

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

Prabu David, DEAN

The College of Communication Arts and Sciences is one of the top-ranked colleges of communication. As digital and mobile technologies continue to transform our world, communication is at the center of the great challenges and opportunities of our time. Students and faculty in the college are shaping the future of communication through their research, creative works, and innovative teaching. We are pioneering new ways to use communication for the common good. By embracing change, we prepare tomorrow's global communicators to solve problems throughout the world.

Undergraduate degrees in the College of Communication Arts and Sciences provide distinctive educational opportunities that connect academic majors and programs to meaningful careers. Students pursue futures in a wide array of communication industries, including advertising, public relations, game design, communication leadership, user experience design, filmmaking, journalism, and speech-language pathology.

Our college offers a diverse and inclusive community. Students thrive in our top-ranked programs led by world-class faculty and industry leaders. In the College of Communication Arts and Sciences, classrooms extend beyond the four walls to the entire globe, through our emphasis on groundbreaking experiential learning opportunities.

We offer undergraduate majors in Advertising Management, Creative Advertising, Public Relations, Communicative Sciences and Disorders, Communication, Communication Leadership and Strategy, Digital Storytelling, Journalism, Games and Interactive Media, and Information Science. 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.

Our graduate programs have a long tradition of excellence, successfully placing students in top industry and academic positions. We offer professional master's degrees in several dynamic fields. We offer three Ph.D. programs: Information and Media, Communication, and Communicative Sciences and Disorders. Each doctoral program is world-renowned for quality of graduate education and research opportunities for students.

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 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.

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

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.

### **COLLEGE OF COMMUNICATION ARTS AND SCIENCES 3 + 3 OPTION**

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

Admission to the MSU College of Law component of this program is limited to a small number of students who complete the specified university and college requirements and who earn a grade-point average and LSAT score that is acceptable for admission to the Michigan State University College of Law. All students in this program will complete a minimum of 91 credits at Michigan State University in a major of Advertising, Communication, Journalism, or Media and Information. The requirements for the program are as follows:

1. Completion of all the university-level graduation requirements, including integrative studies, writing, and mathematics.
2. Completion of the College of Communication Arts and Sciences college-level graduation requirements including Tier II writing, 31 credits outside of the college, and at least 11 credits at the 300-400 level.
3. Completion of the department-level requirements for a bachelor's degree in Advertising, Communication, Journalism or Media and Information.
4. Completion of a minimum of 29 credits at the Michigan State University College of Law

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

### **GRADUATE STUDY**

The College of Communication Arts and Sciences offers programs leading to the master's degree in each of its five academic units. In addition, the college offers two master's degrees, Health and Risk Communication, and Strategic Communication. The college also offers three doctoral degrees: Doctor of Philosophy 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](http://www.cas.msu.edu).

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

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

Students majoring in other colleges of the university may elect courses or cognates in the College of Communication Arts and Sciences.

Practical experience in communication research may be obtained through participation in projects housed in 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 or doctoral degree programs in the college may elect an Interdepartmental Specialization in Cognitive Science. For additional information, refer to the statement on *Interdepartmental Graduate Specializations in Cognitive Science* in the *College of Social Science* section of this catalog.

Students who are enrolled in master's or doctoral degree programs in the Department of Communicative Sciences and Disorders may elect a specialization in Infancy and Early Childhood. For additional information, refer to the statement

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

on *Interdepartmental Graduate Specialization in Infancy and Early Childhood* in the *College of Social Science* section of this catalog.

Students who are enrolled in doctoral degree programs in the college may pursue a certification in College Teaching. For additional information, visit <https://grad.msu.edu/CCTP>.

### **Master of Arts and Master of Science**

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

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

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

#### **Doctor of Philosophy**

For students taking the Doctor of Philosophy program in the College of Communication Arts and Sciences, there are three

options—Communicative Sciences and Disorders, Communication, and Information and Media. The Information and Media Ph.D., is an interdisciplinary degree offered jointly by the Department of Advertising and Public Relations, the School of Journalism, and the Department of Media and Information. Further information regarding doctoral study in the College of Communication Arts and Sciences may be obtained from the College office or from the five academic unit offices.

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

#### **Admission**

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

#### **Requirements for the Degree**

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

#### **Academic Standards**

When a student receives a grade below 3.0 in more than two 400-level or higher courses taken for graduate credit at Michigan State University, or does not have a 3.00 average when 15 credits have been earned, the student is automatically withdrawn from the program. A graduate student who has been withdrawn under this regulation is required to wait a minimum of one calendar year from the date of the withdrawal before being eligible to apply for readmission to a graduate program in the College of Communication Arts and Sciences. The student may be readmitted, contingent upon repeating one of the three courses in which a grade below 3.0 was earned, and earning a 3.0 or better grade in the course. The course to be repeated may be specified by the department. Following readmission, any additional grade below 3.0 in any course numbered 400 or higher will result in permanent dismissal. Courses below the 400 level may also be included under this regulation at the discretion of the individual academic unit. While permission may be granted by the student's academic unit chairperson and the assistant dean of the College to repeat a course in which a grade of less than 3.0 has been earned, subsequently earning a grade of 3.0 or higher does not eliminate the first earned grade in the course as one of the two allowed under this regulation.

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

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

### 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 to promote positive public health outcomes. The program is designed to broaden understanding of health and risk communication theory and principles and to translate these insights into communication programs and interventions. Graduates may pursue careers with government agencies, hospitals, HMOs, insurance companies, nonprofits, the medical trade press, and other health service-related organizations.

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

#### Admission

To be considered for admission to the Master of Arts degree program in health and risk communication, an applicant must have a bachelor's degree from an approved institution and a grade-point average of 3.0 in the last two years of undergraduate study. Students must submit:

1. an academic statement of purpose outlining academic and professional goals.
2. a personal statement including background and life experiences, social, economic, cultural, familial, education or other challenge or opportunities that motivated the decision to pursue graduate study.
3. two letters of reference from persons who are familiar with the applicant's academic and professional work.
4. the Graduate Record Examination General Test scores.
5. for international applicants only, the Test of English Language Fluency (TOEFL).
6. one transcript from each college and university attended. Application materials should be received by April 1.

For additional information please visit our Web site at: <https://comartsci.msu.edu/academics/academic-departments/masters-health-risk-communication>.

#### Requirements for the Master of Arts Degree in Health and Risk Communication

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

	CREDITS
<b>Requirements for Both Plan A and Plan B</b>	
1. All of the following courses (9 credits):	
CAS 825 Mass Communication and Public Health	3
CAS 826 Health Communication for Diverse Populations	3
EPI 810 Introductory Epidemiology	3
2. The following course (3 credits):	
COM 803 Introduction to Quantitative Research Methods	3
3. One of the following courses (3 credits):	
ADV 860 Media Relations	3
JRN 873 Environment, Science and Health Journalism Seminars	3
4. The following course (3 credits):	
COM 893 Practicum	3

#### Additional Requirements for Plan A

1. The following courses (7 credits):
  - CAS 899 Master's Thesis Research 4
  - COM 830 Applied Communication Research II 3
2. **Electives** (8 credits). Additional credits in courses related to health communication that have been approved by the student's academic advisor.
3. Pass a thesis examination defense during the final semester.

#### Additional Requirements for Plan B

1. **Electives** (15 credits). Additional credits in courses related to health communication that have been approved by the student's academic advisor.
2. Pass a written comprehensive examination during the final semester.

### STRATEGIC COMMUNICATION

#### Master of Arts

The Master of Arts degree in Strategic Communication is designed for working professionals seeking to enhance their knowledge and skills in the rapidly changing media and technology environment. Students will learn to create and manage digital communication in organizational contexts by mastering skills in research, ethics, branding, content design, analytics and leadership. Graduates of this program have gone on to successful careers in private sector organizations as well as the public sector. Through a combination of mentoring from instructors and learning from peers, this program is designed to serve as a career accelerator.

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

#### Admission

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

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

1. have earned a bachelor's degree from a recognized, accredited educational institution.
2. submit both departmental and university application forms.
3. present evidence of competency in English through TOEFL, IELTS, or MELAB scores if English is not the first language.
4. submit three of letters of recommendation.
5. submit official transcripts from all colleges and universities attended.
6. submit a resume.

#### Requirements for the Master of Arts Degree in Strategic Communication

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

	CREDITS
1. All of the following core courses (15 credits):	
CAS 828 Persuasion Techniques for Working Professionals	3
CAS 829 Evaluation Techniques for Working Professionals	3
CAS 832 Strategic Message Development	3
CAS 842 Professional Communication Ethics	3

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

CAS 844	Capstone/Practicum	3
2. Complete	15 credits from the following courses:	
CAS 827	Digital Media Strategies	3
CAS 831	Digital Content Creation, Curation and Promotion	3
CAS 833	Crisis Communication	3
CAS 835	Branding and Image Communication	3
CAS 837	Catalyst Thinking in the C-Suite	3
CAS 838	Organizational Communication for Leaders and Entrepreneurs	3
CAS 839	Media Analytics for Communication Professionals	3
CAS 840	Audience Analytics	3
CAS 841	Social Media Storytelling	3
Other courses may be considered with approval by the student's academic advisor.		
3. Completion of a final examination or evaluation.		

### DIGITAL MEDIA

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

#### Admission

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

#### Requirements for the Graduate Certificate in Digital Media

Students must complete 9 credits from the following courses:		CREDITS
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.

#### Admission

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

#### Requirements for the Graduate Certificate in Media Analytics

Students must complete 9 credits from the following courses:		CREDITS
CAS 839	Media Analytics for Communication Professionals	3
CAS 840	Audience Analytics	3
CAS 841	Social Media Storytelling	3

### ORGANIZATIONAL COMMUNICATION FOR LEADERSHIP

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

#### Admission

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

#### Requirements for the Graduate Certificate in Organizational Communication for Leadership

Students must complete 9 credits from the following courses:		CREDITS
CAS 833	Crisis Communication	3
CAS 837	Catalyst Thinking in the C-Suite	3
CAS 838	Organizational Communication for Leaders and Entrepreneurs	3

### MEDIA AND INFORMATION STUDIES

#### Graduate Specialization

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

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

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

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

### Requirements for the Graduate Specialization in Media and Information Studies

	CREDITS
Students must complete a minimum of 12 credits from the following:	
1. The following course (3 credits):	
ADV 975 Quantitative Research Design	3
2. One of the following courses (3 credits):	
CAS 992 Doctoral Seminar	3
JRN 921 Media Theory	3
TC 960 Media and Technology	3
3. One of the following courses (3 credits):	
JRN 916 Qualitative Research Methods	3
TC 985 Advanced Quantitative Analysis for Media	3
4. An independent study research project in consultation with the student's academic advisor.	3 to 6
A grade of 3.0 must be obtained in each course to complete the specialization.	

### Doctor of Philosophy

The interdepartmental, interdisciplinary doctoral program in Information and Media immerses students in advanced graduate training in the field of information and media. Taught by a faculty with backgrounds in advertising and public relations, communication, computer science, economics, human computer interaction, journalism, management, neuroscience, political science, psychology, science and technology studies, sociology, and design, it seeks to empower the next generation of scholars and teachers to pursue innovative and original research.

The program is administered by the College of Communication Arts and Sciences through the program's Executive Committee and the Director of the Ph.D. Program. Faculty of the three participating academic units, the Department of Advertising and Public Relations, the School of Journalism, and the Department of Media and Information, participate in the governance of the program.

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

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

Students are admitted to begin fall semester. Exceptional candidates may be admitted without a master's degree. Scores on the Graduate Record Examination General Test are required. Applicants with professional media experience may be given special consideration. All application materials are due in the program office by December 1st. Late applications may be considered. Complete details concerning application may be obtained from the program office in the college or the Web site at <https://comartsci.msu.edu/information-media-phd>.

#### Guidance Committee

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

### Requirements for the Doctor of Philosophy Degree in Information and Media

The student must meet the requirements specified below:

	CREDITS
1. <b>Core Courses.</b> Complete all of the following (12 credits):	
CAS 921 Theories of Media and Information	3
CAS 975 Introductory Methods	3
CAS 991 Ways of Knowing	3
Introduction to Statistics course at the 800-900 level approved by the academic advisor	3
2. <b>Advanced Methods or Statistics.</b> (12 credits):	
Complete 3 credits in a specialized quantitative methods course, 3 credits in a specialized qualitative methods course, and 6 credits in an advanced methods or statistics course at the 800-900 level approved by the student's academic advisor.	
3. <b>Advanced Theory.</b> (3 credits).	
Complete 3 credits of advanced theory as approved by the student's academic advisor.	
4. <b>Concentration.</b> (15 credits)	
Complete 15 credits in an area of concentration selected in consultation with the guidance committee.	
5. <b>Professionalization Requirement</b>	
Each semester before the comprehensive examination, students must attend a minimum number of preapproved events intended to provide specific training or opportunities for professionalization, as specified in the program handbook.	
6. Completion of a second-year project.	
7. Successful completion of the comprehensive examination.	
8. Complete 24 credits of CAS 999 Doctoral Dissertation Research.	
9. Prepare and successfully defend the doctoral dissertation.	

## DEPARTMENT of ADVERTISING and PUBLIC RELATIONS

### *Teresa Mastin, Chairperson*

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

### UNDERGRADUATE PROGRAM

While all those in the advertising field share a common orientation and a core knowledge base, within the industry there are a wide number of roles requiring specialized knowledge. These specialties can roughly be divided into the artistic functions known within the field as advertising creative and the strategic/managerial functions. The department offers

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

the Bachelor of Arts in Public Relations and two advertising degrees, a Bachelor of Arts in Advertising Creative and a Bachelor of Science in Advertising Management. The advertising degrees share a similar core, but allow 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, designers 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, design 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, app and web design, electronic commerce, and more.

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

### Admission

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

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

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

### Requirements for the Bachelor of Arts Degree in Advertising Creative

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

The University's Tier II writing requirement for the Advertising Creative major is met by completing Advertising 486. That course is referenced in item 3. a. below.

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

3. The following requirements for the major.

	CREDITS
a. All of the following core courses (20 credits):	
ADV 205 Principles of Advertising	3
ADV 210 Concept Development	1
ADV 245 Multimedia Commercial Production	3
ADV 330 Advertising Management	3
ADV 342 Account Planning and Research	3
ADV 450 Portfolio Presentation	1
ADV 475 Advertising and Society	3
ADV 486 Integrated Campaigns (W)	3
The completion of Advertising 486 satisfies the capstone/synthesis requirement for the advertising creative major.	
b. Both of the following courses (6 credits):	
CAS 110 Creative Thinking	3
CAS 112 Story, Sound and Motion	3
c. Two of the following courses (2 credits):	
CAS 203 Design in Media Settings	1
CAS 204 Web Design in Media Settings	1
CAS 205 Photography in Media Settings	1
CAS 206 Graphics and Illustration in Media Settings	1
d. One of the following concentrations (15 or 16 credits):	
<b>Art Direction</b> (15 credits)	
ADV 222 Introduction to Copywriting	3
or	
ADV 225 Writing for Public Relations	3
ADV 224 Introduction to Creative Media	3
ADV 326 Advanced Creative: Media I	3
ADV 354 Interactive Advertising Design	3
ADV 428 Advanced Creative: Media II	3
<b>Copywriting</b> (15 to 16 credits)	
ADV 222 Introduction to Copywriting	3
ADV 225 Writing for Public Relations	3
ADV 322 360-degree Copywriting	3
ADV 422 Advanced Copywriting: Creating Experiences	3
Additional writing class from a list of approved courses as approved by the advisor	3 or 4
e. Both of the following courses (7 credits):	
MKT 327 Introduction to Marketing	3
PSY 101 Introductory Psychology	4

### ADVERTISING MANAGEMENT

The Bachelor of Science degree in Advertising Management provides the educational background necessary for students aspiring to become account managers, account planners, media planners, media researchers or a variety of other more managerial-oriented positions. The program focuses on developing students' strategic thinking, creative problem solving, along with more research-oriented and analytical skills. Internships and other cooperative educational opportunities are encouraged to broaden learning and practical experience in the major. Students may also choose to pursue departmental minors in Advertising Analytics or Public Relations and a number of other minors including: Entrepreneurship and Innovation, 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

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

students to gain experience that enhance and reach outside of the classroom, further advancing their employment opportunities upon graduation.

### Admission

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

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

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

### Requirements for the Bachelor of Science Degree in Advertising Management

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

	CREDITS
a. All of the following core courses (31 credits):	
ADV 205 Principles of Advertising	3
ADV 225 Writing for Public Relations	3
ADV 330 Advertising Management Strategy	3
ADV 342 Account Planning and Research	3
ADV 350 Advertising Media Planning and Strategy	3
ADV 375 Consumer Behavior	3
ADV 413 Issues in Contemporary Advertising	1
ADV 442 Digital Analytics	3
ADV 475 Advertising and Society	3
ADV 486 Integrated Campaigns (W)	3
CAS 110 Creative Thinking	3
The completion of Advertising 486 satisfies the capstone/synthesis requirement for the Advertising Management major.	
b. Complete 6 credits from the following courses in consultation with an advisor. Students are encouraged to choose a minor that adds depth to their major while selecting courses that will count towards the minor.	
ADV 334 International Advertising	3
ADV 352 Media Sales	3
ADV 360 Advanced Sales Communication	3
ADV 386 Campaign Competition	3
ADV 402 Public Relations Topics in Advertising	1 to 3
ADV 420 New Media Driver’s License	3
ADV 430 Social Marketing: Strategy and Practice	3
ADV 431 Monitoring and Measuring Social Media of Brands	3
ADV 432 Digital Media Planning and Buying	3
ADV 433 Internet Video Promotion Strategy	3
ADV 436 Promotions and Sponsorships	3
ADV 445 Programmatic Media and Buying	3
ADV 456 Interactive Advertising Strategy	3
ADV 481 Retail Strategy Analysis	3
ADV 492 Special Topics in Advertising	1 to 3
ADV 490 Independent Study	1 to 3
or	
ADV 493 Advertising and Public Relations Internship	1 to 3
or	
ADV 494 Practicum in Research/Creative Works and Instruction	1 to 3

CAS 114 Creativity and Innovation Entrepreneurship	3
COM 402 Public Relations Topics in Communication	1 to 3
ESH 190 The Art of Starting	3
JRN 402 Public Relations Topics in Journalism	1 to 3
MGT 325 Management Skills and Processes	3
PR 260 Principles of Public Relations	3
PR 325 Intermediate Social Media and Public Relations Techniques	3
PR 425 Public Relations Strategy and Ethics in a Digital World	3
A maximum of 3 credits in ADV 490 or 493 or 494 may be used to fulfill this requirement.	
c. All of the following courses (10 credits):	
ACC 201 Principles of Financial Accounting	3
or	
ACC 230 Survey of Accounting Concepts	3
MKT 327 Introduction to Marketing	3
PSY 101 Introductory Psychology	4

### MINOR IN ADVERTISING ANALYTICS

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

### Requirements for the Minor in Advertising Analytics

Complete 18 credits from the following:	
	CREDITS
1. All of the following courses (12 credits):	
ADV 442 Digital Analytics	3
ADV 445 Programmatic Media and Buying	3
ADV 456 Interactive Advertising Management Strategy	3
MI 250 Introduction to Applied Programming	3
2. Complete 6 credits from the following courses:	
ADV 420 New Media Driver’s License	3
ADV 431 Monitoring and Measuring Social Media of Brands	3
ADV 432 Digital Media Planning and Buying	3



## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

ADV 433	Internet Video Promotion Strategy	3
MI 220	Methods for Understanding Users	3
MI 320	Reasoning with Data	3

### PUBLIC RELATIONS

#### Bachelor of Arts

The Bachelor of Arts degree in Public Relations provides the educational and experiential background necessary for students aspiring to become public relations specialists, public relations account managers, media relations specialists, social media managers, content managers, event coordinators and more. The program focuses on developing strategic planning skills, applied skills in writing and content creation, and critical thinking, along with research-oriented and analytical skills.

Internships and other cooperative educational opportunities are required in the program. Students may also choose to pursue related minors in Advertising Analytics, Entrepreneurship and Innovation, Sales Leadership, or Sports Business Management.

Co-curricular activities include public relations and advertising associations and clubs, national student competitions, and experiential learning. Study abroad programs provide ways for students to gain experience that enhance and reach outside of the classroom. Participation in these opportunities further advance student employment opportunities upon graduation.

The major is designed to provide an understanding of the role of public relations in contemporary society, along with knowledge and experience in developing public relations materials for use in corporate, governmental, and nonprofit organizational settings. Program curriculum focuses on public relations research methods; writing for traditional and social media; public relations techniques; public relations strategies; portfolio development; public relations campaign planning; diversity, equity and inclusion in public relations; and public relations ethics.

#### Admission

Enrollment in the Bachelor of Arts degree in Public Relations is limited and competitive.

To be considered for admission to the major, a student must:

1. Have completed 28 credits.
2. Have earned a combined minimum grade-point average of at least 3.0 in Mathematics 101 or 102 or Statistics 200; Public Relations 260; and Public Relations 225.
3. Have a cumulative grade-point average of 3.0.

Students wishing to major in public relations must make a request to the Public Relations Program Director or delegate when they are eligible and ready to be considered. Incoming students who declare the major in public relations are automatically reviewed at the end of every semester and are either admitted or informed of their progress. Students who are not admitted will be eligible to reapply after correcting whatever deficiency is noted in their first application. Students may only reapply once. If the second application is deficient, no further applications will be considered.

### Requirements for the Bachelor of Arts Degree in Public Relations

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 Public Relations.

The University's Tier II writing requirement for the Public Relations major is met by completing Public Relations 485. That course is referenced in item 3. below.

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

3. The following requirements for the major:

	CREDITS
a. One of the following courses (3 credits):	
MTH 101 Quantitative Literacy I	3
MTH 102 Quantitative Literacy II	3
STT 200 Statistical Methods	3
b. Both of the following courses (6 credits):	
PR 225 Writing for Public Relations	3
PR 260 Principles of Public Relations	3
c. All of the following courses (24 credits):	
PR 300 Public Relations Theory and Ethics	3
PR 305 Methods of Public Relations Inquiry	3
PR 310 Diversity, Equity, and Inclusion in Public Relations and Advertising	3
PR 320 Public Relations Storytelling for Digital, Video and Print	3
PR 325 Intermediate Social Media and Public Relations Techniques	3
PR 335 Advanced Social Media and Public Relations Techniques	3
PR 425 Public Relations Strategy and Ethics In a Digital World	3
PR 485 Integrated Public Relations Campaigns (W)	3

d. **Cognate** (15 credits):

The cognate consists of a set of courses that can be selected from one of the following thematic areas: business, fine arts, physical and biological sciences, social sciences, or an approved university minor administered outside of Public Relations. At least 6 credits must be at the 300-400 level. A list of departments or courses that count in each of the thematic areas is available in the CCAS Academic and Student Affairs Office.

e. **Public Relations Field Experience**

Each student must complete 250 hours of professional public relations internship or research experience under faculty supervision. Hours may be accumulated through public relations internships, public relations research or a combination. Experiences must have the prior approval of the Public Relations Internship Coordinator and require a concluding report from the employer and the student, and may be taken as an elective class. Internships taken for credit cannot be counted toward the Cognate described in 2.d.

### MINOR IN PUBLIC RELATIONS

The Minor in Public Relations is available to students majoring in Advertising, Communication, Environmental Studies and Sustainability, Journalism, James Madison, Business 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, along with 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 traditional media and social media, public relations techniques, research methods, public relations 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;

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

3. have successfully completed Public Relations 260;
4. have successfully completed Public Relations 225 or Journalism 200.

To apply, students must submit an application stating their interest in the minor. Applications are due by the tenth week of the semester. If the number of applicants meeting the basic qualifications exceeds the number of spaces available, selection will include evaluation of an interest statement and academic performance in prerequisite classes. Students will be notified of the decision after the completion of the semester.

### Requirements for the Minor in Public Relations

The students must complete the following (14 to 20 credits):

1. All of the following courses (9 or 10):

COM 300	Methods of Communication Inquiry	4
PR 325	Intermediate Social Media and Public Relations Techniques	3
PR 425	Public Relations Strategy in a Digital World	3
	Students majoring in Journalism should take Statistics and Probability 200 (3 credits) in place of Communication 300.	
2. One of the following courses (3 or 4 credits):

ADV 486	Integrated Campaigns (W)	3
COM 475	Communication Campaign Design and Analysis (W)	4
3. Complete 2 to 6 credits from the following:

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 AND PUBLIC RELATIONS**

#### ***Bachelor of Arts Degree in Advertising Creative Master of Arts Degree in Advertising and 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, at least two letters of recommendation from faculty in the Department of Advertising and Public Relations and an approved program of study for the master's degree at the time of admission. Admission to the Linked Bachelor's-Master's Program allows the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, is applied toward the credit requirement of the master's degree. No 400-level courses with a grade lower than 3.0 will count toward the master's degree. Credit obtained from 400-level pass-fail courses and internships will not count toward the degree. Credits applied to the Linked Bachelor's-Master's Program are not eligible to be applied to any other graduate degree program.

### **LINKED BACHELOR'S-MASTER'S DEGREE IN ADVERTISING AND PUBLIC RELATIONS**

#### ***Bachelor of Science Degree in Advertising Management Master of Arts Degree in Advertising and Public Relations***

The department welcomes applications from Michigan State University undergraduate Advertising Management majors with at least 86 credits. Admission applications must be made prior to the final semester as an Advertising Management undergraduate. Admission to the program requires a minimum undergraduate grade-point average of 3.50, a statement of goals for the master's degree, at least two letters of recommendation from faculty in the Department of Advertising and Public Relations and an approved program of study for the master's degree at the time of admission. Admission to the Linked Bachelor's-Master's Program allows the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, is applied toward the credit requirement of the master's degree. No 400-level courses with a grade lower than 3.0 will count toward the master's degree. Credit obtained from 400-level pass-fail courses and internships will not count toward the degree. Credits applied to the Linked Bachelor's-Master's Program are not eligible to be applied to any other graduate degree program.

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

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

The department welcomes applications from Michigan State University undergraduate Advertising Creative majors with at least 86 credits. Admission applications must be made prior to the final semester as a Advertising Creative undergraduate. The number of students admitted to this linked program will be limited by availability. Admission to the program requires a minimum undergraduate grade-point average of 3.50, a statement of goals for the master's degree, Graduate Record Examination scores, at least two letters of recommendation from faculty in the Department of Advertising and Public Relations or Health and Risk Communication faculty, a resume, and an approved program of study for the master's degree at the time of admission. It is recommended that students complete a special topic in the area of health and risk communication through COM 399 Special Topics. Admission to the Linked Bachelor's-Master's Program allows the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, is applied toward the credit requirement of the master's degree. No 400-level courses with a grade lower than 3.0 will count toward the master's degree. Credit obtained from 400-level pass-fail courses and internships will not count toward the degree. Credits applied

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

to the Linked Bachelor's-Master's Program are not eligible to be applied to any other graduate degree program.

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

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

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

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

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

The department welcomes applications from Michigan State University undergraduate Advertising Creative majors with at least 86 credits. Admission applications must be made prior to the final semester as an Advertising Creative undergraduate. Admission to the program requires a minimum undergraduate grade point average of 3.50, a statement of goals for the master's degree, Graduate Record Examination scores, at least two letters of recommendation from faculty in the Department of Advertising and Public Relations and an approved program of study for the master's degree at the time of admission. Admission to the Linked Bachelor's-Master's Program allows the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, is applied toward the credit requirement of the master's degree. No 400-level courses with a grade lower than 3.0 will count toward the master's degree. Credit obtained from 400-level pass-fail courses and internships will not count toward the degree. Credits applied to the Linked Bachelor's-Master's Program are

not eligible to be applied to any other graduate degree program.

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

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

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

## **GRADUATE STUDY**

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

Academic standards for admission and retention; degree requirements; 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 a Master of Arts degree in Advertising and Public Relations. The program provides intensive professional preparation for careers in these fields. The flexible curriculum allows students to design a custom program to meet their career goals or to focus on one of four rapidly growing areas of Advertising and Public Relations: digital and social media; health, science, and the environment; social impact; or research for advertising and public relations.

The master's degree program is available under either Plan A (with thesis) or Plan B (without thesis). Early in their studies, students work with their advisor to decide which plan best fits their personal and professional goals. The student's master's degree program must be approved by the student's academic advisor.

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

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 and 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. Test of English as a Foreign Language (TOEFL) scores, if applicable.
7. 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 AND PUBLIC RELATIONS

#### Requirements for the Master of Arts Degree in Advertising and Public Relations

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

	CREDITS
<b>Requirements for Both Plan A and Plan B:</b>	15
1. All of the following courses:	
ADV 800 Advertising and Public Relations Theory	3
ADV 815 Ethical Practice in Advertising and Public Relations	3
ADV 825 Advertising and Public Relations Strategies	3
ADV 835 Multimedia Content Creation for Advertising and Public Relations	3
COM 803 Introduction to Quantitative Research Methods	3

<b>Additional Requirements for Plan A:</b>	15
1. The following course (3 to 8 credits):	
ADV 899 Master's Thesis Research	3 to 8
2. Additional elective course work at the 400-level or above to meet the 30 credits required for the degree. The course work must be approved by the student's academic advisor. Not more than 6 credits in ADV 890 and ADV 893 combined may be counted toward the requirements for the Master of Arts Degree in Advertising and Public Relations. Not more than 6 elective credits may be taken from outside the College of Communication Arts and Sciences.	
3. Completion of a master's thesis.	

<b>Additional Requirements for Plan B:</b>	15
1. Additional elective course work at the 400-level or above to meet the 30 credits required for the degree. The course work must be approved by the student's academic advisor. Not more than 6 credits in ADV 890 and ADV 893 combined may be counted toward the requirements for the Master of Arts Degree in Advertising and Public Relations. Not more than 6 elective credits may be taken from outside the College of Communication Arts and Sciences.	
2. The final certifying experience is a poster presentation during the semester of graduation.	

### PUBLIC RELATIONS

#### Requirements for the Master of Arts Degree in Public Relations

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

	CREDITS
<b>Requirements for Both Plan A and Plan B:</b>	15
1. All of the following courses:	
ADV 850 Public Relations Management	3
ADV 855 Public Relations Theories	3
ADV 860 Media Relations	3
COM 803 Introduction to Quantitative Research Methods	3
MKT 805 Marketing Management	3

<b>Additional Requirements for Plan A:</b>	15
1. The following course (4 to 6):	
ADV 899 Master's Thesis Research	4 to 8
2. Additional credits from the courses listed below, or in other courses, as approved by the student's academic advisor (7 to 11 credits):	
ADV 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.	

<b>Additional Requirements for Plan B:</b>	15
1. Fifteen additional credits, from the courses listed below, or other courses, as approved by the student's academic advisor.	
ADV 823 Consumer Behavior Theories	3
ADV 830 Seminar in Social Marketing	3
ADV 836 Media Innovations	3
ADV 843 Strategic Brand Communication	3
ADV 846 Media Strategy	3
ADV 865 Advertising and Society	3
ADV 890 Independent Study	1 to 6
ADV 892 Special Topics	3 to 9
ADV 893 Internship	1 to 3
Not more than 6 credits in ADV 890 and ADV 893 combined may be counted toward the requirements for the Master of Arts degree in Public Relations.	
The final certifying examination is a written examination.	

## DEPARTMENT of COMMUNICATIVE SCIENCES and DISORDERS

### Dimitar Deliyski, Chairperson

The Department of Communicative Sciences and Disorders (CSD) brings together national and international leaders who work in state-of-the-art laboratories to advance knowledge and

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

transform lives of people with communication disorders. The department offers an undergraduate major and minor, a master's degree, and a doctoral degree.

### UNDERGRADUATE PROGRAM

The Department of Communicative Sciences and Disorders (CSD) offers a Bachelor of Science degree that prepares students for a number of opportunities. These include graduate studies to become a speech-language pathologist or audiologist, doctoral studies in CSD, graduate studies in other fields, and careers in education, healthcare, or other settings where communication skills, interdisciplinary knowledge, and a strong scientific background are desired.

### COMMUNICATIVE SCIENCES AND DISORDERS

#### Bachelor of Science

The Bachelor of Science degree in Communicative Sciences and Disorders trains students in the understanding of both normal and disordered aspects of speech, language, hearing, and swallowing. The major is designed to equip students with knowledge and emerging skills for the diagnosis and treatment of communication disorders. Primary areas of emphasis are placed on critical thinking and understanding of scientific inquiry as it relates to communication disorders. Students in the major will also learn and practice oral and written communication skills, develop as a reflective learner, and demonstrate growth in professional communication skills. An additional area of emphasis for student learning is understanding issues of diversity, inclusion, equity, and ethical practice within the field of communicative sciences and disorders. Collaboration, teamwork, and interprofessional knowledge and skill development are critical areas of focus for students in the major to prepare them to effectively contribute to the profession of communicative sciences and disorders and to society at large. Majors will commonly pursue graduate degrees in speech-language pathology or audiology. The knowledge and skills acquired in the major can also serve as preparation for other graduate degree programs or for careers in educational, healthcare, and business settings that value scientific training, strong communication skills, and the ability to work collaboratively.

#### Requirements for the Bachelor of Science Degree in Communicative Sciences and Disorders

- The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of the catalog; 120 credits, including general elective credits, are required for the Bachelor of Science degree in Communicative Sciences and Disorders.  
The University's Tier II writing requirement for the Communicative Sciences and Disorders major is met by completing Communicative Sciences and Disorders 470 and 472. Those courses are referenced in item 3. below.
- The requirements of the College of Communication Arts and Sciences for the Bachelor of Science degree.
- The following requirements for the major:

	CREDITS
a. All of the following courses with a cumulative grade-point average of 2.00 or higher in CSD 203, 213, 232, 303, 313, and 333 (36 credits):	
CSD 203 Introduction to Communicative Sciences and Disorders	3
CSD 213 Anatomy and Physiology of the Speech and Hearing Mechanisms	3

CSD 232 Descriptive Phonetics	3
CSD 303 Fundamentals of Hearing and Audiometry	3
CSD 313 Speech Science	3
CSD 333 Language Development	3
CSD 364 Evaluation Procedures in Speech-Language Pathology	3
CSD 391 Clinical Methods in Communication Disorders	3
CSD 444 Clinical Procedures in Audiology and Aural Rehabilitation	3
CSD 463 Intervention Procedures in Speech-Language Pathology	3
CSD 470 Introduction to Developmental Communicative Disorders (W)	3
CSD 472 Introduction to Acquired Communicative Disorders (W)	3
The completion of CSD 470 and 472 satisfies the capstone/synthesis requirement for the Communicative Sciences and Disorders major.	
b. One of the following courses (3 credits):	
PSY 295 Data Analysis in Psychological Research	3
STT 200 Statistical Methods	3
c. One of the following courses (3 or 4 credits):	
ANP 201 Introduction to Cultural Anthropology	3
PSY 101 Introductory Psychology	4
SOC 100 Introduction to Sociology	4
d. One of the following courses (3 credits):	
ISB 202 Applications of Environmental and Organismal Biology	3
ISB 204 Applications of Biomedical Sciences	3
e. One of the following courses (3 credits):	
ISP 209 The Mystery of the Physical World	3
ISP 215 The Science of Sound	3
ISP 220 Quarks, Spacetime, and the Big Bang	3
f. One of the following courses (2 credits):	
ISB 208L Applications in Biological Science Laboratory	2
ISP 209L The Mystery of the Physical World Laboratory	2
g. One of the following courses (3 or 4 credits):	
LIN 200 Introduction to Language	3
LIN 401 Introduction to Linguistics	4
LIN 450 Child Language Acquisition	3
h. One of the following courses (3 credits):	
HDFS 211 Child Growth and Development	3
HDFS 225 Lifespan Human Development in the Family	3
PSY 238 Developmental Psychology: Lifespan	3
PSY 244 Developmental Psychology: Infancy Through Childhood	3
i. A minimum of 3 credits from the following courses:	
COM 310 Intercultural Communication	3
COM 320 Diversity and Communication	3
CSD 419 International Aspects of Communicative Disorders	1 to 6
LIN 225 Language and Gender	3
LIN 471 Sociolinguistics	3
j. One of the following courses (3 credits):	
LIN 455 Neurolinguistics	3
LIN 463 Introduction to Cognitive Science	3
PSY 209 Brain and Behavior	3
PSY 301 Cognitive Neuroscience	3
k. Electives:	

Additional credits in CSD courses can be taken as electives. Topics in Communicative Sciences and Disorders (CSD 491) are encouraged to increase breadth and depth of training in communicative sciences and disorders. Only credits in courses graded on the numerical or Pass-No Grade system may be counted toward the requirements for the Communicative Sciences and Disorders major. Communicative Sciences and Disorders students may not enroll in courses required for the major, including courses in other departments, on a Credit-No Credit basis.

### 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. Completion of the minor provides most of the required coursework needed for admission to

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

graduate study in communicative sciences and disorders. Students interested in taking the minor who intend to pursue graduate school to become a speech-language pathologist or audiologist should consult with an undergraduate advisor in the College of Communication Arts and Sciences to learn about the recommended set of courses that most graduate programs require.

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

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

### GRADUATE STUDY

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

The Doctor of Philosophy (Ph.D.) is the terminal degree in the areas of speech-language pathology and speech and hearing sciences. The program emphasizes research focused on advancing 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 gain experience with research 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 and clinical education sufficient in the breadth and depth of clinical practice, including those related

to: speech sound production, fluency and fluency disorders, voice and resonance, receptive and expressive language, hearing and its impact on speech and language, swallowing and feeding, cognitive aspects of communication, social aspects of communication, augmentative and alternative communication, as well as professional competencies. The program is structured to emphasize integrated reasoning for evidence-based practice, cultural understanding, leadership and effective communication, as well as professional engagement and outreach. Clinical competencies are established through supervised clinical training in a wide range of patient care facilities including educational (schools), acute care (e.g. hospitals), long-term care facilities (e.g. nursing homes), etc. Students are expected to accrue a minimum of 400 hours of clinical training before completing this program. Students completing the M.A. degree typically seek employment as a speech-language pathologist.

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

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

### COMMUNICATIVE SCIENCES AND DISORDERS

#### Master of Arts

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

Numerous clinical off-campus facilities provide opportunities for students to gain extensive and varied practicum experiences in the evaluation and treatment of communication disorders.

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

#### Admission

Admission to regular status in the Master of Arts program is contingent upon a bachelor's degree from an approved college

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

or university, an academic grade–point average of 3.0 or better in the last two years of undergraduate study, and approval by the department. Three letters of reference (submitted on forms supplied by the department) attesting to the student's potential for graduate study are required. As part of the admission process, students must also submit a statement of purpose clearly specifying why they wish to earn a master's degree.

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

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

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

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

	CREDITS
<b>Speech-Language Pathology</b>	51
<b>Requirements for Both Plan A and Plan B</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 824 Developmental Language Disorders	3
CSD 825 Autism and Related Neurodevelopmental Disorders	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):

- The following courses:
 

CSD 890 Independent Study	2
CSD 899 Master's Thesis Research	4
- Successful completion of an oral thesis defense.

#### Additional Requirements for Plan B (6 credits):

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

### Doctor of Philosophy

The Department of Communicative Sciences and Disorders offers doctoral programs directed toward advanced study of human communication sciences and disorders. Doctoral programs of study are designed to meet the individual needs of students preparing for careers in research and education. 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 including career goals following graduation. In some circumstances, an extremely promising student with an undergraduate degree may be admitted directly to the Ph.D. program.

### Requirements for the Doctor of Philosophy Degree in Communicative Sciences and Disorders

Students must meet the requirements specified below:

- Students entering the program without a master's degree will complete at least 18 credits of graduate-level course work, including 9 credits of clinically-focused courses from CSD, as well as a research experience equivalent to the preparation for a master's thesis.
- Students with a master's degree who did not complete a clinical master's in communicative sciences and disorders within 3 years of enrolling in the doctoral program will select 6 to 9 credits from the CSD clinical course work. Additional clinical courses may also be required of students with a clinical master's degree as determined by the guidance committee. Students who are not required to take CSD clinical courses may still elect to take such courses in consultation with their guidance committee.
- Core Courses** (6 to 9 credits):  
All students will successfully complete at least 2 of 4 courses addressing fundamental aspects of the field of communicative sciences and disorders, including:
 

CSD 901 Speech Perception	3
CSD 902 Speech Production	3
CSD 903 Language Science	3
CSD 904 Hearing Science	3

 These courses are not offered every semester or every year. Students are encouraged to plan carefully so they can take courses of interest while being mindful of which courses will be available during their programs.
- All students will select methods and skills courses in statistics and experimental design, as well as in related areas including signal processing, programming, instrumentation, or imaging. As part of these credits, students will be required to gain course work and/or experience in the scholarship and fundamentals of research and teaching.
- All students will take 18 to 24 credits of advanced graduate specialized study courses in their area of research interest. Courses may be within the Department of Communicative Sciences and Disorders or within other departments at the University. Students may split these specialized study courses into a primary and secondary area as appropriate for their goals and interests. The specific courses that students take must be approved by the guidance committee.
- In addition to approved course work, all students will engage in the experiences designed to prepare them for academic work in the field, including the responsible conduct of research, research ethics, and grant writing.
- Successfully complete a one-semester laboratory rotation in a lab other than their primary mentor's lab, in order to gain experience with other ways of approaching research.
- Successfully complete a pre-dissertation research project reflecting a semi-independent research study that is acceptable for publication in a scholarly journal.
- Successfully complete a written and oral comprehensive examination designed to assess the student's knowledge about topics related to the student's program of study.
- Successfully complete a written and oral defense of a dissertation, including 24 to 36 credits of CSD 999: Doctoral Dissertation Research. The dissertation must be based upon original research that represents a contribution to the scientific knowledge base of human communicative sciences and disorders.

# DEPARTMENT of COMMUNICATION

**Monique Turner, 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.

## 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 401, 425, 440, 475. Those courses are referenced in item 3. below.

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

3. The following requirements for the major:

- |   | CREDITS |
|---|---------|
| a. Complete a minimum of 30 credits in Communication courses with a grade-point average of 2.0 or higher achieved across COM 100, COM 225, COM 240, COM 275, and COM 300: |         |
| (1) All of the following courses (17 credits):  |         |
| COM 100 Human Communication   | 3       |
| COM 225 An Introduction to Interpersonal Communication  | 3       |
| COM 240 Introduction to Organizational Communication  | 4       |
| COM 275 Effects of Mass Communication   | 3       |
| COM 300 Methods of Communication Inquiry  | 4       |
| (2) One of the following capstone courses (4 credits):  |         |
| COM 401 Advanced Topics in Communication (W)  | 4       |
| COM 425 Communication in Close Relationships (W)  | 4       |
| COM 440 Organizational Communication Structure (W)  | 4       |
| COM 475 Communication Campaign Design   | 3       |

	and Analysis (W)	4
(3) Complete a minimum of 9 elective credits:		
COM 301 Special Topics in Communication Sciences, Analytics and Research Methods		3
COM 302 Special Topics in Health Communication		3
COM 303 Special Topics in Intercultural Communication		3
COM 304 Special Topics in Interpersonal Communication		3
COM 305 Special Topics in Mediated Communication		3
COM 306 Special Topics in Organizational Communication		3
COM 307 Special Topics in Social Influence		3
COM 310 Intercultural Communication		3
COM 320 Diversity and Communication		3
COM 325 Interpersonal Influence and Conflict		3
COM 330 Health Communication		3
COM 340 Leadership and Group Communication		3
COM 360 Advanced Sales Communication		3
COM 375 Audience Response to Media Entertainment		3
COM 399 Special Topics in Communication	1 to 3	
COM 402 Public Relations Topics in Communication		1
COM 490 Independent Study	1 to 3	
COM 493 Internship	1 to 12	
COM 494 Practicum in Communication Research and Instruction	1 to 4	

A maximum of 3 credits across any combination of COM 490, 493, and 494 may be used to satisfy this requirement.

(4) Complete one of the following options:

(a) A cognate in the behavioral/social sciences that is comprised of six courses outside the Department of Communication chosen from at least three of the following departments: Anthropology, Communicative Sciences and Disorders, Economics, Human Development and Family Studies, Political Science, Psychology, and Sociology. The courses must be chosen in consultation with the student's academic advisor. (18 to 24 credits)

(b) A concentration from the following that focuses on a specific application area in the discipline. Courses used to satisfy requirements for the major may also be used to satisfy the requirements of a concentration. The concentration will be noted on the student's transcript. (minimum of 18 credits)

### Communication Science, Analytics and Research Methods

1. Both of the following courses (7 credits):

COM 401 Advanced Topics in Communication (W)	4
COM 494 Practicum in Communication Research and Instruction	3

2. Four courses from the following (12 to 15 credits):

MI 220 Methods for Understanding Users	3
MI 355 Media and Information Research	3
PSY 101 Introductory Psychology	4
PSY 295 Data Analysis in Psychological Research	3
SOC 281 Social Research Methods	4
SOC 282 Quantitative Analysis for Social Research	4
STT 201 Statistical Methods	4
WRA 202 Introduction to Professional Writing	3
WRA 330 Writing Research in Communities and Cultures	3
WS 203 Introduction to Methods for Women's and Gender Studies Research	3

### Health Communication

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

COM 325 Interpersonal Influence and Conflict	3
COM 330 Health Communication	3
COM 475 Communication Campaign Design and Analysis (W)	4

2. Three courses from the following (9 to 11 credits):

ANP 201 Introduction to Cultural Anthropology	3
Or	
ANP 204 Introduction to Medical Anthropology	3
ANP 370 Culture, Health, and Illness	3
EPI 390 Disease in Society: Introduction to Epidemiology and Public Health	4



**COLLEGE OF COMMUNICATION ARTS AND SCIENCES**

GEO 435	Geography of Health and Disease	3	WS 201	Introduction to Women's and Gender Studies	3
HM 101	Introduction to Public Health	3	WS 304	Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) and Sexuality Studies	3
HNF 150	Introduction to Human Nutrition	3	WS 403	Women and Change in Developing Countries	3
HNF 406	Global Foods and Culture	3			
HST 425	American and European Health Care since 1800	4			
PHL 344	Ethical Issues in Health Care	4			
PSY 101	Introductory Psychology	4			
PSY 320	Health Psychology	3			
SOC 475	Health and Society	3			
<b>Intercultural Communication</b>					
1. All of the following courses (10 credits):					
COM 310	Intercultural Communication	3			
COM 325	Interpersonal Influence and Conflict	3			
COM 475	Communication Campaign Design and Analysis (W)	4			
2. Three courses from the following (8 to 11 credits):					
ANP 200	Navigating Another Culture	2			
CSUS200	Introduction to Sustainability	3			
CSUS250	Global Issues in Agriculture and Natural Resources	3			
ENG 478B	Literature and Visual Culture	3			
JRN 475	International News and Government Dynamics	3			
MC 230	Cultures and Politics in Comparative Perspective	4			
MI 480	Information and Communication Technologies and Development	3			
PSY 101	Introductory Psychology	4			
PSY 342	Stereotypes, Prejudice, and Discrimination	3			
SOC 161	International Development and Change	3			
SOC 215	Race and Ethnicity	3			
SOC 310	Global Migration	3			
SOC 362	Developing Societies	3			
TE 352	Immigrant Language and Culture	3			
Up to 6 credits of a foreign language or educational study abroad program may also serve as an elective in this concentration with advisor approval.					
<b>Interpersonal Communication</b>					
1. All of the following courses (10 credits):					
COM 304	Special Topics in Interpersonal Communication	3			
COM 325	Interpersonal Influence and Conflict	3			
COM 425	Communication in Close Relationships (W)	4			
For COM 304, students must select from the following topics: conflict, family communication, computer-mediated communication.					
2. Three courses from the following (9 or 10 credits):					
ATD 430	Dress, Culture and Human Behavior	3			
HDFS145	The Individual, Couples and Families 3				
HDFS225	Lifespan Human Development in the Family	3			
HDFS414	Parenting 3				
HDFS442	Ethnic Families in America	3			
HDFS444	Interpersonal Relationships in the Family	3			
HDFS445	Human Sexuality	3			
HST 313	Women in the United States to 1869 3				
HST 314	Women in the United States since 1869	3			
HST 413	Families in Historical Perspective	3			
LIN 335	Language and Gender	3			
PSY 101	Introductory Psychology	4			
PSY 235	Social Psychology	3			
PSY 236	Personality 3				
PSY 339	Psychology of Women	3			
PSY 342	Stereotypes, Prejudice, and Discrimination	3			
			WS 201	Introduction to Women's and Gender Studies	3
			WS 304	Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) and Sexuality Studies	3
			WS 403	Women and Change in Developing Countries	3
<b>Mediated Communication</b>					
1. Both of the following courses (7 credits):					
COM 375	Audience Response to Media Entertainment	3			
COM 475	Communication Campaign Design and Analysis (W)	4			
2. Four of the following courses (12 to 14 credits):					
ADV 375	Consumer Behavior	3			
ADV 420	New Media Driver's License	3			
ENG 142	Introduction to Popular Literary Genres	4			
FLM 230	Introduction to Film	4			
FLM 380	Classical Film and Media Theory	3			
FLM 381	Contemporary Film and Media Theory	3			
JRN 108	The World of Media	3			
JRN 213	Animation, Comics, Culture and Graphic Novels in Media	3			
JRN 218	Sports in Contemporary Media	3			
MI 201	Media and Information Technologies and Industries	3			
MI 239	Digital Footprints: Privacy and Online Behavior	3			
MI 301	Bringing Media to Market	3			
MI 302	Networks, Markets and Society	3			
MI 480	Information and Communication Technologies and Development	3			
WRA 202	Introduction to Professional Writing	3			
WRA 225	Introduction to Multimedia Writing	3			
WRA 425	Advanced Multimedia Writing	3			
<b>Organizational Communication</b>					
1. All of the following courses (10 credits):					
COM 340	Leadership and Group Communication	3			
COM 440	Organizational Communication Structure (W)	4			
COM 493	Internship	3			
2. Three of the following courses (9 or 10 credits):					
ACC 230	Survey of Accounting Concepts	3			
ADV 325	Public Relations Techniques and Ethics	3			
ANP 321	Anthropology of Social Movements	3			
GBL 323	Introduction to Business Law	3			
HST 213	U.S. Business and Economic History	3			
MGT 325	Management Skills and Processes	3			
MKT 327	Introduction to Marketing	3			
PSY 101	Introductory Psychology	4			
PSY 255	Industrial and Organizational Psychology	3			
SOC 481	Social Movements and Collective Identities	3			
<b>Social Influence</b>					
1. Both of the following courses (7 courses):					
COM 325	Interpersonal Influence and Conflict	3			
COM 475	Communication Campaign Design and Analysis (W)	4			
2. Four of the following courses (12 to 15 credits):					
ANP 321	Anthropology of Social Movements	3			
HST 316	United States Intellectual History since 1860	3			
IBIO 446	Environmental Issues and Public Policy	3			
PHL 330	Formal Reasoning	4			
PSY 101	Introductory Psychology	4			

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

PSY 270	Community Psychology	3
SOC 241	Social Psychology	3
SOC 368	Science, Technology and Society	4
SOC 481	Social Movements and Collective Identities	3
SOC 499	Social Issues and Change in Contemporary Society (W)	3

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

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

### COMMUNICATION LEADERSHIP AND STRATEGY

The goal of the major in Communication Leadership and Strategy is to train students in the communication principles, strategies, and initiatives used to further an organization's goals, mission, or values. It is a multidisciplinary professional communication field, drawing upon communication practices found in related disciplines, including interpersonal, organization, and mass communication and research analytics. The major is designed to equip students to: engage in comprehensive audience and information-environment analysis, use excellent interpersonal, organizational and leadership skills with diverse audiences, conduct formative and post-campaign research, understand social media analytics, engage in rapid response crisis communication for organizations, and create strategic plans that leverage multiple communication competencies to inform, influence, and motivate internal and external stakeholders. Undergraduate work in strategic communication creates greater awareness of large-scale organizational goals and how to use communication, leadership, and strategy to achieve them. Students will learn how to integrate various vertical communication functions such as public relations, information operations, analytics, and advertising into overall grand strategy. Majors will commonly pursue careers in strategic communication, information operations, political strategy, or corporate communication.

### Requirements for the Bachelor of Arts Degree in Communication Leadership and Strategy

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 Leadership and Strategy.

The University's Tier II writing requirement for the Communication Leadership and Strategy major is met by completing one of the following courses: Communication 475 or 480. Those courses are referenced in item 3. below.

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

3. The following requirements for the major:

	CREDITS
a. All of the following courses (38 credits):	
COM 100 Human Communication	3
COM 225 An Introduction to Interpersonal Communication	3
COM 240 Introduction to Organizational Communication	4
COM 275 Effects of Mass Communication	3
COM 280 Principles, Practices and Ethics of Strategic Communication	4
COM 300 Methods of Communication Inquiry	4
COM 325 Interpersonal Influence and Conflict	3
COM 340 Leadership and Group Communication	3
COM 380 Crisis Communication and Rapid Response	3

COM 475	Communication Campaign Design and Analysis (W)	4
COM 480	Capstone in Communication Leadership and Strategy	4
b. One course from each of the following areas (9 credits):		
<b>Research Methods and Analytics</b>		
ADV 442	Digital Analytics	3
COM 301	Special Topics in Communication Science, Analytics and Research Methods	3
MI 220	Methods for Understanding Users	3
MI 350	Evaluating Human-Centered Technology	3
MI 355	Media and Information Research	3
PLS 202	Introduction to Data Analytics and the Social Sciences	3
PSY 295	Data Analysis in Psychological Research	3
PSY 342	Stereotypes, Prejudice, and Discrimination	3
SOC 281	Social Research Methods	4
SOC 282	Quantitative Analysis for Social Research	4
STT 200	Statistical Methods	3
<b>Computer-Mediated Communication and Social Media</b>		
ADV 420	New Media Driver's License	3
ADV 431	Monitoring and Measuring Social Media of Brands	3
COM 302	Special Topics in Health Communication	3
COM 304	Special Topics in Interpersonal Communication	3
COM 305	Special Topics in Mediated Communication	3
JRN 203	Visual Storytelling	3
MI 101	Understanding Media and Information	3
MI 201	Introduction to Information Science	3
MI 305	Media and Information Policy	3
MI 462	Social Media and Social Computing	3
<b>Culture and Diversity</b>		
ANP 200	Navigating Another Culture	2
COM 310	Intercultural Communication	3
COM 320	Diversity and Communication	3
COM 440	Organizational Communication Structure (W)	4
JRN 475	International News and Government Dynamics	3
MI 480	Information and Communication Technologies and Development	3
PR 310	Diversity, Equity, and Inclusion in Public Relations and Advertising	3
PSY 342	Stereotypes, Prejudice, and Discrimination	3
SOC 161	International Development and Change	3
SOC 215	Race and Ethnicity	3

### 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. Admission is competitive. 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.

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

### Admission

To be considered for admission, a student must have been formally admitted to a bachelor's degree program at Michigan State University. Students must be enrolled in or have completed Marketing 313, Consultative Selling, and have demonstrated mastery of course content. Other admission criteria include an application with a statement of purpose, a sales aptitude test, and work experience. Each applicant will be interviewed by a faculty program administrator and each student's application will be rank ordered. Admission decisions will be made after reviewing the student application materials, a personal interview including a 5 to 7 minute sales role play based on content delivered in MKT 313, and a review of students' final grades in MKT 313.

To apply to the program, students should complete an application found on the minor Web site at [www.salesleader.msu.edu](http://www.salesleader.msu.edu) by the deadline indicated.

Students must:

1. apply at mid-semester by the published deadline while enrolled in MKT 313 or after completing the course;
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

CREDITS

Students must complete 16 credits from the following courses:

1. All of the following courses (16 credits):

COM 325	Interpersonal Influence and Conflict	3
or		
CAS 492	Special Topics (Made in Italy Study Abroad only)	3
COM 360	Advanced Sales Communication	3
COM 483	Practicum in Sales Communication	1
MKT 313	Personal Selling and Buying Processes	3
MKT 383	Sales Management	3
MKT 430	Key Account and Customer Relationship Management	3
2. Completion of a minimum of 500 hours of experiential learning outside of course work that must be preapproved by the managing director. Required hours include a professional sales internship (300 hours completed while enrolled in COM 483), active membership in Global Sales Leadership Society (50 hours), working with a mentor for a semester (15 hours), participation in the All-MSU Sales Competition (spring, 10 hours), participation in the Professional Development Conference (fall, 10 hours), participation in at least one job shadow of a sales person or sales manager (8 hours), and at least one GSLS Boot Camp (5 hours). Optional hours to get to 500 may include a part-time sales job (150 hours maximum), participating in a national sales competition (60 hours). Holding an executive office in a registered student organization (50 hours), and other experiences as appropriate.

### MINOR IN PUBLIC RELATIONS

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

### LINKED BACHELORS-MASTER'S DEGREE IN COMMUNICATION

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

The department welcomes applications from Michigan State University Communication undergraduate students with at least 86 credits. Admission applications must be made prior to the final semester as a Communication undergraduate. Admission to the program requires a minimum undergraduate grade-point average of 3.00 with higher grade-point averages being more competitive. Admission also requires a statement of goals for the master's degree, Graduate Record Examination scores, at least two letters of recommendation from faculty in the Department of Communication, and an approved program of study for the master's degree at the time of admission. The number of Communication majors admitted into the linked degree program will be limited by availability. Admission to the Linked Bachelor's-Master's Program allows the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or another postsecondary accredited institution of comparable academic quality. The number of approved credits, not to exceed 9, are applied toward the credit requirement of the master's degree. No 400-level courses with a grade lower than 3.0 will count toward the master's degree. Credit obtained from 400-level pass-fail courses and internships will not count toward the degree. Credits applied to the Linked Bachelor's-Master's Program are not eligible to be applied to any other graduate degree program.

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

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

The department welcomes applications from Michigan State University undergraduate Communication majors with at least 86 credits. Admission applications must be made prior to the final semester as a Communication undergraduate. The number of students admitted to this linked program will be limited by availability. Admission to the program requires a minimum undergraduate grade-point average of 3.50, a statement of goals for the master's degree, Graduate Record Examination scores, at least two letters of recommendation from faculty in the Department of Communication or Health and Risk Communication faculty, a resume, and an approved program of study for the master's degree at the time of admission. It is recommended that students complete a special topic in the area of health and risk communication through COM 399 Special Topics. Admission to the Linked Bachelor's-Master's Program allows the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, are applied toward the credit requirement of the master's degree. No 400-level courses with a grade lower than 3.0 will count toward the

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

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](http://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.

### COMMUNICATION

#### Master of Arts

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

#### Admission

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

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

- (1) Graduate School Application
- (2) One official copy of all transcripts.

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

Application materials should be received by April 1. Students will be admitted only for the fall semester. For additional information please visit our Web site at: <http://comartsci.msu.edu/academics/academic-departments/communication/graduate/masters-arts-communication>.

#### Requirements for the Master of Arts Degree in Communication

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

CREDITS  
30

##### Predocctoral

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.

30

##### Knowledge Utilization

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. Nine to eleven additional credits in Communication courses approved by the student's academic advisor:

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.

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

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

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, research methods and analysis. 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.

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

CREDITS

The student must:

1. Earn a Master of Arts degree, or equivalent, prior to being awarded the Doctor of Philosophy degree.
2. Complete the following core courses, typically during the first year in the doctoral program (16 credits):
 

COM 801	Communication Research I	4
COM 802	Communication Research II	4
COM 901	Communication Research Design I	4
COM 902	Communication Research Design II	4
3. Earn a grade-point average of 3.25, or the student will be eligible for elimination from the program.
4. Earn no two grades below 3.0 in any of the evaluative structures the department uses to evaluate doctoral students, including course work, research team, or faculty evaluations of student teaching, or the student will be eligible for elimination from the program.

5. Earn a minimum of an additional 26 credits of course work agreed upon and approved by the student's guidance committee.
6. Complete a minimum of 24 credits and no more than 36 credits, of COM 999 Doctoral Dissertation Research.
7. Write and successfully defend a preliminary research paper or comprehensive exam.
8. Write and successfully orally defend the dissertation.

### GRADUATE SPECIALIZATION IN NONPROFIT FUNDRAISING

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

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

The Specialization in Nonprofit Fundraising provides students with: (1) an understanding of a variety of fundraising strategies, the role of fundraising within nonprofit organizations, and the role and responsibilities of the development professional in the fundraising process; (2) an understanding of theory and research on social influence and how to employ this knowledge to promote the fundraising activities of a nonprofit organization; and (3) practice in assisting the fundraising activities of a nonprofit organization. Students who plan to complete the requirements for the graduate specialization must consult the graduate advisor for the specialization in the College of Communication Arts and Sciences.

### Requirements for the Graduate Specialization in Nonprofit Fundraising

CREDITS

Students must complete the following courses (9 credits):

1. Complete the following course (3 credits):
 

ADV 816	Fundraising and Philanthropy in Nonprofit Organizations	3
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2. One of the following courses (3 credits):
 

ADV 823	Consumer Behavior Theories	3
COM 860	Persuasion	3
3. One of the following courses (3 credits):
 

ADV 893	Practicum	3
COM 893	Practicum	3

## SCHOOL of JOURNALISM

*Tim P. Vos, Director*

The School of Journalism is a leading national and international innovator in journalism and digital storytelling. We are a community of deep thinkers and motivated doers who work to create a better news and information environment for tomorrow. Faculty have won some of the field's the highest awards and students compete annually for regional and national recognition.

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

The School's nationally accredited undergraduate program houses majors in Journalism and Digital Storytelling—preparing students for a range of media professions. Our graduate programs prepare journalists, storytellers and scholars who will be leaders in the digital media landscape. Faculty and doctoral students are award-winning scholars and teachers, known throughout the discipline for their leadership in journalism and digital media education, research, and outreach.

### UNDERGRADUATE PROGRAMS

School of Journalism graduates provide the written and visual storytelling that inform, entertain, and challenge people every day.

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

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

Using a state-of-the-art newsroom and studios students produce content for multiple platforms. 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 and superb visual communicators. They will be prepared for the future of media and be leaders in the field because of their 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.

### DIGITAL STORYTELLING

Digital storytelling is the foundation for the world of media. The Bachelor of Arts degree in Digital Storytelling prepares students for a career in a media-focused world and provides them with the tools and techniques needed for creative, entrepreneurial and analytical processes and production. Graduates are prepared for a multitude of career paths -- film, television, corporate communications, digital advertising, new media—anything that involves using sound and image to entertain, inform and/or educate. The digital storytelling major has an interdisciplinary focus with courses from Communication Arts and Science, Film Studies, Journalism, and Media and Information.

The program of study encompasses a common core with foundational and supplementary courses. Students must choose one of the following 12-credit transcriptable concentrations or a 15-credit minor:

The **Animation Concentration** focuses on the production and theory of animated works in storytelling. Students completing this concentration will be prepared for understanding and producing stories via animation. Students will gain a background in the theoretical and practical uses of the animated form.

The **Audio Storytelling Concentration** is focused on storytelling through the art and science of production through

audio. Students gain hands-on experience producing stories through sound for audio-based models such as terrestrial broadcast radio, satellite radio and web-based distribution and podcasts. Students will learn the fundamentals of audio technology, delivery and presentation, sound design and theory, and industry organization and business concepts.

The **Filmmaking Concentration** focuses on filmmaking – both fiction and non-fiction in focus. Students learn pre-production, production, and post-production techniques and design principles involved in documentary and fiction film. Students also gain experience in producing, directing, and managing media projects for distribution on multiple platforms including broadcast, cable, mobile networks, and the Internet.

The **Multicam Production Concentration** focuses on media production using industry multi-camera approaches. Students will learn hands-on multicam techniques for broadcast television and related fields. This concentration emphasizes theory and execution of live directing and production of multicam broadcasts. Students will establish an understanding of production techniques for media distribution including traditional broadcast, mobile networks and web formats.

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 Fiction Filmmaking** educates students in the history, theory, and production of fiction film. Students who enroll in this minor combine practical skills in production with conceptual training in film studies to produce theoretically informed work while developing an understanding of the challenges of creating high-quality films.

### Requirements for the Bachelor of Arts Degree in Digital Storytelling

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 Digital Storytelling.

The University's Tier II writing requirement for the Digital Storytelling major is met by completing one of the following courses: Digital Storytelling 411B or 435B or 441 or 442A or 442B or 442C or 443, or Journalism 312. Those courses are referenced in item 3. below.

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

3. The following requirements for the major:

	CREDITS
a. All of the following core courses with a minimum grade-point average of 2.0 (12 credits):	
CAS 112 Story, Sound and Motion	3
DS 103 Media History	3
DS 113 Story, Sound and Motion II	3
JRN 108 The World of Media	3
b. Complete a concentration or minor (12 to 15 credits):	
<b>Animation</b>	
1. Complete the following courses (9 credits):	
JRN 212 2D Animation Storytelling	3
JRN 312 Stop Motion Animation Storytelling (W)	3
JRN 413 3D Animation Storytelling	3
2. One of the following courses (3 credits):	

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

JRN 412	Scoring for Moving Pictures	3
MI 337	Compositing and Special Effects	3
<b>Audio Storytelling</b>		
1. Complete three of the following courses (9 credits):		
DS 243	Audio Storytelling	3
DS 343	Podcasting	3
DS 344	Sound Design for Storytelling	3
JRN 412	Scoring for Moving Pictures	3
2. Complete the following course (3 credits):		
DS 443	Advanced Audio Design (W)	3
<b>Filmmaking</b>		
1. Complete the following courses (9 credits):		
DS 241	Filmmaking I: Basics of Film Production	3
DS 341	Filmmaking II: Creating Short Films	3
DS 441	Filmmaking III: Advanced Filmmaking Capstone (W)	3
2. One of the following courses (3 credits):		
DS 311	Introduction to Documentary Filmmaking	3
DS 351	Producing for Cinema and Television	3
DS 409	Advanced Lighting and Camera Techniques	3
DS 440	Advanced Video Editing	3
FLM 334	Introduction to Screenwriting (W)	3
<b>Multicam Production</b>		
1. Both of the following courses (6 credits):		
DS 242	Multicam Production I	3
DS 342	Multicam Production II	3
2. Two of the following courses, one of which must be DS 442A, DS 442B, or DS 442C:		
DS 442A	Multicam Production for Arts (W)	3
DS 442B	Multicam Production for Sports (W)	3
DS 442C	Multicam Production for News (W)	3
THR 411	Stage Lighting Design	3
THR 416	Stage Sound Design	3
Students may choose to complete one of the following minors (15 credits):		
Documentary Production or Fiction Filmmaking. Students should consult the Academic Programs catalog statement in the department that administers the minor to learn the requirements.		
c. Complete a minimum of 12 elective credits of courses from the following:		
DS 202	Writing for Digital Storytelling	3
DS 211	Documentary Film History and Theory	3
DS 241	Filmmaking: Basics of Film Production	3
DS 242	Multicam Production I	3
DS 243	Audio Storytelling	3
DS 311	Introduction to Documentary Filmmaking	3
DS 341	Filmmaking: Creating Short Films II	3
DS 342	Multicam Production II	3
DS 343	Podcasting	3
DS 344	Sound Design for Storytelling	3
DS 351	Producing for Cinema and Television	3
DS 409	Advanced Lighting and Camera Techniques	3
DS 411A	Advanced Documentary Filmmaking I (W)	3
DS 411B	Advanced Documentary Filmmaking II (W)	3
DS 435A	Creating the Fiction Film I	3
DS 435B	Creating the Fiction Film II (W)	3
DS 440	Advanced Video Editing	3
DS 481	Indian Film and Media Production	8 to 12
DS 492	Digital Storytelling Special Topics	3
DS 492A	Digital Storytelling Special Topics in Animation	3
DS 492B	Digital Audio Storytelling Special Topics	3
DS 492C	Special Topics in Filmmaking	3
DS 492D	Special Topics in Multicam Production	3
FLM 301	History of Film after Midcentury	3
JRN 206	Video Storytelling with Phones	3
JRN 212	2D Animation Storytelling	3
JRN 310	Photojournalism	3
JRN 312	Stop Motion Animation Storytelling (W)	3
JRN 412	Scoring for Moving pictures	3
JRN 483	Photo Communication in Europe	6
JRN 486	British and Irish Mass Media Education Abroad	6
JRN 487	Creative Journey Education Abroad	6
MI 337	Compositing and Special Effects	3
Courses chosen to complete this requirement may not be used to fulfill the requirements of a concentration or minor.		
d. Digital Storytelling majors must complete a minimum of 72 credits in courses outside of the School of Journalism, and mass communication. Digital Storytelling majors may complete up to 48 credits in digital storytelling, journalism, and mass communication areas of study.		

## JOURNALISM

Journalists provide the written and visual storytelling that inform, entertain, and challenge people every day.

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 broadcast journalism; environment, science and health reporting; information graphics; international reporting; media design; media relations; photojournalism; sports journalism; and writing, reporting, and editing. Students can choose optional minors in animation and comics storytelling in media, broadcast journalism, documentary production, entrepreneurship and innovation, media photography, public relations, or sports journalism.

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 websites 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 and superb visual communicators. They will be prepared for the future of media and be leaders in the field because of their flexibility.

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

### Requirements for the Bachelor of Arts Degree in Journalism

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:

CREDITS

a. All of the following core courses (19 to 24 credits):

JRN 108	The World of Media	3
JRN 200	Writing and Reporting News	3
JRN 203	Visual Storytelling	3
JRN 300	Multimedia Writing and Reporting (W)	3
JRN 325	Journalism History	3
JRN 430	News Media Law and Ethics	3
JRN 493	Journalism Professional Field Experience	1 to 6

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

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

CAS 110	Creative Thinking	3
CAS 111	Design and Layout	3
CAS 112	Story, Sound and Motion	3
CAS 114	Creativity and Innovative Entrepreneurship	3
CAS 116	Media Sketching and Graphics	3

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.

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

### Broadcast Journalism

All of the following courses:

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

### Environment, Science and Health Reporting

Both of the following courses:

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

Complete 6 credits from the following:

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

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

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

### Information Graphics

All of the following courses:

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

Complete 3 credits from the following:

JRN 336	Designing for Media	3
JRN 492	Journalism Special Topics	3
	Study Abroad, Creative Journey – Barcelona to Berlin	3

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

### International Reporting

All of the following courses:

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

Complete 3 credits from the following:

JRN 365	International News and Government Dynamics	3
JRN 492	Journalism Special Topics	3
	Study Abroad in Journalism	3

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

### Media Design

All of the following courses:

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

Complete 3 credits from the following:

JRN 338	Information Graphics	3
JRN 492	Journalism Special Topics	3

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

### Media Relations

All of the following courses:

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

Complete at least 2 credits from the following:

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

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

### Photojournalism

All of the following courses:

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

Complete 3 credits from the following:

CAS 110	Creative Thinking	3
CAS 112	Story, Sound and Motion	3
CAS 205	Photography in Media Settings	3
CAS 396	Integrated Media Arts Special Topics	3
CAS 496	Advanced Media Project Design and Production (W)	3

JRN 483	Photo Communication in Europe	3
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JRN 492	Journalism Special Topics	3
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Students who reenroll in JRN 492 must select a different topic than previously taken.

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

### Sports Journalism

All of the following courses:

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

### Writing, Reporting and Editing

All of the following courses:

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

One of the following courses:

JRN 420	Capital News Service	3
JRN 472	Environment, Science and Health Reporting	3
JRN 492	Journalism Special Topics	3
	Study Abroad in Mass Media with a writing component	3

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

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

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

(1)	<b>Literature:</b> One course (3 credits)	
(2)	<b>Civics:</b> One of the following courses:	
	PLS 313 American Public Policy	3
	PLS 320 Judicial Politics	3
	PLS 324 Congress	3
	PLS 325 The Presidency	3
	PLS 334 Campaigns and Elections	3

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

## Other Programs

*Environmental Studies and Agriscience* - Communication concentration: see the College of Agriculture and Natural Resources section of this catalog for courses in Journalism appropriate to this major.

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

## Suggestions for Program Success

Students should pursue the University's Integrative Studies requirements during their freshman and sophomore years. Students should complete Journalism 108 in the freshman year and Journalism 200, 203 and 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.



## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

### **MINOR IN ANIMATION AND COMICS STORYTELLING IN MEDIA**

The Minor in Animation and Comics Storytelling in Media, administered by the School of Journalism, provides a strong foundation in history, theory and production of storytelling using animation and comics. Students acquire production skills to visually represent issues, events, narrative, instruction, history and entertainment and use critical thinking as they study storytelling content, context, ethics and the cultural, global and historical impacts of these forms for various media platforms and audiences. Upon completion of the minor, students will have gained necessary skills to research, create and produce digital, interactive and immersive 2D/3D animation, comics, graphic novels, and cartoons.

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

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

### **Requirements for the Minor in Animation and Comics Storytelling in Media**

Complete 15 credits from the following:

	CREDITS
1. All of the following courses (12 credits):	
JRN 212 2D Animation Storytelling	3
JRN 312 Stop Motion Animation Storytelling	3
JRN 412 Scoring for Moving Pictures	3
JRN 413 3D Animation Storytelling	3
2. One of the following courses (3 credits):	
ENG 325 Readings in Graphic Narrative	3
JRN 213 Animation, Comics, Culture and Graphic Novels in Media	3
JRN 313 Political Cartoons	3
JRN 338 Visualizing Data with Information Graphics	3
JRN 345 Images and Messages	3

### **MINOR IN BROADCAST JOURNALISM**

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

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

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

### **Requirements for the Minor in Broadcast Journalism**

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

### **MINOR IN DOCUMENTARY PRODUCTION**

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 administered by the School of Journalism within the College of Communication Arts and Sciences. The minor is available as an elective to students who are enrolled in bachelor's degree programs at Michigan State University. Students in the Film Studies program 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 through the School of Journalism. 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.

#### **Prerequisite:**

DS 211 Documentary Film History and Theory	3
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### **Requirements for the Minor in Documentary Production**

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

	CREDITS
1. The following course (3 credits):	
DS 311 Introduction to Documentary Filmmaking	3
2. Complete at least 6 credits from one of the following areas:	
<b>Audio/Video</b>	
DS 341 Filmmaking II: Creating Short Films	3
DS 344 Sound Design for Storytelling	3
DS 409 Advanced Lighting and Camera Techniques	3
DS 440 Advanced Video Editing	3
MI 337 Compositing and Special Effects	3
<b>Broadcast News</b>	
JRN 306 Introduction to Radio Podcasting and TV News	3
JRN 403 TV News	3
JRN 406 Advanced TV News: Storytelling and Producing	3
<b>Film Studies</b>	
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

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

### Multimedia

JRN 203	Visual Storytelling	3
WRA 225	Introduction to Composing Digital for Video	3

### Photography

One of the following, either (1) or (2):

(1)	JRN 310 Photojournalism	3
	JRN 410 Advanced Photojournalism Documentary	3
(2)	JRN 483 Photo Communication in Europe	6

### Producing

DS 351	Producing for Cinema and Television	3
JRN 450	Media Innovation and Entrepreneurship	3
MI 301	Bringing Media to Market	3

### Web

JRN 336	Designing for Media	3
JRN 436	Designing for the Web and Mobile Devices	3
MI 349	Web Design and Development	3

### Writing

ENG 223	Introduction to Creative Non-Fiction Writing	3
ENG 423	Advanced Creative Non-Fiction Writing	3
JRN 300	Multimedia Writing and Reporting (W)	3
JRN 432	Magazine, Feature and Freelance Writing	3

### 3. The following capstone courses (6 credits):

DS 411A	Advanced Documentary Filmmaking I (W)	3
DS 411B	Advanced Documentary Filmmaking II (W)	3

## MINOR IN MEDIA PHOTOGRAPHY

The Minor in Media Photography, which is administered by the School of Journalism, provides the opportunity to gain extended knowledge around the history, approaches, tools, outlets and possibilities for creating engaging visual content that can be used in a variety of media outlets. Students gain the marketable skills necessary to analyze, conceive of, create and distribute powerful images, as well as have a clear understanding of how they can use photography to support their career objectives.

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

Students who plan to apply to the program should consult the undergraduate advisor in the School of Journalism.

### Requirements for the Minor in Media Photography

Complete 15 credits from the following:

	CREDITS
1. All of the following core courses (9 credits):	
JRN 310 Photojournalism	3
JRN 345 Images and Messages	3
JRN 410 Advanced Photojournalism: Documentary	3
2. Complete 6 credits from the following courses:	
CAS 110 Creative Thinking	3
CAS 111 Design and Layout	3
CAS 112 Story, Sound and Motion	3
JRN 203 Visual Storytelling	3
JRN 206 Video Storytelling with Cell Phones	3
JRN 336 Designing for Media	3
JRN 483 Photo Communication in Europe	6
JRN 492 Journalism Special Topics	3
Students enrolling in JRN 492 must have advisor approval to ensure appropriate content.	

## 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. 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 demonstrate critical thinking, 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

	CREDITS
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 available for teacher certification.

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

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

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

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

The department welcomes applications from Michigan State University undergraduate Journalism majors with at least 86 credits. Admission applications must be made prior to the final semester as a Journalism undergraduate. The number of students admitted to this linked program will be limited by availability. Admission to the program requires a minimum undergraduate grade-point average of 3.50, a statement of

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

goals for the master's degree, Graduate Record Examination scores, at least two letters of recommendation from faculty in the School of Journalism or Health and Risk Communication faculty, a resume, and an approved program of study for the master's degree at the time of admission. It is recommended that students complete a special topic in the area of health and risk communication through COM 399 Special Topics. Admission to the Linked Bachelor's-Master's Program allows the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, are applied toward the credit requirement of the master's degree. No 400-level courses with a grade lower than 3.0 will count toward the master's degree. Credit obtained from 400-level pass-fail courses and internships will not count toward the degree. Credits applied to the Linked Bachelor's-Master's Program are not eligible to be applied to any other graduate degree program.

### **LINKED BACHELOR'S-MASTER'S DEGREE IN JOURNALISM**

#### ***Bachelor of Arts Degree in Journalism Master of Arts Degree in Journalism***

The department welcomes applications from Michigan State University undergraduates majoring in Journalism with at least 70 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, at least two letters of recommendation from MSU faculty, 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, 325, and 430 with a cumulative grade-point average of 3.0 in these courses. 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. Students admitted to the program must complete all of the requirements for either Plan A (with thesis) or Plan B (without thesis) in the master's degree.

### **GRADUATE STUDY**

The School of Journalism offers several graduate options. A Master of Arts degree (M.A.) for students with a background in journalism or related professions and for those whose degrees are in areas other than journalism or who have not worked professionally in the field. For exceptional MSU students (those whose GPA is 3.5 or above) who want to combine their undergraduate education with an M.A. degree in journalism, the School of Journalism offers a dual bachelor's-master's program. The School also offers a graduate certificate in journalism that help professionals and graduates update their

knowledge of the field of journalism. A Doctor of Philosophy (Ph.D.) degree in Information and Media focuses on research in journalism and news, audiences, media technology, media effects or other subjects of students' 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 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 news, documentaries, newspapers, magazines, photojournalism and other visual communication, media management, public relations, and journalism for domestic or international markets. It serves applicants who seek fundamental, advanced and specialized courses in journalism and related fields, who wish to pursue doctoral study, who are professional journalists planning to advance in the industry, and those who will seek opportunities in fields such as environmental journalism and international journalism.

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. A 750-word autobiography.
4. A 1000-word statement of goals for the master's degree.

### **Requirements for the Master of Arts Degree in Journalism**

A minimum of 31 credits is required for the master's degree in journalism under either Plan A (with thesis) or Plan B (without thesis).

#### **Requirements for Both Plan A and Plan B**

All of the following courses (10 credits):

	CREDITS
JRN 802 Journalism ProSeminar	1
JRN 804 Journalism Studies Seminar	3
JRN 805 Disruptions in Journalism	3
JRN 806 Contemporary Issues in Journalism	3

#### **Additional Requirements for Plan A**

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

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

JRN 803	Introduction to Quantitative Research Methods	3
JRN 816	Applied Research Methods in Journalism	3
JRN 899	Master's thesis Research	6
2.	Complete 9 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; or International Journalism.	

### **Additional Requirements for Plan B**

- All of the following courses (12 credits):

JRN 800	Multiple Media Reporting I	3
JRN 801	Multiple Media Reporting II	3
JRN 896	Journalism Professional Project	6
- Complete 9 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; or International Journalism.

### **Optional Concentrations**

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

### **Environmental, Science and Health Journalism**

All of the following courses (9 credits):

JRN 872	Environment, Science and Health Reporting Topics	3
JRN 873	Environment, Science and Health Journalism Seminars	3
	Any advisor approved environmental, science, health or risk course.	

### **International Journalism**

Select 9 credits from the following:

JRN 475	International News and Government Dynamics	3
JRN 875	Global Affairs Reporting	3
JRN 887	Journalism Study Abroad Topics	6
	Any advisor approved international course.	

### **Doctor of Philosophy**

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

The doctoral program in Information and Media is described under the College of Communication Arts and Sciences listing. A description of the American Studies emphasis may be found under Interdepartmental and Interdisciplinary Programs in the College of Arts and Letters section of this catalog.

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

### **Journalism/Law Institute**

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

### **GRADUATE CERTIFICATE IN JOURNALISM**

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

### **Admission**

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

### **Requirements for the Graduate Certificate in Journalism**

	CREDITS
Students must complete all of the following courses (10 credits):	
JRN 802 Journalism Proseminar	1
JRN 804 Journalism Studies Seminar	3
JRN 805 Disruptions in Journalism	3
JRN 806 Contemporary Issues in Journalism	3

## DEPARTMENT of MEDIA and INFORMATION

### **Johannes M. Bauer, Chairperson**

The Department of Media and Information is an interdisciplinary and energetic community of researchers, creators, and teachers united by a passion for all aspects of media and information. As 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, including 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: Game Design and Development ([gamedev.msu.edu](http://gamedev.msu.edu)), Information Technology ([itminor.msu.edu](http://itminor.msu.edu)), and Information and Communication Technology for Development.

### **UNDERGRADUATE PROGRAMS**

Under the umbrella of Media and Information, one finds courses and programs focused on the design, production, management, and study of the effects of many forms of mediated communication as well as game design and interactive media. As a result, students are exposed to and may focus on diverse areas such as the productions and management of virtual/augmented/extended reality and the societal impact of social media, mobile communications, and the ever-changing forms of internet-based communication and information exchange. Two Bachelor of Arts degrees are available, as noted in the degree requirements below:

# COLLEGE OF COMMUNICATION ARTS AND SCIENCES

## GAMES AND INTERACTIVE MEDIA

Students pursuing the Bachelor of Arts Degree in Games and Interactive Media create and examine the design process, production, management, artistry, and effects of video games, board games, AR/VR, and emerging interactive media. Faculty will mentor students in the learning process to think critically about and design innovative games that serve to entertain, educate, and address societal concerns.

Students will be prepared for careers within industry that include an ever-evolving array of project managers, programmers, 3D artists and animators, concept artists, storytelling/narrative writers, and designers of characters, virtual/augmented reality, and immersive content.

### Admission

To be admitted to the Bachelor of Arts Degree in Games and Interactive Media, students must have:

- Completed 28 credits.
- Completed the following courses with a combined minimum grade-point average of 2.5:
 

CAS 116	Media Sketching and Graphics	3
CAS 117	Games and Interactivity	3
MI 101	Understanding Media and Information	3
MTH 103	College Algebra	3
Or		
MTH 116	College Algebra and Trigonometry	5
- A cumulative grade-point average of 2.0.

### Requirements for the Bachelor of Arts Degree in Games and Interactive Media

- 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 Games and Interactive Media.

The University's Tier II writing requirement for the Games and Interactive Media major is met by completing one of the following courses: Media and Information 402, 430, 447, 477, 482, 484, 486, or 498. Those courses are referenced in item 3. below.

- The requirements of the College of Communication Arts and Sciences for the Bachelor of Arts degree.
- The following requirements for the major (36 credits):

	CREDITS
a. All of the following courses (12 credits):	
CAS 116 Media Sketching and Graphics	3
CAS 117 Games and Interactivity	3
MI 101 Understanding Media and Information	3
MI 339 Games and Society	3
b. Two of the following courses (6 credits):	
MI 201 Introduction to Information Science	3
MI 220 Methods for Understanding Users	3
MI 301 Bringing Media to Market	3
MI 305 Media and Information Policy	3
MI 355 Media and Information Research	3
c. Six courses with four courses from the same focus area and at least one course from a different focus area (18 credits):	
<b>Game Design</b>	
MI 230 Game Design	3
MI 330 Game Level Design	3
MI 332 Game Interface Design	3
MI 334 eSports and Online Broadcasting	3
MI 344 Sound Design for Cinema, Television, and Games	3
MI 402 Topics in Game Studies	3
MI 430 Game Writing (W)	3
MI 445 Game Design and Development I	3
MI 455 Game Design and Development II	3
MI 482 Building Virtual Worlds (W)	3
MI 486 Serious Game Design (W)	3

MI 497 Game Design Studio	3
MI 498 Collaborative Game Design (W)	3
<b>Game Graphics and Animation</b>	
MI 227 Concept Design for Games, Film, and TV	3
MI 247 Three-Dimensional Graphics and Design	3
MI 327 Advanced Concept Design for Games, Film, and TV	3
MI 337 Compositing and Special Effects	3
MI 347 Advanced Three-Dimensional Computer Animation	3
MI 377 Advanced 3D Modeling	3
MI 447 Graphics and Animation Portfolio (W)	3
MI 477 Character Design (W)	3
<b>Game Development</b>	
CSE 231 Introduction to Programming I	4
CSE 232 Introduction to Programming II	4
MI 231 Game and Interactive Media Development	3
MI 349 Web Design and Development	3
MI 431 Advanced Game Development	3
MI 449 Advanced Web Development and Database Management	3
MI 482 Building Virtual Worlds (W)	3
MI 484 Building Innovative Interfaces (W)	3
MTH 314 Matrix Algebra with Computational Applications	3

### d. Media and Information (MI) Electives.

Additional credits in department courses can be taken as electives. Special topics (MI 491) and Internships (MI 493) are encouraged for experiential learning opportunities. Students interested in pursuing a minor should contact the Academic and Student Affairs Office in the College of Communication Arts and Sciences.

## INFORMATION SCIENCE

Information Science students will focus on the relationship between information, technology, and people, and therefore be equipped for jobs emerging from the growing information, technology and knowledge economy. Students will design technologies from a human-centered perspective, organize and manage groups of people using information technologies, understand how modern technologies are shaping society, and govern the role that these technologies play in our world. This degree uniquely prepares graduates 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.

### Requirements for the Bachelor of Arts Degree in Information Science

- 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 Information Science.

The University's Tier II writing requirement for the Information Science major is met by completing one of the following courses: Media and Information 401, 450, or 488. Those courses are referenced in item 3. below.

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

	CREDITS
a. All of the following core courses (9 credits):	
MI 101 Understanding Media and Information	3

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

MI 201	Introduction to information Science	3
MI 304	Information and Society	3
b.	Two of the following methods courses (6 credits):	
MI 220	Methods of Understanding Users	3
MI 320	Reasoning with Data	3
MI 355	Media and Information Research	3
MI 425	Advanced Data Analysis	3
c.	Six courses from the following focus areas with at least four courses in the same focus area and at least one course from a different focus area (18 credits):	
<b>Human-Centered Technologies</b>		
MI 250	Introduction to Applied Programming	3
MI 349	Web Design and Development	3
MI 350	Evaluating Human-Centered Technology	3
MI 420	Interactive Prototyping	3
MI 449	Advanced Web Development and Database Management	3
MI 450	Creating Human-Centered Technology (W)	3
<b>Media and Information</b>		
ITM 444	Information Technology Project Management	3
MI 349	Web Design and Development	3
MI 360	Media and Information Management	3
MI 361	IT Network Management and Security	3
MI 401	Topics in Information Science (W)	3
MI 449	Advanced Web Development and Database Management	3
MI 452	Media Entrepreneurship and Business Strategies	3
MI 462	Social Media and Social Computing	3
MI 472	Digital Business and Commerce	3
<b>Information and Society</b>		
MI 239	Digital Footprints: Privacy and Online Behavior	3
MI 302	Networks, Markets, and Society	3
MI 305	Media and Information Policy	3
MI 401	Topics in Information Science (W)	3
MI 462	Social Media and Social Computing	3
MI 480	Information and Communication Technologies and Development	3
MI 488	Information and Communication Technology Development Project (W)	3
d.	<b>Media and Information (MI) Electives.</b>	
Additional credits in department courses can be taken as electives outside the above requirements. No more than 60 credits can be taken within the college. Students are encouraged to pursue an optional transcriptable concentration or a department-affiliated minor to complement their major. Minors may be chosen from fiction filmmaking, documentary production, game design and development, information technology, or information and communication technology and development. Special topics and internships are also encouraged through enrollment in MI 491 and MI 493. Students interested in pursuing a concentration or minor should contact the Academic and Students Affairs Office in the College of Communication Arts and Sciences.		

### MEDIA AND INFORMATION

Our innovative media information curriculum builds skills needed for success in the digital world. Within the B.A. in Media and Information you can focus on: Interactive media and games, graphics and animation, human-centered technology, policy, society and research, and video production. Our curriculum dives deep into the innovative sectors that are reshaping 21st Century media—from the internet to mobile communications and social media. The B.A. in Media and Information has three optional concentrations: Film and Media Production, Games and Interactive Media Design, and Information Management and Design for Society.

We believe in learning by doing. Our students have immediate opportunities to "make" media in our classes, student organizations, client-based projects and by working with our creative faculty. They work together in hands-on classes from the first semester freshman year, learning to collaborate, plan and pitch projects, and use the latest techniques and technology to tell stories.

### 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

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

- The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of this catalog; 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Media and Information.  
The University's Tier II writing requirement for the Media and Information major is met by completing one of the following courses: Media and Information 401, 411, 435B, 442, 443, 447, 450, 488, or 498. Those courses are referenced in item 3. below.
- The requirements of the College of Communication Arts and Sciences for the Bachelor of Arts degree.
- The following requirements for the major (33 credits)::

	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):	

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

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):		
<b>Film and Media Production</b>		
CAS 396	Integrated Media Arts Special Topics	3
MI 241	Filmmaking I	3
MI 311	Introduction to Documentary Production	3
MI 341	Filmmaking II	3
MI 342	Multi Camera Production for Television	3
MI 343	Audio Production	3
MI 344	Sound Design for Cinema, Television, and Games	3
MI 351	Producing for Cinema and Television	3
MI 440	Advanced Video Editing	3
MI 441	Advanced Lighting and Camera Techniques	3
MI 435A	Creating the Fiction Film I	3
<b>Game and Interactive Media Design</b>		
CAS 396	Integrated Media Arts Special Topics	3
MI 231	Game and Interactive Media Development	3
MI 346	Game Design	3
MI 349	Web Design and Development	3
MI 445	Game Design and Development I	3
MI 449	Advanced Web Development and Database Management	3
MI 455	Game Design and Development II	3
MI 482	Building Virtual Worlds	3
MI 484	Building Innovative Interfaces	3
MI 497	Game Design Studio	3
<b>Graphics and Animation</b>		
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
<b>Creating Human-Centered Technology</b>		
MI 220	Methods for Understanding Users	3
MI 250	Introduction to Applied Programming	3
MI 320	Reasoning with Data	3
MI 350	Evaluating Human-Centered Technology	3
MI 420	Interactive Prototyping	3
<b>Media and Information Management</b>		
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
<b>Society, Policy and Research</b>		
MI 302	Networks, Markets, and Society	3
MI 305	Media and Information Policy	3
MI 355	Media and Information Research	3
MI 480	Information and Communication Technologies and Development	3
d. One of the following capstone courses (3 credits):		
CAS 496	Advanced Media Project Design and Production (W)	3
ITM 444	Information Technology Project Management	3
MI 401	Topics in Media, Information, and Society (W)	3
MI 411	Collaborative Documentary Design and Production (W)	3
MI 435B	Creating the Fiction Film II (W)	3
MI 442	Design of Cinema and Television Projects (W)	3
MI 443	Audio Industry Design and Management (W)	3
MI 447	Three-Dimensional Graphics and Animation Portfolio (W)	3
MI 450	Creating Human-Centered Technology (W)	3
MI 488	Information and Communication Technology Development Project (W)	3
MI 498	Collaborative Game Design (W)	3
e. <b>Media and Information (MI) Electives</b>		
Additional credits in department courses can be taken as electives outside the above requirements. No more than 60 credits can be taken within the college. Students are encouraged to pursue an optional transcriptable concentration or a department-affiliated minor to complement their major. Minors may be chosen from fiction filmmaking, documentary production,		

game design and development, information technology, or information and communication technology and development. Special topics and internships are also encouraged through enrollment in MI 491 and MI 493. Students interested in pursuing a concentration or minor should contact the Academic and Students Affairs Office in the College of Communication Arts and Sciences.

### Concentrations in Media and Information

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

### Film and Media Production

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

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

CAS 396	Integrated Media Arts Special Topics	3
MI 241	Filmmaking I	3
MI 311	Introduction to Documentary Production	3
MI 341	Filmmaking II	3
MI 342	Multi Camera Production for Television	3
MI 343	Audio Production	3
MI 344	Sound Design for Cinema, Television, and Games	3
MI 351	Producing for Cinema and Television	3
MI 440	Advanced Video Editing	3
MI 441	Advanced Lighting and Camera Techniques	3
MI 435A	Creating the Fiction Film I	3

2. Two courses from the Graphics and Animation, or Game and Interactive Media Design, or Media and Information Management focus areas.

3. One of the following capstone courses:

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

### Game and Interactive Media Design

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

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

CAS 396	Integrated Media Arts Special Topics	3
MI 231	Game and Interactive Media Development	3
MI 346	Game Design	3
MI 349	Web Design and Development	3
MI 445	Game Design and Development I	3
MI 449	Advanced Web Development and Database Management	3
MI 455	Game Design and Development II	3
MI 482	Building Virtual Worlds	3
MI 484	Building Innovative Interfaces	3
MI 497	Game Design Studio	3

2. Two courses from the Graphics and Animation, or Film and Media Production, or Media and Information Management focus areas.

3. One of the following capstone courses:

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

### Information, Management and Design for Society

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

1. All of the following courses:

MI 220	Methods for Understanding Users	3
MI 302	Networks, Markets, and Society	3
MI 360	Media and Information Management	3

2. Four of the following courses from the Creating Human-Centered Technology, or Media and Information Management, or Society, Policy, and Research focus areas. Three of the four courses must come from the same focus area.

3. One of the following capstone courses:

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

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

### MINOR IN GAME DESIGN AND DEVELOPMENT

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

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

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

#### Prerequisites

- The following course (3 credits):
 

CAS 117 Games and Interactivity	3
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- Two of the following courses (6 credits):
 

CSE 232 Introduction to Programming II	4
CSE 331 Algorithms and Data Structures	3
CSE 335 Object-oriented Software Design	4
GD 360 Graphic Design I: Graphic Form	3
MI 227 Concept Design for Games, Film, and TV	3
MI 230 Game Design	3
MI 231 Game and Interactive Media Development	3
MI 247 Three-Dimensional Graphics and Design	3
STA 201 Fundamentals of Comic Art and Graphic Novels	3
STA 380 Electronic Art	3

### Requirements for the Minor in Game Design and Development

Complete all of the following courses (15 credits):

- |   | CREDITS |
|---|---------|
| 1. All of the following courses (12 credits):                 |         |
| MI 445 Game Design and Development I                          | 3       |
| MI 455 Game Design and Development II                         | 3       |
| MI 497 Game Design Studio                                     | 3       |
| MI 498 Collaborative Game Design (W)                          | 3       |
| 2. Complete one of the following courses (3 credits):         |         |
| 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 476 Mobile Application Development                        | 3       |
| CSE 477 Web Application Architecture and Development          | 3       |
| CSE 480 Database Systems                                      | 3       |
| GD 460 Graphic Design II: Visual Communication                | 3       |
| GD 462 Spatial Design   | 3       |
| GD 468 Interaction Design                                     | 3       |
| MI 327 Advanced Concept Design for Games, Film, and TV        | 3       |
| MI 337 Compositing and Special Effects                        | 3       |
| MI 431 Advanced Game Development                              | 3       |
| MI 344 Sound Design for Cinema, Television, and Games         | 3       |
| MI 347 Advanced Three-Dimensional Computer Animation          | 3       |
| MI 349 Web Design and Development                             | 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 482 Building Virtual Worlds	3
MI 484 Building Innovative Interfaces	3
STA 301 Advanced Comic Art and Graphic Novels	3
STA 350 Figure Modeling	3
STA 351 Mixed Media and Installation	3
STA 380 Electronic Art	3
STA 384 Experiments in Digital Video	3
STA 385 Interactive Environments and Digital Fabrication	3

### MINOR IN INFORMATION AND COMMUNICATION TECHNOLOGY AND DEVELOPMENT

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

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

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

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

With the approval of the department or school and college that administers the student's degree program, courses that are used to satisfy the requirements for the minor may also be used to satisfy the requirements for the bachelor's degree. The student's program of study must be approved by the student's academic advisor for the minor.

### Requirements for the Minor in Information and Communication Technology and Development

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

- |  | CREDITS |
|--|---------|
| 1. Two of the following courses (6 credits):                             |         |
| CSE 422 Computer Networks  | 3       |
| CSE 425 Introduction to Computer Security                                | 3       |
| CSE 429 Interdisciplinary Topics in Cyber Security                       | 3       |
| CSE 471 Media Processing and Multimedia Computing                        | 3       |
| ECE 404 Radio Frequency Electronic Circuits                              | 4       |
| ECE 442 Introduction to Communication Networks                           | 3       |
| ECE 457 Communication Systems  | 3       |
| ECE 458 Communication Systems Laboratory                                 | 1       |
| MI 201 Introduction to Media and Information Technologies and Industries | 3       |
| MI 361 IT Network Management and Security                                | 3       |
| MI 349 Web Design and Development  | 3       |
| MI 362 Web Administration  | 3       |
| MI 449 Advanced Web Development and Database Management                  | 3       |
| MI 462 Social Media and Social Computing                                 | 3       |
| MI 472 Digital Business Commerce   | 3       |



## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

Students may not select both Computer Science and Engineering 422 and Electrical and Computer Engineering 442 as these are equivalent courses.

2. One of the following courses (3 or 4 credits):

ANP 325	Anthropology of the Environment and Development	3
ANP 410	Anthropology of Latin America	3
ANP 414	Anthropology of South Asia	3
ANP 415	China: Culture and Society	3
ANP 416	Anthropology of Southern Africa	3
ANP 431	Gender, Environment, and Development	3
COM 391	Topics in Verbal, Intercultural, or Gender Communication	4
COM 399	Special Topics in Communication	3
EC 310	Economics of Developing Countries	3
EC 412	Economic Analysis of Latin America (W)	3
EC 413	Economic Analysis of Asia (W)	3
EC 414	Economic Analysis of Sub-Saharan Africa (W)	3
GEO 335	Geography of Latin America	3
GEO 337	Geography of Asia-Pacific	3
GEO 338	Geography of Africa	3
ISS 315	Global Diversity and Interdependence (I)	4
ISS 330A	Africa: Social Science Perspectives (I)	4
ISS 330B	Asia: Social Science Perspectives (I)	4
ISS 330C	Latin America: Social Science Perspectives (I)	4
MC 320	Politics, Society, and Economy in the Third World	4
SOC 362	Developing Societies	3

Students selecting Communication 391 or 399 to fulfill this requirement must enroll in a section on intercultural or international communication.
3. The following courses (6 credits):

MI 480	Information and Communication Technologies and Development	3
MI 488	Information and Communication Technology Development Project (W)	3

Students should meet with the advisor for the minor to determine which of the region-specific sections will most effectively prepare them for field work.

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

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

The department welcomes applications from Michigan State University undergraduate Media and Information majors with at least 86 credits. Admission applications must be made prior to the final semester as a Media and Information undergraduate. The number of students admitted to this linked program will be limited by availability. Admission to the program requires a minimum undergraduate grade-point average of 3.50, a statement of goals for the master's degree, Graduate Record Examination scores, at least two letters of recommendation from faculty in the Department of Media and Information or Health and Risk Communication faculty, a resume, and an approved program of study for the master's degree at the time of admission. It is recommended that students complete a special topic in the area of health and risk communication through COM 399 Special Topics. Admission to the Linked Bachelor's-Master's Program allows the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, are applied toward the credit requirement of the master's degree. No 400-level courses with a grade lower than 3.0 will count toward the master's degree. Credit obtained from 400-level pass-fail courses and internships will not count toward the degree. Credits applied to the Linked Bachelor's-Master's Program are not eligible to be applied to any other graduate degree program.

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

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

The department welcomes applications from Michigan State University undergraduate Media and Information majors with at least 86 credits. Admission applications must be made prior to the final semester as a Media and Information undergraduate. The number of students admitted to this linked program will be limited by availability. Admission to the program requires a minimum undergraduate grade-point average of 3.50, a statement of goals for the master's degree, Graduate Record Examination scores, at least two letters of recommendation from faculty in the Department of Media and Information or Health and Risk Communication faculty, a resume, and an approved program of study for the master's degree at the time of admission. It is recommended that students complete a special topic in the area of health and risk communication through COM 399 Special Topics. Admission to the Linked Bachelor's-Master's Program allows the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, are applied toward the credit requirement of the master's degree. No 400-level courses with a grade lower than 3.0 will count toward the master's degree. Credit obtained from 400-level pass-fail courses and internships will not count toward the degree. Credits applied to the Linked Bachelor's-Master's Program are not eligible to be applied to any other graduate degree program.

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

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

The department welcomes applications from Michigan State University undergraduates majoring in Media and Information with at least 86 credits. Admission applications must be made prior to the final semester as a Media and Information undergraduate. Admission to the program requires a minimum undergraduate grade-point average of 3.50, a statement of goals for the master's degree, Graduate Record Examination scores, at least two letters of recommendation from faculty in the Department of Media and Information, and an approved program of study for the master's degree at the time of admission. To enter the Human Computer Interaction concentration in the master's program, applicants must have already completed MI 220, 250, 320, and 350 obtaining a grade of at least 3.0 in each of these courses. To enter the 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

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, are applied toward the credit requirement of the master's degree. No 400-level courses with a grade lower than 3.0 will count toward the master's degree. Credit obtained from 400-level pass-fail courses and internships will not count toward the degree. Credits applied to the Linked Bachelor's-Master's Program are not eligible to be applied to any other graduate degree program.

### GRADUATE STUDY

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

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

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

### MEDIA AND INFORMATION

#### Master of Arts

The Master of Arts program in Media and Information prepares students for a broad range of professional positions in the fast-growing media and information sector. The flexible curriculum allows students to put together a customized program of study or to focus in one of four high-demand careers: game studies and design, human computer interaction (HCI)/User Experience (UX). 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](http://www.tism.msu.edu) or the Director of M.A. Studies.

### Requirements for the Master of Arts Degree in Media and Information

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

	CREDITS
1. Students must complete 15 credits from the following courses:	
MI 803 Introduction to Quantitative Research Methods	3
MI 820 Theories of Media and Information	3
MI 830 Foundations of Serious Games	3
MI 831 Theories of Games and Interaction Design	3
MI 839 Game and Film Design Studio I	3
MI 841 Understanding Users	3
MI 844 Interaction Design	3
MI 845 Interactive Usability and Accessibility: Design and Evaluation	3
MI 846 Game and Film Design Studio II	3
MI 850 Media and Information Policy	3
MI 851 Understanding and Managing Social Media	3
MI 852 Media and Information Economics	3
MI 861 Media and Information Technologies in Organizations	3
MI 862 Managing Digital Enterprises	3
MI 875 Information and Communication Technology and Development	3
MI 877 Global Media and Communications	3
2. Additional elective course work at the 400-level or above to meet the 30 credits required for the degree. The course work must be approved by the student's academic advisor. Not more than 6 elective credits may be taken from outside the college except through joint programs such as the Graduate Specialization in Management of Information Technology. Not more than 6 credits in media and information independent study or internship courses combined may be counted toward the requirements for the Master of Arts degree in Media and Information.	

#### Additional Requirements for Plan A

MI 899 Master's Thesis Research 4 to 6

#### Additional Requirements for Plan B

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

### GRADUATE CERTIFICATE IN SERIOUS GAME DESIGN AND RESEARCH

The Graduate Certificate in Serious Game Design and Research is designed for game industry professionals already versed in game design who want to expand their knowledge to the domain of serious games, professional educators and educational technology specialists who want to understand how and why games can be used for learning, and graduate students who would like to add expertise in serious games to their courses of study. The certificate program exposes

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

students to the state of the art in different strands of serious games such as games for learning, corporate training, newsgames, games for health, exergames, military games, and games for social change; distribution; industry structure; and theories and methods of game design.

### Admission

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

### Requirements for the Graduate Certificate in Serious Game Design and Research

CREDITS

Students must complete the following (9 credits):

1. All of the following course (9 credits):

MI 830	Foundations of Serious Games	3
MI 831	Theories of Games and Interaction Design	3
MI 841	Understanding Users	3

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

### GRADUATE SPECIALIZATION IN MANAGEMENT OF INFORMATION TECHNOLOGY

The Graduate Specialization in Management of Information Technology, which is administered by the Department of Media and Information, is available to students enrolled in the Master of Arts degree in Media and Information. With the approval of the student's academic advisor, courses that are used to satisfy the requirements for the specialization may also be used to satisfy the requirements for the master's degree.

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

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

### Admission

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

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

CREDITS

Students must complete 15 credits from the following:

1. All of the following courses (9 credits):

ACC 821	Enterprise Database Systems	3
MI 861	Media and Information Technologies in Organizations	3
MI 862	Managing Digital Enterprises	3
2. Two courses selected from the following (6 credits):

ACC 822	Information Systems Project Management	3
ACC 823	Advanced Enterprise Database Systems	3
ACC 825	Object-Oriented Business Information Systems	3
ACC 826	Enterprise Information Systems	3
ACC 843	Value Chain Accounting and Analytics	3
ACC 890	Independent Study	3
ITM 881	Network Analytics	3
MKT 829	Marketing Technology and Analytics	3

### Doctor of Philosophy

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