent issues, events, narrative, instruction, history and entertainment and use critical thinking as they study storytelling content, context, ethics and the cultural, global and historical impacts of these forms for various media platforms and audiences. Upon

completion of the minor, students will have gained necessary skills to research, create and produce digital, interactive and immersive 2D/3D animation, comics, graphic novels, and cartoons.

The minor is available as an elective to students who are enrolled in bachelor's degree programs at Michigan State University. With the approval of the department and college that administer the student's degree program, the courses that are used to satisfy the minor may also be used to satisfy the requirements for the bachelor's degree.

Students who plan to complete the requirements of the minor should consult the undergraduate advisor in the School of Journalism to apply. Applications will be reviewed prior to semester enrollment.

Requirements for the Minor in Animation and Comics Storytelling in Media

Complete 15 credits from the following:

CREDITS

- Both of the following courses (6 credits):

| | | | |
|-----|-----|--|---|
| JRN | 212 | 2D Animation Storytelling | 3 |
| JRN | 213 | Animation, Comics, Culture and Graphic Novels in Media | 3 |
- One of the following courses (3 credits):

| | | | |
|-----|-----|--|---|
| JRN | 338 | Visualizing Data with Information Graphics | 3 |
| JRN | 413 | 3D Animation Storytelling | 3 |
- Two of the following courses (6 credits):

| | | | |
|-----|-----|--|---|
| ENG | 325 | Readings in Graphic Narrative | 3 |
| JRN | 312 | Stop Motion Animation Storytelling | 3 |
| JRN | 313 | Political Cartoons | 3 |
| JRN | 338 | Visualizing Data with Information Graphics | 3 |
| JRN | 413 | 3D Animation Storytelling | 3 |
| JRN | 445 | Images and Messages | 3 |

Journalism 338 and 413 may not be used to fulfill both requirement 2. and 3.

MINOR IN BROADCAST JOURNALISM

The Minor in Broadcast Journalism, which is administered by the School of Journalism, provides students a strong foundation for a career in broadcast journalism. Using cutting-edge technology, students will gain experience in audio and video storytelling, on-air performance, and the production of high-end newscasts, replicating the real-world of visual media for television and other digital platforms.

The minor is available to students who are enrolled in the Journalism major at Michigan State University. With the approval of the department and college that administer the student's degree program, the courses that are used to satisfy the minor may also be used to satisfy the requirements for the bachelor's degree.

To be considered for admission, a student must have been formally admitted to the Journalism major. Students who plan to apply to the program should complete an application and submit it to the School of Journalism.

Requirements for the Minor in Broadcast Journalism

CREDITS

- Complete 15 credits from all of the following courses:
- | | | | |
|-----|-----|---|---|
| JRN | 206 | Video Storytelling with Cell Phones | 3 |
| JRN | 303 | On-Air Announcing, Interviewing and Hosting | 3 |
| JRN | 306 | Introduction to Radio, Podcasting and TV News | 3 |
| JRN | 403 | TV News | 3 |
| JRN | 406 | Advanced TV News, Storytelling and Producing | 3 |

MINOR IN DOCUMENTARY PRODUCTION

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

MINOR IN PUBLIC RELATIONS

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

MINOR IN SPORTS JOURNALISM

The Minor in Sports Journalism, which is administered by the School of Journalism, provides students a strong foundation and marketable skills necessary to conceptualize, develop, research, interview, create and deliver traditional, multimedia, broadcast, and social media sports journalism content. Sports journalism content includes news issues, events, narrative and linear journalistic storytelling techniques, history, global sports and media relationships, social media, sports terminology, game play, rules, equipment and processes, and impact on society at all levels. Students will demonstrate critical thinking combined with journalistic frame working, enabling professional content, context and ethics across global media platforms and audiences.

The minor is available to students who are enrolled in the Journalism major at Michigan State University. With the approval of the department and college that administer the student's degree program, the courses that are used to satisfy the minor may also be used to satisfy the requirements for the bachelor's degree.

To be considered for admission, a student must have been formally admitted to the Journalism major. Students who plan to apply to the program should complete an application and submit it to the School of Journalism.

Requirements for the Minor in Sports Journalism

Complete 15 credits from the following:

CREDITS

1. All of the following courses (12 credits):

| | | |
|---------|--------------------------------------|---|
| JRN 218 | Sports in Contemporary Media | 3 |
| JRN 317 | Sports Journalism | 3 |
| JRN 416 | Sports Multimedia Content Management | 3 |
| JRN 418 | Advanced Sport Reporting | 3 |
2. One of the following courses (3 or 6 credits):

| | | |
|---------|---|---|
| JRN 303 | On-Air Announcing, Interviewing and Hosting | 3 |
| JRN 432 | Magazine, Feature and Freelance Writing | 3 |
| JRN 492 | Journalism Special Topics | 3 |

Students interested in a journalism study abroad experience may contact the advisor for the minor. The study abroad experience is a 6 credit experience taken under a special section of JRN 492.

TEACHER CERTIFICATION OPTIONS

A journalism disciplinary minor is also available for teacher certification.

Students who elect 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.

LINKED BACHELOR'S-MASTER'S DEGREE IN HEALTH AND RISK COMMUNICATION

Bachelor of Arts Degree in Journalism
Master of Arts Degree in Health and Risk Communication

The department welcomes applications from Michigan State University undergraduate Journalism majors with at least 86 credits. Admission applications must be made prior to the final semester as a Journalism undergraduate. The number of students admitted to this linked program will be limited by availability. 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 School of Journalism or Health and Risk Communication faculty, a resume, and an approved program of study for the master's degree at the time of admission. It is recommended that students complete a special topic in the area of health and risk communication through COM 399 Special Topics. 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.

LINKED BACHELOR'S-MASTER'S DEGREE IN JOURNALISM

Bachelor of Arts Degree in Journalism
Master of Arts Degree in Journalism

The department welcomes applications from Michigan State University undergraduates majoring in Journalism with at least 86 credits. Application for admission must be made prior to the final semester as a Journalism undergraduate major. Admission to the program requires the following: a minimum cumulative grade-point average of 3.5 based on all courses taken at MSU, a statement of goals for the master's degree, a statement of the applicant's background, Graduate Record Examination (GRE) scores, at least two letters of recommendation from faculty in the School of Journalism, and an approved program of study for the master's degree at the time of admission. Applicants must have already completed JRN 108, 200, 203,300, 400, and 430 with a cumulative grade-point average of 3.0 in these courses. The number of Journalism majors admitted into this 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 Michigan State University. 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.

GRADUATE STUDY

A Master of Arts degree in Journalism helps students who want to learn journalism skills and/or study research. Other options include a linked bachelor's-master's degree, and professional and graduate certificates in journalism that help professionals and graduates update their industry skills. A Doctor of Philosophy degree in Information and Media focuses on research in journalism and news, audiences, media technology, media effects or other subjects of their choice related to journalism and media. They learn how media and society influence each other.

Master of Arts

The Master of Arts degree program provides students with the exciting opportunity to acquire lifelong skills and knowledge as critical thinkers, excellent writers, and visual communicators in preparation for journalism careers in new media technologies and traditional mass media anywhere in the world. It provides flexibility to adapt to the needs of individuals for advanced study or for

COMMUNICATION ARTS AND SCIENCES
School of Journalism

those without prior media experience or journalism education. It also encourages students to gain expertise in an area of study outside journalism that coincides with their future goals.

The program appeals to applicants who seek employment in related areas of innovative journalism including mobile or online media, radio and TV news, documentaries, newspapers, magazines, photojournalism and other visual communication, media management, public relations, and journalism for domestic or international markets. It serves applicants who seek fundamental, advanced and specialized courses in journalism and related fields, who wish to pursue doctoral study, who are professional journalists planning to advance in the industry, and those who will seek opportunities in fields such as environmental journalism and teaching.

The Master of Arts Degree program in Journalism is available under either Plan A (with thesis), usually for those who plan a career in research or to pursue doctoral study, or Plan B (without thesis), usually for those who seek a professional career in journalism or a related area. Students work closely with an academic advisor to successfully complete a program plan for this master's degree.

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 goals for the master's degree.

Requirements for the Master of Arts Degree in Journalism

A minimum of 30 credits is required for the master's degree in journalism under either Plan A or Plan B.

CREDITS

Requirements for Plan A (with thesis)

1. All of the following courses (13 to 15 credits):

| | | |
|---------|---|--------|
| COM 803 | Introduction to Quantitative Research Methods | 3 |
| JRN 815 | Media, Society and Theory | 3 |
| JRN 825 | Journalism History and Qualitative Methods | 3 |
| JRN 899 | Master's Thesis Research | 4 to 6 |
2. Complete 15 to 17 additional credits of elective course work approved by a program plan committee which may include a 9 credit concentration in: Environmental, Science, and Health Journalism; Scholastic Journalism; or International Journalism.

Requirements for Plan B (without thesis)

1. All of the following courses (12 credits):

| | | |
|---------|--|---|
| JRN 800 | Multiple Media Reporting I | 3 |
| JRN 801 | Multiple Media Reporting II | 3 |
| JRN 815 | Media, Society and Theory | 3 |
| JRN 816 | Applied Research Methods in Journalism | 3 |

 Journalism 800 may be waived for students with appropriate background.
2. One of the following courses (3 credits):

| | | |
|---------|---|---|
| JRN 808 | Journalism Education Visual Topics | 3 |
| JRN 821 | Social Media News and Information | 3 |
| JRN 873 | Environment, Science and Health Journalism Seminars | 3 |
| JRN 875 | Global Affairs Reporting | 3 |
3. One of the following courses (3 credits):

| | | |
|---------|--|---|
| JRN 493 | Journalism Professional Field Experience | 3 |
| JRN 896 | Journalism Professional Project | 3 |
4. Complete 12 additional credits of elective course work approved by a program plan committee which may include a 9 credit concentration in:

Environmental, Science, and Health Journalism; Scholastic Journalism; or International Journalism.

Optional Concentrations

The following concentrations will fulfill elective requirements in either Plan A or Plan B.

Environmental, Science and Health Journalism

- All of the following courses (9 credits):
- | | | |
|---------|---|---|
| JRN 872 | Environment, Science and Health Reporting Topics | 3 |
| JRN 873 | Environment, Science and Health Journalism Seminars | 3 |
- Any advisor approved environmental, science, health or risk course.

Journalism Education

- All of the following courses (9 credits):
- | | | |
|---------|--|---|
| JRN 808 | Journalism Education Visual Topics | 3 |
| JRN 809 | Journalism Education Advising Topics | 3 |
- Any advisor approved education course.

International Journalism

- Select 9 credits from the following:
- | | | |
|---------|---|---|
| JRN 475 | International News and Government Regional Dynamics | 3 |
| JRN 875 | Global Affairs Reporting | 3 |
| JRN 887 | Journalism Study Abroad Topics | 6 |
- Any advisor approved international course.

Doctor of Philosophy

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

The doctoral program in Information and Media 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 Information and Media 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.

GRADUATE CERTIFICATE IN JOURNALISM

The Graduate Certificate in Journalism is designed to help students understand the fundamental processes of gathering, organizing, presenting and disseminating news and information in various text and visual forms for different news media platforms. Students learn about the newest innovative media technology and develop an understanding of the influence and effects of media in society.

Admission

To be considered for admission into the Graduate Certificate in Journalism, applicants must have completed a bachelor's degree. For additional information, refer to the *Admission* section in the *Graduate Education* section of this catalog.

Requirements for the Graduate Certificate in Journalism

- | | | |
|--|---|---|
| CREDITS | | |
| Students must complete all of the following courses (9 credits): | | |
| JRN 800 | Multiple Media Reporting I | 3 |
| JRN 815 | Media, Society and Theory | 3 |
| JRN 821 | Social Media News and Information | 3 |

DEPARTMENT of MEDIA and INFORMATION

Johannes M. Bauer, Chairperson

The Department of Media and Information is an interdisciplinary and energetic community of researchers, creators, and teachers united by a passion for all aspects of media and information. One of the leading departments in this growing field and a member of the global iSchools Consortium our department is known for innovative research and creative work. The department offers an environment of engaged learning and scholarship in which students and faculty design, explore and study the next media and information technologies, applications, and content.

The department offers undergraduate and graduate degrees that prepare students for rewarding careers in a wide range of employment opportunities across new and traditional media (radio, TV, film), games and interactive media (design and development of games for entertainment and learning, virtual and extended reality, web development), and information industries (human-centered technology design, user experience, social media, mobile applications and services). In addition, several Minors are offered jointly with other departments on campus: Documentary Production, Fiction Filmmaking, Game Design and Development, Information Technology, and Information and Communication Technology for Development.

UNDERGRADUATE PROGRAM

The fields 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, 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 is available, as noted in the degree requirements provided below. The Bachelor of Science degree in Media and Information is currently in moratorium. A Bachelor of Arts degree is available, as noted in the degree requirements below. The program of study encompasses a common core and foundational program. Students may choose the general degree requirements of enhance their major with one of the following optional transcriptable concentrations:

Film and Media Production Concentration

This concentration focuses on the TV, Film, 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 distribution on multiple platforms including broadcast, cable, mobile networks, and the Internet.

Game and Interactive Media Design Concentration

This concentration focuses on the games and 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 games, web, and emergent forms of interactive media.

Information, Management and Design for Society Concentration

This concentration prepares students to lead tomorrow's media and information companies, become entrepreneurs in the Internet economy, and pursue careers in media and information research in public and private companies. Students learn the principles of creating human-centered technology, media and information management, business strategy, research skills, theory, policy, and the basic technological, business and policy forces shaping media and information.

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

Students seeking admission to a second bachelor's degree program or an additional major in the Department of Media and Information 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: Media and Information 401, 411, 435B, 442, 443, 447, 450, 488, or 498. 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 (33 credits)::

CREDITS

| | | |
|----|---|---|
| a. | All of the following courses (9 credits): | |
| | CAS 101 Understanding Media and Information | 3 |
| | MI 201 Media and Information Technologies and Industries | 3 |
| | MI 301 Bringing Media to Market | 3 |
| b. | Two of the following foundation courses (6 credits): | |
| | CAS 110 Creative Thinking | 3 |
| | CAS 111 Design and Layout | 3 |
| | CAS 112 Story, Sound, and Motion | 3 |
| | CAS 116 Media, Sketching, and Graphics | 3 |
| | CAS 117 Games and Interactivity | 3 |
| | MI 239 Digital Footprints: Privacy and Online Behavior | 3 |
| c. | Five courses from the following focus areas. Three of the five courses must be from the same focus area (15 credits): | |
| | Film and Media Production | |
| | CAS 396 Integrated Media Arts Special Topics | 3 |
| | MI 241 Filmmaking I | 3 |
| | MI 311 Introduction to Documentary Production | 3 |
| | MI 341 Filmmaking II | 3 |
| | MI 342 Multi Camera Production for Television | 3 |
| | MI 343 Audio Production | 3 |
| | MI 344 Sound Design for Cinema, Television, and Games | 3 |
| | MI 351 Producing for Cinema and Television | 3 |
| | MI 440 Advanced Video Editing | 3 |
| | MI 441 Advanced Lighting and Camera Techniques | 3 |
| | MI 435A Creating the Fiction Film I | 3 |
| | Game and Interactive Media Design | |
| | CAS 396 Integrated Media Arts Special Topics | 3 |
| | MI 231 Game and Interactive Media Development | 3 |
| | MI 346 Game Design | 3 |
| | MI 349 Web Design and Development | 3 |
| | MI 445 Game Design and Development I | 3 |
| | MI 449 Advanced Web Development and Database Management | 3 |
| | MI 455 Game Design and Development II | 3 |
| | MI 482 Building Virtual Worlds | 3 |
| | MI 484 Building Innovative Interfaces | 3 |
| | MI 497 Game Design Studio | 3 |
| | Graphics and Animation | |
| | CAS 396 Integrated Media Arts Special Topics | 3 |
| | MI 247 Three-Dimensional Graphics and Design | 3 |
| | MI 337 Compositing and Special Effects | 3 |
| | MI 347 Advanced Three-Dimensional Computer Animation | 3 |
| | MI 377 Advanced 3D Modeling | 3 |
| | Creating Human-Centered Technology | |
| | MI 220 Methods for Understanding Users | 3 |
| | MI 250 Introduction to Applied Programming | 3 |
| | MI 320 Reasoning with Data | 3 |
| | MI 350 Evaluating Human-Centered Technology | 3 |
| | MI 420 Interactive Prototyping | 3 |
| | Media and Information Management | |
| | MI 360 Media and Information Management | 3 |
| | MI 361 IT Network Management and Security | 3 |
| | MI 452 Media Entrepreneurship and Business Strategies | 3 |
| | MI 462 Social Media and Social Computing | 3 |
| | MI 472 Digital Business and Commerce | 3 |
| | Society, Policy and Research | |
| | MI 302 Networks, Markets, and Society | 3 |
| | MI 305 Media and Information Policy | 3 |
| | MI 355 Media and Information Research | 3 |
| | MI 480 Information and Communication Technologies and Development | 3 |
| d. | One of the following capstone courses (3 credits): | |
| | CAS 496 Advanced Media Project Design and Production (W) | 3 |
| | ITM 444 Information Technology Project Management | 3 |
| | MI 401 Topics in Media, Information, and Society (W) | 3 |
| | MI 411 Collaborative Documentary Design and Production (W) | 3 |
| | MI 435B Creating the Fiction Film II (W) | 3 |
| | MI 442 Design of Cinema and Television Projects (W) | 3 |
| | MI 443 Audio Industry Design and Management (W) | 3 |
| | MI 447 Three-Dimensional Graphics and Animation Portfolio (W) | 3 |
| | MI 450 Creating Human-Centered Technology (W) | 3 |
| | MI 488 Information and Communication Technology Development Project (W) | 3 |
| | MI 498 Collaborative Game Design (W) | 3 |

- e. **Media and Information (MI) Electives**
 Additional credits in department courses can be taken as electives outside the above requirements. No more than 60 credits can be taken within the college. Students are encouraged to pursue an optional transcriptable concentration or a department-affiliated minor to complement their major. Minors may be chosen from fiction filmmaking, documentary production, game design and development, information technology, or information and communication technology and development. Special topics and internships are also encouraged through enrollment in MI 491 and MI 493. Students interested in pursuing a concentration or minor should contact the Academic and Students Affairs Office in the College of Communication Arts and Sciences.

Concentrations in Media and Information

The department offers concentrations for students who wish to focus on a specific application area in the discipline. The concentrations are available to, but not required of, any student enrolled in the Bachelor of Arts degree program in Media and Information. Courses completed to satisfy requirement 3. above may also be used to satisfy the requirements of a concentration. The concentration will be noted on the student's transcript.

Film and Media Production

To earn a Bachelor of Arts degree in Media and Information with a film and media production concentration, students must complete degree requirements 1., 2., and 3. above and the following:

1. Five of the following courses from the **Film and Media Production** focus area:

| | | |
|---------|--|---|
| CAS 396 | Integrated Media Arts Special Topics | 3 |
| MI 241 | Filmmaking I | 3 |
| MI 311 | Introduction to Documentary Production | 3 |
| MI 341 | Filmmaking II | 3 |
| MI 342 | Multi Camera Production for Television | 3 |
| MI 343 | Audio Production | 3 |
| MI 344 | Sound Design for Cinema, Television, and Games | 3 |
| MI 351 | Producing for Cinema and Television | 3 |
| MI 440 | Advanced Video Editing | 3 |
| MI 441 | Advanced Lighting and Camera Techniques | 3 |
| MI 435A | Creating the Fiction Film I | 3 |
2. Two courses from the **Graphics and Animation, or Game and Interactive Media Design, or Media and Information Management** focus areas.
3. One of the following capstone courses:

| | | |
|---------|---|---|
| MI 411 | Collaborative Documentary Design and Production (W) | 3 |
| MI 435B | Creating the Fiction Film II (W) | 3 |
| MI 442 | Design of Cinema and Television Projects (W) | 3 |
| MI 443 | Audio Industry Design and Management (W) | 3 |

Game and Interactive Media Design

To earn a Bachelor of Arts degree in Media and Information with a game and interactive media design concentration, students must complete degree requirements 1., 2., and 3. above and the following:

1. Five of the following courses from the **Game and Interactive Media Design** focus area:

| | | |
|---------|--|---|
| CAS 396 | Integrated Media Arts Special Topics | 3 |
| MI 231 | Game and Interactive Media Development | 3 |
| MI 346 | Game Design | 3 |
| MI 349 | Web Design and Development | 3 |
| MI 445 | Game Design and Development I | 3 |
| MI 449 | Advanced Web Development and Database Management | 3 |
| MI 455 | Game Design and Development II | 3 |
| MI 482 | Building Virtual Worlds | 3 |
| MI 484 | Building Innovative Interfaces | 3 |
| MI 497 | Game Design Studio | 3 |
2. Two courses from the **Graphics and Animation, or Film and Media Production, or Media and Information Management** focus areas.
3. One of the following capstone courses:

| | | |
|--------|--|---|
| MI 447 | Three-Dimensional Graphics and Animation Portfolio (W) | 3 |
| MI 498 | Collaborative Game Design (W) | 3 |

Information, Management and Design for Society

To earn a Bachelor of Arts degree in Media and Information with an information, management and design for society concentration, students must complete degree requirements 1., 2., and 3. above and the following:

1. All of the following courses:

| | | |
|--------|----------------------------------|---|
| MI 220 | Methods for Understanding Users | 3 |
| MI 302 | Networks, Markets, and Society | 3 |
| MI 360 | Media and Information Management | 3 |
2. Four of the following courses from the **Creating Human-Centered Technology, or Media and Information Management, or Society, Policy, and Research** focus areas. Three of the four courses must come from the same focus area.
3. One of the following capstone courses:

| | | |
|--------|--|---|
| MI 401 | Topics in Media, Information, and Society (W) | 3 |
| MI 450 | Creating Human-Centered Technology (W) | 3 |
| MI 488 | Information and Communication Technology Development Project (W) | 3 |

Requirements for the Bachelor of Science Degree in Media and Information

- 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: Media and Information 442, 443, 447, 450, 452, 458, 462, or 472. 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

- All of the following courses (12 credits):
MI 101 Understanding Media in the Information Age 3
MI 201 Introduction to Media and Information Technologies and Industries 3
MI 301 Bringing Media to Market 3
MI 401 Topics in Media Impacts on Society 3
- At least 3 credits from the following courses (3 credits):
ANP 201 Introduction to Cultural Anthropology 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
- Both of the following courses (6 credits):
CAS 111 The Digital Image 2
CSE 231 Introduction to Programming I 4
- One of the following courses (3 credits):
MTH 124 Survey of Calculus I 3
MTH 132 Calculus I 3
- 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
- One of the following concentrations (12 credits):

TV, Cinema, and Radio

- The following course (3 credits):
MI 341 Film Style Production for Cinema and Television 3
- Two of the following courses (6 credits):
MI 247 Three-Dimensional Modeling and Design 3
MI 337 Compositing and Special Effects 3
MI 342 Multi Camera Production for Television 3
MI 343 Basic Audio Production 3
MI 344 Sound Design for Cinema, Television, and Games 3
MI 347 Three-Dimensional Computer Animation 3
MI 348 Advanced Lighting and Camera Techniques 3
MI 351 Producing for Cinema and Television 3
MI 352 Advanced Video Editing 3
MI 377 Advanced 3D Modeling 3
- One of the following courses (3 credits):
MI 442 Design of Cinema and Television Projects (W) 3
MI 443 Audio Industry Design and Management (W) 3
MI 447 Three-Dimensional Animation Workshop (W) 3
MI 499 Media and Information Capstone (W) 3

Interactive and Social Media

- The following course (3 credits):
MI 331 Introduction to Interactive Media Development 3
- Two of the following courses (6 credits):
MI 239 Digital Footprints: Privacy and Online Behavior 3
MI 247 Three-Dimensional Modeling and Design 3
MI 344 Sound Design for Cinema, Television, and Games 3
MI 346 Introduction to Game Design 3
MI 347 Three-Dimensional Computer Animation 3
MI 349 Web Design and Development 3
MI 359 Server-Side Web Development 3
MI 361 Information and Communication Technology Management 3
MI 362 Web Administration 3
MI 377 Advanced 3D Modeling 3
- One of the following courses (3 credits):
MI 450 Human Computer Interaction and User Experience Design (W) 3
MI 462 Social Computing (W) 3
MI 472 Electronic Commerce (W) 3
MI 482 Building Virtual Worlds (W) 3
MI 484 Building Innovative Interfaces (W) 3
MI 499 Media and Information Capstone (W) 3

Media Management

- The following course (3 credits):
MI 300 Media Policy and Economics 3
- At least two of the following courses (6 or 7 credits):

- | | | |
|---------|---|---|
| COM 300 | Methods of Communication Inquiry | 4 |
| MI 239 | Digital Footprints: Privacy and Online Behavior | 3 |
| MI 331 | Introduction to Interactive Media Development 3 | 3 |
| MI 341 | Film Style Production for Cinema and Television | 3 |
| MI 351 | Producing for Cinema and Television | 3 |
| MI 355 | Media and Information Research | 3 |
| MI 361 | Information and Communication Technology Management | 3 |

- One of the following courses (3 credits):
MI 452 Media Strategy (W) 3
MI 458 Project Management (W) 3
MI 499 Media and Information Capstone (W) 3

- 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 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 313 and 327. A list of minors is available from the advising office.
- Media and Information (MI) 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 (MI 493).

MINOR IN DOCUMENTARY PRODUCTION

The Minor in Documentary Production introduces undergraduates to the history, theory, and production of documentary media. Documentary production 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 minor produce theoretically informed work and develop a cutting-edge understanding of the challenges inherent in representing reality.

The Minor in Documentary Production is jointly administered by the Department of Media and Information within the College of Communication Arts and Sciences and the College of Arts and Letters. The Department of Media and Information is the primary administrative unit. The minor 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 Media and Information; and the Department of Writing, Rhetoric, and American Cultures may find this minor of particular interest.

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

Requirements for the Minor in Documentary Production

The student must complete at least 15 credits from the following:

CREDITS

- Both of the following courses (6 credits):
MI 211 Documentary History and Theory 3
MI 311 Introduction to Documentary Production 3
- Complete at least 6 credits from one of the following areas:
Audio/Video
MI 337 Compositing and Special Effects 3

COMMUNICATION ARTS AND SCIENCES
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| | | |
|---|---|---|
| MI 341 | Filmmaking II | 3 |
| MI 344 | Sound Design for Cinema, Television, and Games | 3 |
| MI 440 | Advanced Video Editing | 3 |
| MI 441 | Advanced Lighting and Camera Techniques | 3 |
| Broadcast News | | |
| JRN 306 | Introduction to Radio and TV News | 3 |
| JRN 403 | TV News | 3 |
| JRN 406 | Advanced TV News | 3 |
| Film Studies | | |
| FLM 260 | Introduction to Digital Film and Emergent Media | 4 |
| FLM 334 | Introduction to Screenwriting (W) | 3 |
| FLM 336 | Aesthetics of Film Editing | 3 |
| FLM 460 | Seminar in Digital Film and Emergent Media (W) | 3 |
| Multimedia | | |
| JRN 203 | Storytelling | 3 |
| WRA 225 | Introduction to Multimedia Writing | 3 |
| WRA 425 | Advanced Multimedia Writing | 3 |
| Photography | | |
| 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 |
| Producing | | |
| JRN 450 | Creating and Marketing Media for Journalism | 3 |
| MI 301 | Bringing Media to Market | 3 |
| MI 351 | Producing for Cinema and Television | 3 |
| Web | | |
| JRN 336 | Designing for Print and Digital Media | 3 |
| JRN 400 | Spartan Digital Newsroom | 3 |
| JRN 436 | Designing for the Web and Mobile Devices | 3 |
| MI 349 | Web Design and Development | 3 |
| Writing | | |
| ENG 223 | Introduction to Creative Non-Fiction Writing | 3 |
| ENG 423 | Advanced Creative Non-Fiction Writing | 3 |
| JRN 300 | Writing and Reporting News II (W) | 3 |
| JRN 432 | Magazine and Feature Writing | 3 |
| 3. The following capstone course (3 credits): | | |
| MI 411 | Collaborative Documentary Design and Production (W) | 3 |

MINOR IN GAME DESIGN AND DEVELOPMENT

The Minor 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 minor, which is administered by the Department of Media and Information, 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 Information at Michigan State University.

Students from the above named majors are eligible to apply for the minor if they have completed or are currently enrolled in the prerequisites applicable to their major as listed below.

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

Students accepted into the minor may begin the minor in the subsequent fall semester. The advisor for the game design and development minor must approve the student's program of study.

Prerequisites

Computer Science Majors

| | | |
|------------------------|---------------------------------|---|
| Both of the following: | | |
| CSE 231 | Introduction to Programming I | 4 |
| CSE 232 | Introduction to Programming II | 4 |
| One of the following: | | |
| CSE 331 | Algorithms and Data Structures | 3 |
| CSE 335 | Object-Oriented Software Design | 4 |

Studio Art Majors

| | | |
|---------|--|---|
| STA 110 | Drawing I | 3 |
| STA 112 | Art and Design: Concepts and Practices | 3 |
| STA 113 | Color and Design | 3 |
| STA 114 | Three-Dimensional Form | 3 |

Media and Information Majors

| | | |
|---------|--------------------------|---|
| CAS 112 | Story, Sound, and Motion | 3 |
|---------|--------------------------|---|

| | | |
|---------|--|---|
| CAS 117 | Games and Interactivity | 3 |
| MI 231 | Game and Interactive Media Development | 3 |
| MI 247 | Three-Dimensional Graphics and Design | 3 |

Requirements for the Minor in Game Design and Development

Complete all of the following courses (15 credits):

| | | |
|---|--------------------------------|---------|
| | | CREDITS |
| 1. All of the following courses (12 credits): | | |
| MI 445 | Game Design and Development I | 3 |
| MI 455 | Game Design and Development II | 3 |
| MI 497 | Game Design Studio | 3 |
| MI 498 | Collaborative Game Design (W) | 3 |

2. Complete one of the following courses (3 credits):

Computer Science Majors

| | | |
|---------|---|---|
| CSE 410 | Operating Systems | 3 |
| CSE 420 | Computer Architecture | 3 |
| CSE 422 | Computer Networks | 3 |
| CSE 435 | Software Engineering | 3 |
| CSE 440 | Introduction to Artificial Intelligence | 3 |
| CSE 471 | Media Processing and Multimedia Computing | 3 |
| CSE 472 | Computer Graphics | 3 |
| CSE 473 | Fundamentals of 3D Game Development | 3 |
| CSE 480 | Database Systems | 3 |
| CSE 484 | Information Retrieval | 3 |
| MI 401 | Topics in Media Information and Society (W) | 3 |

Media and Information Majors

| | | |
|--------|--|---|
| MI 344 | Sound Design for Cinema, Television, and Games | 3 |
| MI 346 | Game Design | 3 |
| MI 347 | Advanced Three-Dimensional Computer Animation | 3 |
| MI 349 | Web Design and Development | 3 |
| MI 360 | Media and Information Management | 3 |
| MI 377 | Advanced 3D Modeling | 3 |
| MI 401 | Topics in Media Information and Society (W) | 3 |
| MI 447 | Three-Dimensional Graphics and Animation Portfolio (W) | 3 |
| MI 449 | Advanced Web Development and Database Management | 3 |
| MI 450 | Creating Human-Centered Technology (W) | 3 |
| MI 472 | Digital Business and Commerce | 3 |
| MI 482 | Building Virtual Worlds | 3 |
| MI 484 | Building Innovative Interfaces | 3 |

Studio Art Majors

| | | |
|---------|--|---|
| MI 401 | Topics in Media Information and Society (W) | 3 |
| STA 350 | Figure Modeling | 3 |
| STA 351 | Mixed Media and Installation | 3 |
| STA 360 | Graphic Design I: Graphic Form | 3 |
| STA 380 | Electronic Art | 3 |
| STA 384 | Experiments in Digital Video | 3 |
| STA 385 | Interactive Environments and Digital Fabrication | 3 |
| STA 450 | Senior Project in Advanced Sculpture | 3 |
| STA 460 | Graphic Design II: Visual Communication | 4 |
| STA 462 | Three-Dimensional Design | 4 |
| STA 467 | Time and Motion Design | 4 |
| STA 468 | Interactive Web Design | 4 |
| STA 480 | Advanced Electronic Arts and Intermedia | 4 |

MINOR IN INFORMATION AND COMMUNICATION TECHNOLOGY AND DEVELOPMENT

The Minor in Information and Communication Technology and 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 Minor in Information and Communication Technology and Development is administered by the Department of Media and Information and is available as an elective to students who are enrolled in bachelor's degree programs at Michigan State University.

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

Students who are interested in the minor must submit an application essay describing their interest in the minor and any applicable prior course work or work experience. Applications must be submitted by the second week of the fall or spring semester. Stu-

dents 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 minor 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 minor.

Requirements for the Minor in Information and Communication Technology and 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 Cyber Security | 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 |
| MI 201 Introduction to Media and Information Technologies and Industries | 3 |
| MI 361 IT Network Management and Security | 3 |
| MI 349 Web Design and Development | 3 |
| MI 362 Web Administration | 3 |
| MI 449 Advanced Web Development and Database Management | 3 |
| MI 462 Social Media and Social Computing | 3 |
| MI 472 Digital Business Commerce | 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 325 Anthropology of the Environment and Development. . . | 3 |
| ANP 410 Anthropology of Latin America | 3 |
| ANP 414 Anthropology of South Asia | 3 |
| ANP 415 China: Culture and Society | 3 |
| ANP 416 Anthropology of Southern Africa | 3 |
| ANP 431 Gender, Environment, and Development | 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 (W) | 3 |
| EC 413 Economic Analysis of Asia (W) | 3 |
| EC 414 Economic Analysis of Sub-Saharan Africa (W) | 3 |
| GEO 335 Geography of Latin America | 3 |
| GEO 337 Geography of Asia-Pacific | 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 courses (6 credits): | |
| MI 480 Information and Communication Technologies and Development | 3 |
| MI 488 Information and Communication Technology Development Project (W) | 3 |
| Students should meet with the advisor for the minor to determine which of the region-specific sections will most effectively prepare them for field work. | |

LINKED BACHELOR'S-MASTER'S DEGREE IN HEALTH AND RISK COMMUNICATION

Bachelor of Arts Degree in Media and Information Master of Arts Degree in Health and Risk Communication

The department welcomes applications from Michigan State University undergraduate Media and Information majors with at least 86 credits. Admission applications must be made prior to the final semester as a Media and Information undergraduate. The number of students admitted to this linked program will be limited by availability. 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

Media and Information or Health and Risk Communication faculty, a resume, and an approved program of study for the master's degree at the time of admission. It is recommended that students complete a special topic in the area of health and risk communication through COM 399 Special Topics. 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.

LINKED BACHELOR'S-MASTER'S DEGREE IN HEALTH AND RISK COMMUNICATION

Bachelor of Science Degree in Media and Information Master of Arts Degree in Health and Risk Communication

The department welcomes applications from Michigan State University undergraduate Media and Information majors with at least 86 credits. Admission applications must be made prior to the final semester as a Media and Information undergraduate. The number of students admitted to this linked program will be limited by availability. 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 Media and Information or Health and Risk Communication faculty, a resume, and an approved program of study for the master's degree at the time of admission. It is recommended that students complete a special topic in the area of health and risk communication through COM 399 Special Topics. 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.

LINKED BACHELOR'S-MASTER'S DEGREE IN MEDIA AND INFORMATION

Bachelor of Arts Degree in Media and Information Master of Arts Degree in Media and Information

The department welcomes applications from Michigan State University undergraduates majoring in Media and Information with at least 86 credits. Admission applications must be made prior to the final semester as a Media and Information 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 Media and Information, and an approved program of study for the master's degree at the time of admission. To enter the Human Computer Interaction concentration in the master's program, applicants must have already completed MI 220, 250, 320, and 350 obtaining a grade of at least 3.0 in each of these courses. To enter the

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Media and Information Management concentration in the master's program, applicants must have already completed MI 302, 355, 360, and 452. The number of Media and Information 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.

LINKED BACHELOR'S-MASTER'S DEGREE IN MEDIA AND INFORMATION

Bachelor of Science Degree in Media and Information
Master of Arts Degree in Media and Information

The department welcomes applications from Michigan State University undergraduates majoring in Media and Information with at least 86 credits. Admission applications must be made prior to the final semester as a Media and Information 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 Media and Information, and an approved program of study for the master's degree at the time of admission. To enter the Human Computer Interaction concentration in the master's program, applicants must have already completed CAS 204, MI 331, 349, and 359 obtaining a grade of at least 3.0 in each of these courses. To enter the Media and Information Management concentration in the master's program, applicants must have already completed MI 300, 355, 361, and 452. The number of Media and Information 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

The Department of Media and Information offers graduate work leading to the Master of Arts degree (specializing in game design, user experience, and media management) and participates in the doctoral program in Information and Media. A Graduate Certificate in Serious Game Design and Research is also available.

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 Media and Information 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 Media and Information.

MEDIA AND INFORMATION

Master of Arts

The Master of Arts program in Media and Information prepares students for a broad range of professional positions in the fast-growing media and information sector. The flexible curriculum allows students to put together a customized program of study or to focus in one of three high-demand careers: user experience, management of media and information industries, and transmedia production (with an emphasis on film and/or games). The degree program also prepares students 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 media and information in organizations and society.

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.

A bachelor's degree is required. As an interdisciplinary program, multiple backgrounds are suitable for admission to this program. 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.

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 Media and Information

A minimum of 30 credits is required for the master's degree in media and information under either Plan A (with thesis) or Plan B (without thesis). The student's program of study must be approved by the student's academic advisor and the Director of Graduate Studies.

CREDITS

| | | |
|----|---|---|
| 1. | Students must complete 15 credits from the following courses: | |
| MI | 803 | Introduction to Quantitative Research Methods 3 |
| MI | 820 | Theories of Media and Information 3 |
| MI | 830 | Foundations of Serious Games 3 |
| MI | 831 | Theories of Games and Interaction Design 3 |
| MI | 839 | Game and Film Design Studio I 3 |
| MI | 841 | Understanding Users 3 |
| MI | 844 | Interaction Design 3 |
| MI | 845 | Interactive Usability and Accessibility: Design and Evaluation 3 |
| MI | 846 | Game and Film Design Studio II 3 |
| MI | 850 | Media and Information Policy 3 |
| MI | 851 | Understanding and Managing Social Media 3 |
| MI | 852 | Media and Information Economics 3 |
| MI | 861 | Media and Information Technologies in Organizations . . . 3 |
| MI | 862 | Managing Digital Enterprises 3 |

- MI 875 Information and Communication Technology and Development 3
- MI 877 Global Media and Communications 3
- 2. Additional elective course work at the 400-level or above to meet the 30 credits required for the degree. The course work must be approved by the student's academic advisor. Not more than 6 elective credits may be taken from outside the college except through joint programs such as the Graduate Specialization in Management of Information Technology. Not more than 6 credits in media and information independent study or internship courses combined may be counted toward the requirements for the Master of Arts degree in Media and Information.

Additional Requirements for Plan A

- MI 899 Master's Thesis Research 4 to 6

Additional Requirements for Plan B

- 1. One of the following:
 - MI 898 Master's Project 4 to 6
 - or
 - Completion of a comprehensive examination.

GRADUATE CERTIFICATE IN SERIOUS GAME DESIGN AND RESEARCH

The Graduate Certificate in Serious Game Design and Research is designed for game industry professionals already versed in game design who want to expand their knowledge to the domain of serious games, professional educators and educational technology specialists who want to understand how and why games can be used for learning, and graduate students who would like to add expertise in serious games to their courses of study. The certificate program exposes students to the state of the art in different strands of serious games such as games for learning, corporate training, newsgames, games for health, exergames, military games, and games for social change; distribution; industry structure; and theories and methods of game design.

Admission

To be considered for admission into the Graduate Certificate in Serious Game Design and Research, applicants must have completed a bachelor's degree.

Requirements for the Graduate Certificate in Serious Game Design and Research

| | CREDITS |
|--|---------|
| Students must complete the following (9 credits): | |
| 1. All of the following course (9 credits): | |
| MI 830 Foundations of Serious Games | 3 |
| MI 831 Theories of Games and Interaction Design. | 3 |
| MI 841 Understanding Users | 3 |

Students who are currently enrolled in a graduate degree program at MSU may substitute an alternative course for MI 841. This course must be related to the need for, or evaluation of, serious games. It must be selected to contribute to each student's development of expertise and research in the chosen discipline. This alternative course must be approved by the advisor for the Graduate Certificate in Serious Game Design and Research.

GRADUATE SPECIALIZATION IN MANAGEMENT OF INFORMATION TECHNOLOGY

The Graduate Specialization in Management of Information Technology, which is administered by the Department of Media and Information, is available to students enrolled in the Master of Arts degree in Media and Information. 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 Media and Information, 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 and fill out a plan of study 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 |
| MI 861 Media and Information Technologies in Organizations | 3 |
| MI 862 Managing Digital Enterprises | 3 |
| 2. Two courses selected from the following (6 credits): | |
| ACC 822 Information Systems Project Management | 3 |
| ACC 823 Advanced Enterprise Database Systems | 3 |
| ACC 825 Object-Oriented Business Information Systems | 3 |
| ACC 826 Enterprise Information Systems | 3 |
| ACC 843 Value Chain Accounting and Analytics | 3 |
| ACC 890 Independent Study | 3 |
| ITM 881 Network Analytics | 3 |
| MKT 829 Marketing Technology and Analytics | 3 |

Doctor of Philosophy

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