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
Communication Arts and Sciences
Undergraduate Programs

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.

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):
   - Game and Interactive Media Design
   - 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

2
The College of Communication Arts and Sciences, in collaboration with the Michigan State University 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 in Advertising, Communication, Journalism, or Media and Information, and a minimum of 29 credits 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, and a minimum of 29 credits at the Michigan State University College of Law. Students may apply for conferral of their degree upon satisfactory completion of the specified 120 credits.

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 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 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.

### 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 option 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, and a minimum of 29 credits at the Michigan State University College of Law. Students may apply for conferral of their degree upon satisfactory completion of the specified 120 credits.

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 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.

### COLLEGE OF COMMUNICATION ARTS AND SCIENCES

#### 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 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 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.
COMMUNICATION ARTS AND SCIENCES
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. 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 below a 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.

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. 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, 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://comarts.msu.edu/academics/academic-departments/advertising-public-relations-communication-journalism-media.

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:

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 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 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

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.

COMMUNICATION ARTS AND SCIENCES
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:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAS 839</td>
<td>Media Analytics for Communication Professionals</td>
<td>3</td>
</tr>
<tr>
<td>CAS 840</td>
<td>Audience Analytics</td>
<td>3</td>
</tr>
<tr>
<td>CAS 841</td>
<td>Social Media Storytelling</td>
<td>3</td>
</tr>
</tbody>
</table>

**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:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAS 833</td>
<td>Crisis Communication</td>
<td>3</td>
</tr>
<tr>
<td>CAS 837</td>
<td>Catalyst Thinking in the C-Suite</td>
<td>3</td>
</tr>
<tr>
<td>CAS 838</td>
<td>Organizational Communication for Leaders and Entrepreneurs</td>
<td>3</td>
</tr>
</tbody>
</table>

**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 telecommunications, 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
Students must complete a minimum of 12 credits from the following:

1. The following course (3 credits):
   - ADV 900 Theory Building in Media and Information Studies

2. One of the following courses (3 credits):
   - JRN 921 Media Theory
   - TC 960 Media and Technology
   - MI 985 Advanced Quantitative Analysis for Media

3. One of the following courses (3 credits):
   - JRN 916 Qualitative Research Methods

4. An independent study research project in consultation with the student's academic advisor.

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:

1. Theory. Complete all of the following (9 credits):
   a. The following course (3 credits):
      - ADV 900 Theory Building in Media and Information Studies
   b. Two of the following courses (6 credits):
      - ADV 921 Media Theory
      - CAS 992 Doctoral Seminar
      - MI 960 Media and Technology

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
   b. One of the following courses (3 credits):
      - JRN 916 Qualitative Research Methods
      - MI 985 Advanced Quantitative Analysis for Media

   CREDITS
   - 3
   - 3
   - 3
   - 3
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.

   - **a. All of the following core courses:**
     - 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 ................................................ 3
     - ADV 475 Advertising and Society ............................................... 1
     - 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:**
     - CAS 110 Creative Thinking .................................................... 3
     - CAS 112 Story, Sound and Motion ............................................. 3

   - **c. Two of the following courses:**
     - 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):**
     - ADV 222 Introduction to Copywriting ........................................ 3
     - ADV 225 Writing for Public Relations ........................................ 3
     - ADV 224 Introduction to Creative Media .................................... 3
     - ADV 320 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 320 Advanced Creative: Media I .................................. 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:**
     - MKT 327 Introduction to Marketing ......................................... 3
     - PSY 101 Introduction to 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 management-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 experiences 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:

a. All of the following core courses (31 credits):
   - ADV 205 Principles of Advertising
   - ADV 225 Writing for Public Relations
   - ADV 330 Advertising Management
   - ADV 342 Account Planning and Research
   - ADV 350 Advertising Media Planning and Strategy
   - ADV 375 Consumer Behavior
   - ADV 413 Issues in Contemporary Advertising
   - ADV 442 Digital Analytics
   - ADV 475 Advertising and Society
   - ADV 486 Integrated Campaigns (W)
   - CAS 110 Creative Thinking
   - CAS 114 Creativity and Innovation Entrepreneurship
   - BUS 190 The Art of Starting
   - JRN 402 Public Relations Topics in Journalism
   - COM 402 Public Relations Topics in Communication
   - MI 320 Survey of Accounting Concepts
   - MIK 327 Introduction to Marketing
   - PSY 101 Introductory Psychology

   CREDITS

   ADV 430 Social Marketing: Strategy and Practice
   ADV 431 Monitoring and Measuring Social Media of Brands
   ADV 432 Digital Media Planning and Buying
   ADV 433 Internet Video Promotion Strategy
   ADV 436 Promotions and Sponsorships
   ADV 445 Programmatic Media and Buying
   ADV 456 Interactive Advertising Management Strategy
   ADV 481 Retail Strategy Analysis
   ADV 482 Special Topics in Advertising
   ADV 490 Independent Study
   ADV 493 Advertising and Public Relations Internship

   A maximum of 3 credits in ADS 490 or 493 or 494 may be used to fulfill this requirement.

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
   - ADV 325 Public Relations Techniques and Ethics
   - ADV 334 International Advertising
   - ADV 352 Media Sales
   - ADV 360 Advanced Sales Communication
   - ADV 386 Campaign Competition
   - ADV 402 Public Relations Topics in Advertising
   - ADV 403 Business Law
   - ADV 420 New Media Driver's License
   - ADV 425 Public Relations Strategy

   CREDITS

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:

<table>
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<th>CREDITS</th>
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1. All of the following courses (12 credits):
   - ADV 442 Digital Analytics
   - ADV 445 Programmatic Media and Buying
   - ADV 456 Interactive Advertising Management Strategy
   - MI 250 Introduction to Applied Programming

2. Complete 6 credits from the following courses:
   - ADV 420 New Media Driver’s License
   - ADV 431 Monitoring and Measuring Social Media of Brands
   - ADV 432 Digital Media Planning and Buying
   - ADV 433 Internet Video Promotion Strategy
   - MI 220 Methods for Understanding Users
   - MI 320 Reasoning with Data
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. One 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. 2 to 6 credits from the following: .................................................. 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 a Advertising Creative undergraduate program. 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 program. 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.

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. The following course (4 to 6 credits):
   ADV 890 Independent Study .................................. 1 to 6

Additional Requirements for Plan A: 15

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 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. 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
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:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSD 213</td>
<td>Anatomy and Physiology of the Speech and Hearing</td>
<td>3</td>
</tr>
<tr>
<td>CSD 303</td>
<td>Fundamentals of Hearing</td>
<td>3</td>
</tr>
<tr>
<td>CSD 313</td>
<td>Speech Science</td>
<td>3</td>
</tr>
<tr>
<td>CSD 333</td>
<td>Oral Language Development</td>
<td>3</td>
</tr>
<tr>
<td>CSD 364</td>
<td>Speech and Language Disorders and their Evaluation</td>
<td>3</td>
</tr>
<tr>
<td>CSD 444</td>
<td>Audiologic Assessment and Intervention/Rehabilitation</td>
<td>3</td>
</tr>
<tr>
<td>CSD 463</td>
<td>Intervention/Rehabilitation Procedures in Speech-Language Pathology</td>
<td>3</td>
</tr>
</tbody>
</table>

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 and 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.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Speech-Language Pathology</td>
<td>..................................................</td>
<td>51</td>
</tr>
</tbody>
</table>
Requirements for both Plan A and Plan B (45 credits):
1. 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

2. 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):
1. The following course:
   - CSD 899 Master's Thesis Research ........................................................................................................... 6
2. Successful completion of an oral thesis defense.

Additional Requirements for Plan B (6 credits):
1. Six additional credits in courses approved by the student's academic advisor.
2. 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:
1. Complete core courses covering the areas of speech and hearing sciences, and related instrumentation; neuroanatomy and physiology; and psycholinguistics.
2. Complete courses and experiences addressing the following areas of research:
   a. Statistical analysis of data.
   b. Research design and methodology.
   c. Research practice.
3. Complete an approved major area of study of human communication sciences and disorders that includes courses and experiences which are thematically related.
4. Complete an approved minor or cognate area of study outside the department which is thematically related to and aligned with human communication sciences and disorders.
5. Pass a written and oral comprehensive examination addressing the preceding requirements.

6. Successful completion and oral defense of a dissertation based upon original research that represents a contribution to the scientific knowledge base of human communication sciences and disorders.

DEPARTMENT OF COMMUNICATION

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

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

   The University's Tier II writing requirement for the Communication major is met by completing any one of the following courses: Communication 425, 440, 475. Those courses are referenced in item 3. b. (3) below.

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 360</td>
<td>Advanced Sales Communication</td>
<td>3</td>
</tr>
<tr>
<td>COM 483</td>
<td>Practicum in Sales Communication</td>
<td>1</td>
</tr>
<tr>
<td>MKT 313</td>
<td>Personal Selling and Buying Processes</td>
<td>3</td>
</tr>
<tr>
<td>MKT 383</td>
<td>Sales Management</td>
<td>3</td>
</tr>
<tr>
<td>ADV 375</td>
<td>Consumer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>ADV 481</td>
<td>Retail Strategy Analysis</td>
<td>3</td>
</tr>
<tr>
<td>CAS 492</td>
<td>Special Topics</td>
<td>3</td>
</tr>
<tr>
<td>COM 315</td>
<td>Information Gathering and Interviewing Theories</td>
<td>3</td>
</tr>
<tr>
<td>COM 325</td>
<td>Interpersonal Influence and Conflict</td>
<td>3</td>
</tr>
<tr>
<td>COM 340</td>
<td>Leadership and Group Communication</td>
<td>3</td>
</tr>
<tr>
<td>COM 389</td>
<td>Special Topics in Communication</td>
<td>3</td>
</tr>
<tr>
<td>MGT 475</td>
<td>Negotiation and Conflict Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 302</td>
<td>Consumer and Organizational Buyer Behavior</td>
<td>3</td>
</tr>
<tr>
<td>MKT 412</td>
<td>Marketing Technology and Analytics</td>
<td>3</td>
</tr>
<tr>
<td>MKT 430</td>
<td>Key Account and Customer Relationship Management</td>
<td>3</td>
</tr>
<tr>
<td>MKT 490</td>
<td>Independent Study</td>
<td>3</td>
</tr>
<tr>
<td>MKT 491</td>
<td>Special Topics in Marketing</td>
<td>3</td>
</tr>
<tr>
<td>SCM 371</td>
<td>Procurement and Supply Management</td>
<td>3</td>
</tr>
<tr>
<td>CAS 492</td>
<td>Special Topics in Marketing</td>
<td>3</td>
</tr>
</tbody>
</table>

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 a 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 389 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.
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:

**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 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.
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 Graduate Specialization in Nonprofit Fundraising

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

Requirements for the Bachelor of Arts Degree in Journalism

1. The University requirements for bachelor’s degrees as described in the Undergraduate Education section of this catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Journalism.

   The University’s Tier II writing requirement for the Journalism major is met by completing Journalism 300. 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:

   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
   b. One of the following courses (3 credits):
      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
   c. 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.

   Study Abroad in Journalism .................................................. 3
      Students who reenroll in JRN 372, 472, or 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 .................................................. 3
      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
   d. Complete 3 credits from the following:
      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 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 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 206 Video Storytelling with Cell Phones ........................................ 3
   JRN 310 Photojournalism .................................................. 3
   JRN 345 Images and Messages .................................................. 3
   JRN 410 Advanced Photojournalism: Documentary ........................................ 3

   Use of this catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree.

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

   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 338 Information Graphics .................................................. 3
      JRN 345 Images and Messages .................................................. 3
      JRN 438 Advanced Information Graphics ........................................ 3
      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 ............................................. 3
      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:
   JRN 310 Photojournalism .................................................. 3
   JRN 345 Images and Messages .................................................. 3
   JRN 410 Advanced Photojournalism: Documentary ........................................ 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.
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.

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.

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

Complete 15 credits from all of the following courses:

JRN 206 Video Storytelling with Cell Phones
JRN 303 On-Air Announcing, Interviewing and Hosting
JRN 306 Introduction to Radio, Podcasting and TV News
JRN 403 TV News
JRN 406 Advanced TV News, Storytelling and Producing

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:

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 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...
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 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.

Requirements for Plan A (with thesis)

1. All of the following courses (13 to 15 credits):
   - COM 803 Introduction to Quantitative Research Methods
   - JRN 815 Media, Society and Theory
   - JRN 825 Journalism History and Qualitative Methods
   - JRN 899 Master’s Thesis Research
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
   - Journalism Education
   - International Journalism

CREDITS

Requirements for Plan B (without thesis)

1. All of the following courses (12 credits):
   - JRN 800 Multiple Media Reporting I
   - JRN 815 Media, Society and Theory
   - JRN 816 Applied Research Methods in Journalism
   - JRN 873 Environment, Science and Health Journalism Seminars
   - JRN 875 Global Affairs Reporting
   - JRN 887 Journalism Study Abroad Topics
   - JRN 899 Journalism Professional Project
   - Any advisor approved environmental, science, health or risk course.

2. One of the following courses (3 credits):
   - JRN 808 Journalism Education Visual Topics
   - JRN 821 Social Media News and Information

3. One of the following courses (3 credits):
   - JRN 475 International News and Government Regional Dynamics
   - JRN 873 Environment, Science and Health Journalism Seminars
   - JRN 875 Global Affairs Reporting
   - JRN 887 Journalism Study Abroad Topics
   - Any advisor approved international course.

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
   - Journalism Education
   - 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
   - JRN 873 Environment, Science and Health Journalism Seminars
   - Any advisor approved environmental, science, health or risk course.

Journalism Education
All of the following courses (9 credits):
   - JRN 808 Journalism Education Visual Topics
   - JRN 821 Social Media News and Information
   - Any advisor approved education course.

International Journalism
Select 9 credits from the following:
   - JRN 475 International News and Government Regional Dynamics
   - JRN 873 Environment, Science and Health Journalism Seminars
   - JRN 875 Global Affairs Reporting
   - JRN 887 Journalism Study Abroad Topics
   - 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

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

CREDITS
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 305, 311, 411, 439, 441, 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):

   a. All of the following courses (9 credits):
      - MI 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):

      1. 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 .................................... 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. 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 491 Building Innovative Interfaces .............................. 3
         - MI 497 Game Design Studio ........................................... 3

      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

      4. Creating Human-Centered Technology
         - MI 220 Methods for Understanding Users .......................... 3
         - MI 250 Applied Programming ......................................... 3
         - MI 320 Reasoning with Data .......................................... 3
         - MI 350 Evaluating Human-Centered Technology .................... 3

      5. 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

      6. Society, Policy and Research
         - MI 302 Networks, Markets, and Society .......................... 3
         - MI 350 Informational Design and Knowledge ....................... 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 Documentary Design for Society Research (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 451 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 and 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 .................................... 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 and 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 491 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 and 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

1. The University requirements for bachelor’s degrees as described in the Undergraduate Education section of this catalog: 120 credits, including general elective credits, are required for the Bachelor of Science degree in Media and Information.

   The University’s Tier II writing requirement for the Media and Information major is met by completing one of the following courses: Media and Information 442, 443, 447, 450, 452, 458, 462, or 472. Those courses are referenced in item 3. below.

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

3. The following requirements for the major:

   a. 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
   
   b. At least 3 credits from the following courses (3 credits):
      - ANP 201 Introduction to Cultural Anthropology .............................................................. 3
      - EC 201 Introduction to Microeconomics ........................................................................... 3
      - HPL 130 Logic and Reasoning ............................................................................................ 3
      - PLS 200 Introduction to Political Science ......................................................................... 3
      - PSY 101 Introductory Psychology ...................................................................................... 4
      - SOC 220 Introduction to Sociology .................................................................................... 4
   
   c. Both of the following courses (6 credits):
      - CAS 111 The Digital Image ............................................................................................... 3
      - CAS 201 Introduction to Programming I ........................................................................... 4
   
   d. One of the following courses (3 credits):
      - MTH 124 Survey of Calculus I .......................................................................................... 3
      - MTH 132 Calculus I ............................................................................................................ 3
   
   e. At least three of the following courses (3 credits):
      - CAS 202 Audio and Video in Media Settings I ................................................................. 1
      - CAS 203 Design in Media Settings ..................................................................................... 1
      - CAS 204 Web Design Media Settings .............................................................................. 1
      - CAS 205 Photography in Media Settings ......................................................................... 1
      - CAS 206 Graphics and Illustration in Media Settings ..................................................... 1
      - CAS 207 Animation in Media Settings ............................................................................. 1
      - CAS 208 Interactivity in Media Settings ............................................................................ 1
   
   f. One of the following concentrations (12 credits):
      - TV, Cinema, and Radio
        1. The following course (3 credits):
           - MI 341 Film Style Production for Cinema and Television ........................................... 3
        2. 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
        3. One of the following courses (3 credits):
           - 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

      - Interactive and Social Media
        1. The following course (3 credits):
           - MI 331 Introduction to Interactive Media Development ............................................... 3
        2. 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
        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 Interactive Interfaces (W) ..................................................................... 3
           - MI 499 Media and Information Capstone (W) ............................................................... 3

      - Media Management
        1. The following course (3 credits):
           - MI 300 Media Policy and Economics ............................................................................. 3
        2. At least two of the following courses (6 or 7 credits):
           - MI 201 Introduction to Media and Information TECHNOLOGIES and Industries .......... 3
           - MI 203 Bringing Media to Market .................................................................................... 3
           - MI 401 Topics in Media Impacts on Society ................................................................... 3
           - 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

   g. 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 325, Finance 320, Management 325, and Marketing 313 and 327. A list of minors is available from the advising office.

   h. 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:

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1. Both of the following courses (6 credits):
   - MI 211 Documentary History and Theory ................................................................. 3
   - MI 311 Introduction to Documentary Production ....................................................... 3

2. Complete at least 6 credits from one of the following areas:
   - Audio/Video
     - MI 337 Compositing and Special Effects ................................................................. 3
COMMUNICATION ARTS AND SCIENCES
Department of Media and Information

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 306 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
(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 306 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 in Film Studies, and 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 336 Algorithms and Data Structures ........................ 3

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):

1. All of the following courses (12 credits):
MI 445 Game Design and Development I ......................... 3
MI 459 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 II: 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 470 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 infrastructures. 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 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-
dent accepted into the program may begin in either the following
fall or spring semester.

With the approval of the department or school that administers the student’s degree program, courses that are used
to satisfy the requirements for the minor may also be used to sat-
ify 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:

<table>
<thead>
<tr>
<th>COURSES</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSE 422 Computer Networks</td>
<td>3</td>
</tr>
<tr>
<td>CSE 425 Interdisciplinary Topics in Cyber Security</td>
<td>3</td>
</tr>
<tr>
<td>CSE 471 Media Processing and Multimedia Computing</td>
<td>3</td>
</tr>
<tr>
<td>ECE 404 Radio Frequency Electronic Circuits</td>
<td>3</td>
</tr>
<tr>
<td>ECE 442 Introduction to Communication Networks</td>
<td>3</td>
</tr>
<tr>
<td>ECE 458 Communication Systems Laboratory</td>
<td>3</td>
</tr>
<tr>
<td>MI 201 Introduction to Media and Information Technologies and Industries</td>
<td>3</td>
</tr>
<tr>
<td>MI 361 IT Network Management and Security</td>
<td>3</td>
</tr>
<tr>
<td>MI 362 Web Administration</td>
<td>3</td>
</tr>
<tr>
<td>MI 449 Advanced Web Development and Database Management</td>
<td>3</td>
</tr>
<tr>
<td>MI 462 Social Media and Social Computing</td>
<td>3</td>
</tr>
<tr>
<td>MI 472 Digital Business Commerce</td>
<td>3</td>
</tr>
</tbody>
</table>

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):

<table>
<thead>
<tr>
<th>COURSES</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANP 325 Anthropology of the Environment and Development</td>
<td>3</td>
</tr>
<tr>
<td>ANP 410 Anthropology of Latin America</td>
<td>3</td>
</tr>
<tr>
<td>ANP 414 Anthropology of South Asia</td>
<td>3</td>
</tr>
<tr>
<td>ANP 416 Anthropology of Southern Africa</td>
<td>3</td>
</tr>
<tr>
<td>ANP 431 Gender, Environment, and Development</td>
<td>3</td>
</tr>
<tr>
<td>COM 397 Topics in Verbal, Intercultural, or Gender Communication</td>
<td>4</td>
</tr>
<tr>
<td>COM 399 Special Topics in Communication</td>
<td>3</td>
</tr>
<tr>
<td>EC 310 Economics of Developing Countries</td>
<td>3</td>
</tr>
<tr>
<td>EC 412 Economic Analysis of Latin America (W)</td>
<td>3</td>
</tr>
<tr>
<td>EC 413 Economic Analysis of Asia (W)</td>
<td>3</td>
</tr>
<tr>
<td>EC 414 Economic Analysis of Sub-Saharan Africa (W)</td>
<td>3</td>
</tr>
<tr>
<td>GEO 335 Geography of Latin America</td>
<td>3</td>
</tr>
<tr>
<td>GEO 337 Geography of Asia-Pacific</td>
<td>3</td>
</tr>
<tr>
<td>GEO 338 Geography of Africa</td>
<td>3</td>
</tr>
<tr>
<td>ISS 315 Global Diversity and Interdependence (I)</td>
<td>3</td>
</tr>
<tr>
<td>ISS 330A Africa: Social Science Perspectives (I)</td>
<td>4</td>
</tr>
<tr>
<td>ISS 330B Asia: Social Science Perspectives (I)</td>
<td>4</td>
</tr>
<tr>
<td>ISS 330C Latin America: Social Science Perspectives (I)</td>
<td>4</td>
</tr>
<tr>
<td>MC 320 Politics, Society, and Economy in the Third World</td>
<td>4</td>
</tr>
<tr>
<td>SOC 352 Developing Societies</td>
<td>3</td>
</tr>
<tr>
<td>SOC 353 Introduction to Social Research</td>
<td>3</td>
</tr>
</tbody>
</table>

Students selecting Communication 391 or 399 to fulfill this requirement must enroll in a section on intercultural or international communication.

3. The following courses (8 credits):

<table>
<thead>
<tr>
<th>COURSES</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MI 480 Information and Communication Technologies and Development</td>
<td>3</td>
</tr>
<tr>
<td>MI 488 Information and Communication Technology Development Project (W)</td>
<td>3</td>
</tr>
</tbody>
</table>

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 Uni-
versity 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, 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 obtain-
ing a grade of at least 3.0 in each of these courses. To enter the

**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 Uni-
versity 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

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**COMMUNICATION ARTS AND SCIENCES**

Department of Media and Information
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 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.

1. Students must complete 15 credits from the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MI 803 Introduction to Quantitative Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>MI 830 Theories of Media and Information</td>
<td>3</td>
</tr>
<tr>
<td>MI 831 Foundations of Serious Games</td>
<td>3</td>
</tr>
<tr>
<td>MI 832 Theories of Games and Interaction Design</td>
<td>3</td>
</tr>
<tr>
<td>MI 839 Game and Film Design Studio I</td>
<td>3</td>
</tr>
<tr>
<td>MI 841 Understanding Users</td>
<td>3</td>
</tr>
<tr>
<td>MI 842 Interactive Usability and Accessibility Design and Evaluation</td>
<td>3</td>
</tr>
<tr>
<td>MI 844 Game and Film Design Studio II</td>
<td>3</td>
</tr>
<tr>
<td>MI 850 Media and Information Policy</td>
<td>3</td>
</tr>
<tr>
<td>MI 851 Managing Digital Enterprises</td>
<td>3</td>
</tr>
<tr>
<td>MI 852 Media and Information Economics</td>
<td>3</td>
</tr>
<tr>
<td>MI 861 Understanding and Managing Social Media</td>
<td>3</td>
</tr>
<tr>
<td>MI 862 Media and Information Technologies in Organizations</td>
<td>3</td>
</tr>
</tbody>
</table>

26
Students must complete the following (9 credits):

- Game Design and Research

The course must be approved by the advisor for the Graduate Certificate in Serious Development of Expertise and Research in the chosen discipline. This alternative or evaluation of serious games must be selected to contribute to each student's development. This course 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

Students must complete the following (9 credits):

1. All of the following courses (9 credits):
   - MI 830 Foundations of Serious Games
   - MI 831 Theories of Games and Interaction Design
   - MI 841 Understanding Users

   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 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.

Additional Requirements for Plan A

- MI 899 Master's Thesis Research

Additional Requirements for Plan B

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

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

Students must complete 15 credits from the following:

1. All of the following courses (9 credits):
   - ACC 821 Information Systems Project Management
   - ACC 823 Advanced Enterprise Database Systems
   - ACC 825 Object-Oriented Business Information Systems
   - ACC 826 Enterprise Information Systems
   - ACC 843 Value Chain Accounting and Analytics
   - ACC 890 Independent Study
   - ITM 881 Network Analytics
   - MKT 629 Marketing Technology and Analytics

   CREDITS

   3
   3
   3
   3
   3
   3
   3

2. Two courses selected from the following (6 credits):

   - ACC 822 Information Systems Project Management
   - ACC 824 Advanced Enterprise Database Systems
   - ACC 826 Enterprise Information Systems
   - ACC 843 Value Chain Accounting and Analytics
   - ACC 890 Independent Study
   - ITM 881 Network Analytics
   - MKT 629 Marketing Technology and Analytics

   CREDITS

   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.