The effective date for new programs subject to Statewide Academic Program review is implemented in accordance with the Statewide Academic Program Review calendar.
TO: Faculty Senate

This report is prepared and distributed for the following purposes:

1. To report new academic programs, changes in academic programs, discontinuations of academic programs, new courses, permanent changes in courses, and deletions of courses.
2. To notify the initiating colleges, schools, and departments of approval by the University Committee on Curriculum of their requests for new academic programs, changes in academic programs, discontinuations of academic programs, new courses, permanent changes in courses, and deletions of courses. Any items not approved by the Faculty Senate will be reported to the appropriate college and department or school.
3. To provide information to members of the faculty in each department about academic programs and courses in all colleges, departments, and schools of the University.

Reports of the University Committee on Curriculum to the Faculty Senate are organized as follows:

PART I - NEW ACADEMIC PROGRAMS AND PROGRAM CHANGES:

Organized by colleges in alphabetical order. For a given college, academic units are organized in alphabetical order. For a given academic unit, degrees, majors, and specializations are organized in alphabetical order.

PART II - NEW COURSES:

Organized by academic units in alphabetical order; All-University courses appear last. For a given academic unit, courses are organized according to the names associated with course subject codes, in alphabetical order. Courses with the same subject code are in numerical order.

PART III - COURSE CHANGES:

Organized by academic units in alphabetical order; All-University courses appear last. For a given academic unit, courses are organized according to the names associated with course subject codes, in alphabetical order. Courses with the same subject code are in numerical order.

Not all of the above categories, and not all of the colleges and academic units, will necessarily appear in any given Senate Report.

One or more of the abbreviations that follow may be included in a course entry:

P: = Prerequisite monitored in SIS
C: = Corequisite
R: = Restriction
RB: = Recommended background
SA: = Semester Alias
MICHIGAN STATE UNIVERSITY

April 17, 2018

TO: Faculty Senate

FROM: University Committee on Curriculum

SUBJECT: New Academic Programs and Program Changes:
New Courses and Course Changes

PART I - NEW ACADEMIC PROGRAMS AND PROGRAM CHANGES

COLLEGE OF AGRICULTURE AND NATURAL RESOURCES

1. Change the requirements for the Bachelor of Science degree in Agribusiness Management in the Department of Agricultural, Food, and Resource Economics.

   a. Under the heading Requirements for the Bachelor of Science Degree in Agribusiness Management make the following changes:

      (1) In item 1., replace paragraph two with the following:

         The University’s Tier II Writing Requirement for the Agribusiness Management major is met by completing one of the following courses: Environmental Economics and Policy 405, or Food Industry Management 439. Those courses are referenced in item 3. below.

      (2) In item 2., replace paragraph four with the following:

         Food Industry Management 439 and Environmental Economics and Policy 405 may be used to fulfill requirement 3. b. if it is not used to fulfill requirement 3. c. Agribusiness Management 130 may be used to fulfill requirement 3. b. if it is not used to fulfill requirement 3. e.

      (3) In item 3. a. delete the following courses:

         EEP 260 World Food, Population and Poverty   3
         SCM 303 Introduction to Supply Chain Management   3

         Add the following courses:

         EEM 260 World Food, Population and Poverty   3
         SCM 304 Survey of Supply Chain Management   3

      (4) In item 3. b. delete the following courses:

         ABM 437 Agribusiness Strategic Management (W)   3
         ABM 490 Independent Study   3
         EEP 405 Corporate Environmental Management (W)   3

         Add the following courses:

         EEM 405 Corporate Environmental Management (W)   3
         FIM 224 Information and Market Intelligence in the Agri-Food Industry   3

         Replace the note following with:

         A study abroad or independent study experience may also fulfill part of this requirement through enrollment in FIM 490 with approval by the academic advisor.

      (5) In item 3. c. delete the following course:
PART I – NEW ACADEMIC PROGRAMS AND PROGRAM CHANGES

ABM 437 Agribusiness Strategic Management (W)   3
EEP 405 Corporate Environmental Management (W)   3

Add the following course:

EEM 405 Corporate Environmental Management (W)   3

(6) Replace item 3. g. with the following:

Complete 6 credits in sciences related to agricultural production and processing, food production and processing, or sustainability and the environment, as approved by the academic advisor.

Effective Fall 2018.

2. Change the requirements for the Bachelor of Science degree in Environmental Economics and Management in the Department of Agricultural, Food, and Resource Economics.

a. Under the heading Requirements for the Bachelor of Science Degree in Environmental Economics and Management make the following changes:

(1) In item 2., replace paragraph three and four with the following:

Students must achieve a grade of at least 2.0 or higher in each ABM and FIM and EEM course referenced in items 3. a. and in courses taken to fulfill requirements 3. b., 3. c., and 3. d.

Agribusiness Management 435 and Food Industry Management 339 may be used to fulfill requirement 3. b. if it is not used to fulfill requirement 3. c.

(2) In item 3. a. delete the following courses:

EEP  255 Ecological Economics    3
EEP  260 World Food, Population and Poverty   3
EEP  320 Environmental Economics   3
EEP  405 Corporate Environmental Management (W)   3
EEP  460 Natural Resource Economics   3
FIM  203 Data Analysis for the Agri-Food System  3
SCM  303 Introduction to Supply Chain Management  3

Add the following courses:

ABM  203 Data Analysis for the Agri-Food System   3
EEM  255 Ecological Economics   3
EEM  260 World Food, Population and Poverty   3
EEM  320 Environmental Economics   3
EEM  405 Corporate Environmental Management (W)   3
EEM  460 Natural Resource Economics   3
SCM  304 Survey of Supply Chain Management  3

(3) In item 3. b. delete the following courses:

ABM  437 Agribusiness Strategic Management (W)   3
EEP  404 Public Sector Budgeting and Program Evaluation (W)   3
EEP  490 Independent and Supervised Study   3
EEP  493 Professional Internship in Environmental Economics and Policy   3

Add the following courses:
EEM 493 Professional Internship in Environmental Economics and Policy 3

Replace the note following with:

A study abroad or independent study experience may also fulfill part of this requirement through enrollment in EEM 490 with approval by the academic advisor.

(4) In item 3. c. delete the following course:

ABM 437 Agribusiness Strategic Management (W) 3

(5) Replace item 3. g. with the following:

Complete 6 credits in sciences related to agricultural production and processing, food production and processing, or sustainability and the environment, as approved by the academic advisor.

Effective Fall 2018.

3. Change the requirements for the Bachelor of Science degree in Food Industry Management in the Department of Agricultural, Food, and Resource Economics.

a. Under the heading Requirements for the Bachelor of Science Degree in Food Industry Management make the following changes:

(1) In item 1., replace paragraph two with the following:

The University’s Tier II Writing Requirement for the Food Industry Management major is met by completing Food Industry Management 439. This course is referenced in item 3. below.

(2) In item 2., replace paragraph three with the following:

Students must achieve a grade of at least 2.0 or higher in each ABM and FIM and EEM course referenced in items 3. a. and in courses taken to fulfill requirements 3. b. and 3. c.

(3) In item 3. a. change the total credits from ‘41’ to ‘44’ and delete the following courses:

EEP 260 World Food, Population and Poverty 3
SCM 303 Introduction to Supply Chain Management 3

Add the following courses:

EEM 260 World Food, Population and Poverty 3
FIM 439 Food Business Analysis and Strategic Planning (W) 3
SCM 304 Survey of Supply Chain Management 3

(4) Delete item 3. b.

(5) Reletter item 3. c. to item 3. b. and delete the following courses:

EEM 405 Corporate Environmental Management (W) 3
FIM 490 Independent Study in Food Industry Management 3

Add the following courses:

ABM 430 Farm Management II 3
EEM 255 Ecological Economics 3
EEM 405 Corporate Environmental Management (W) 3
Replace the note following with:

A study abroad or independent study experience may also fulfill part of this requirement through enrollment in FIM 490 with approval by the academic advisor.

(6) Reletter item 3. d. to item 3. c. and delete the following course:

EEP 405 Corporate Environmental Management (W) 3

Add the following course:

EEM 405 Corporate Environmental Management (W) 3

(7) Reletter items 3. e., 3. f., 3. g., and 3. h. respectively.

(8) Replace item 3. g. with the following:

Complete 6 credits in sciences related to agricultural production and processing, food production and processing, or sustainability and the environment, as approved by the academic advisor.

Effective Fall 2018.

4. Change the requirements for the Bachelor of Science degree in Crop and Soil Sciences in the Department of Plant, Soil and Microbial Sciences.

The concentrations in the Bachelor of Science degree in Crop and Soil Sciences are noted on the student’s academic record when the requirements for the degree have been completed.

a. Under the heading Requirements for the Bachelor of Science Degree in Crop and Soil Sciences make the following changes:

(1) In item 3. b. change the total credits from '61 to 72' to '63 to 74'.

(2) In item 3. b. Agronomic Sciences concentration make the following changes:

(a) Change the total credits from '61 or 62' to '63 or 64'.

(b) In item (1) add the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSS 226L</td>
<td>1</td>
</tr>
<tr>
<td>CSS 313</td>
<td>2</td>
</tr>
<tr>
<td>CSS 326</td>
<td>2</td>
</tr>
</tbody>
</table>

Delete the following course:

CSS 288 Principles of Weed Management 3

(3) In item 3. b. Turfgrass Management concentration make the following changes:

(a) Change the total credits from '67' to '69'.

(b) In item (1) add the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSS 226L</td>
<td>1</td>
</tr>
<tr>
<td>CSS 313</td>
<td>2</td>
</tr>
<tr>
<td>CSS 326</td>
<td>2</td>
</tr>
</tbody>
</table>
Delete the following course:

CSS 292 Management of Turfgrass Weeds 3

(4) In item 3. b. **Advanced Study** concentration make the following changes:

(a) Change the total credits from '72' to '74'

(b) In item (1) add the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSS 226L</td>
<td>1</td>
</tr>
<tr>
<td>CSS 313</td>
<td>2</td>
</tr>
<tr>
<td>CSS 326</td>
<td>2</td>
</tr>
</tbody>
</table>

Delete the following course:

CSS 288 Principles of Weed Management 3

Effective Fall 2018.

5. Change the requirements for the **Minor in Agronomy** in the Department of Plant, Soil and Microbial Sciences.

a. Under the heading **Minor in Agronomy** make the following changes:

(1) In item 3. delete the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSS 135 Crop Scouting and Investigation</td>
<td>2</td>
</tr>
<tr>
<td>CSS 288 Principles of Weed Management</td>
<td>3</td>
</tr>
</tbody>
</table>

Add the following courses:

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSS 135 Crop Scouting and Investigation</td>
<td>3</td>
</tr>
<tr>
<td>CSS 326 Weed Science</td>
<td>2</td>
</tr>
</tbody>
</table>

and

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSS 226L</td>
<td>1</td>
</tr>
</tbody>
</table>

Effective Fall 2018.

6. Change the name of the Minor in **International Agriculture** to **Applied Development in International Agriculture and Natural Resources** in the Department of Plant, Soil and Microbial Sciences.

Students admitted to the minor prior to Fall 2018 will be awarded a Minor in International Agriculture.

Students admitted to the minor Fall 2018 and forward will be awarded a Minor in Applied Development in International Agriculture and Natural Resources.

Effective Fall 2018.

7. Change the requirements for the **Minor in Applied Development in International Agriculture and Natural Resources** in the Department of Plant, Soil and Microbial Sciences.

a. Under the heading **Requirements for the Minor in Applied Development in International Agriculture and Natural Resources** replace the entire entry with the following:

The student must meet the requirements specified below:

Complete a minimum of 17 credits from the following:

1. Both of the following courses (5 credits):
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PART I – NEW ACADEMIC PROGRAMS AND PROGRAM CHANGES

CSS 294 Issues in International Agriculture 1
MC 430 Applied International Development 4

2. One of the following courses (3 credits):
   ANS 480 Animal Systems in International Development 3
   CSS 431 International Agricultural Systems 3
   FW 481 Global Issues in Fisheries and Wildlife 3
   ANS 480 may not be used to fulfill both this requirement and the Education Abroad requirement below.

3. One of the following courses (3 or 4 credits):
   ABM 427 Global Agri-Food Industries and Markets 3
   EEM 260 World Food, Population and Poverty 3
   FW 445 Biodiversity Conservation Policy and Practice 3
   GEO 410 Geography of Food and Agriculture 3
   HNF 406 Global Foods and Culture 3
   MC 320 Politics, Society, and Economy in the Third World 4
   MC 450 International Environmental Law and Policy 3

4. Complete 3 credits in an Education Abroad, International Internship, or International Research Experience with approval by the advisor for the minor.

5. Complete 3 or 4 credits in a foreign language, an additional Education Abroad, International Internship or International Research Experience, or additional elective course from items 2. or 3. above with approval by the advisor for the minor.

Effective Fall 2018.

COLLEGE OF ARTS AND LETTERS

1. Change the Graduation Requirements for the Bachelor of Arts degree in the College of Arts and Letters. The University Committee on Undergraduate Education (UCUE) approved this request at its March 15, 2018 meeting.

   a. Under the heading Graduation Requirements for the Bachelor of Arts Degree in the College of Arts and Letters make the following changes:

   (1) Replace item 2. d. with the following:

   Cognate requirement:
   (1) Students must complete one cognate of 15 credits or an approved alternative noted below. The cognate and the related courses must be approved by the department of the student’s major.
   (2) The courses in the cognate shall be in a single discipline or thematic area. With departmental approval, a secondary or additional major or a minor may serve as an approved substitute for the cognate. Some majors have specific cognate requirements. Consult Academic Programs or the department advisor for current requirements.
   (3) For students who are seeking a teaching certificate, an approved teaching minor may be substituted for the cognate with the approval of the student’s academic advisor.
   (4) One 300 or 400-level course of at least 3 credits must be included in the cognate or alternatives.
   (5) Courses at the 300 or 400-level in the same language used to satisfy the college’s foreign language requirement, or courses at the 100 or 200-level in another foreign language, may be counted toward the cognate requirement.
   (6) The cognate is not required for the Bachelor of Arts degree in Interdisciplinary Humanities, the Bachelor of Arts degree in Humanities-Prelaw, the Bachelor of Arts degree in Experience Architecture, or for Bachelor of Fine Arts majors.

   (2) Reletter item 2. e. to 2. f.

   (3) Add the following item 2. e.:

   e. Experiential Education requirement:
(1) Students must earn a minimum of 3 credits in one of the following experiential education options through an associated course approved by the College:
(a) An approved internship
(b) An approved service/community engaged learning experience
(c) An approved undergraduate research or creative project directed by a faculty member
(d) An approved study abroad program
(e) An approved study away program

Effective Fall 2018.

2. Change the Graduation Requirements for the Bachelor of Fine Arts degree in the College of Arts and Letters. The University Committee on Undergraduate Education (UCUE) approved this request at its March 15, 2018 meeting.

a. Under the heading Graduation Requirements for the Bachelor of Fine Arts Degree in the College of Arts and Letters make the following changes:

(1) Add the following item 2. e.:

i. Experiential Education requirement:

(1) Students must earn a minimum of 3 credits in one of the following experiential education options through an associated course approved by the College:
(a) An approved internship
(b) An approved service/community engaged learning experience
(c) An approved undergraduate research or creative project directed by a faculty member
(d) An approved study abroad program
(e) An approved study away program

Effective Fall 2018.

ELI BROAD COLLEGE OF BUSINESS

1. Change the Graduation Requirements for the Bachelor of Arts degree in the Eli Broad College of Business. The University Committee on Undergraduate Education (UCUE) approved this request at its February 8, 2018 meeting.

a. Under the heading Graduation Requirements for the Bachelor of Arts Degree replace items 2., through 7. with the following:

2. The requirements for the BUSINESS CORE PROGRAM that consists of (57 or 58 credits):

a. All of the following courses (21 or 22 credits):

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CSE 101</td>
<td>Computing Concepts and Competencies</td>
<td>3</td>
</tr>
<tr>
<td>EC 201</td>
<td>Introduction to Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>EC 202</td>
<td>Introduction to Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>MGT 250</td>
<td>Business Communication: Oral and Written Skills</td>
<td>3</td>
</tr>
<tr>
<td>MTH 103</td>
<td>College Algebra</td>
<td>3</td>
</tr>
<tr>
<td>MTH 124</td>
<td>Survey of Calculus I</td>
<td>3</td>
</tr>
<tr>
<td>STT 200</td>
<td>Statistical Methods</td>
<td>3</td>
</tr>
<tr>
<td>STT 201</td>
<td>Statistical Methods</td>
<td>4</td>
</tr>
<tr>
<td>STT 315</td>
<td>Introduction to Probability and Statistics for Business</td>
<td>3</td>
</tr>
</tbody>
</table>
Students who pass a waiver examination will not be required to complete CSE 101.

Students who place into Mathematics 124 on the mathematics placement test and who complete Mathematics 124 will not be required to complete Mathematics 103.

b. All of the following courses (30 credits):
   - ACC 201 Principles of Financial Accounting  3
   - ACC 202 Principles of Management Accounting  3
   - FI 311 Financial Management  3
   - GBL 385 Business Law and Ethical Leadership  3
   - ITM 209 Business Analytics and Information Systems  3
   - MGT 315 Managing Human Resources and Organizational Behavior  3
   - MKT 300 Managerial Marketing  3
   - MKT 310 International and Comparative Dimensions of Business  3
   - MKT 317 Quantitative Business Research Methods  3
   - SCM 303 Introduction to Supply Chain Management  3

c. An approved course or experience with international content (3 credits)
   To foster the development of a global mindset, the Broad College requires an approved 3-credit 300-level or higher course or experience with significant international content. The Broad College’s Undergraduate Academic Services (UAS) unit maintains an approved list of courses and experiences for satisfying this requirement. An approved course may not be used to satisfy a University Integrative Studies requirement. Along with MKT 310 and MGT 409, this 3-credit international requirement assures that Broad undergraduates have sufficient exposure to global issues that affect business decisions.

d. A senior-level capstone course to integrate competencies (3 credits):
   - MGT 409 Business Policy and Strategic Management  3

3. The requirements for one of the majors identified below.
4. A minimum grade–point average of 2.00 in courses in the Major Field of Concentration.
5. At least 9 credits of general elective courses outside the Broad College. Courses that are used to satisfy University requirements [referenced in item 1. above] and courses that are used to satisfy BUSINESS CORE PROGRAM requirements [referenced in item 2. above] may not be used to satisfy this requirement.
6. A maximum of 3 credits of internship or other work experience may be earned towards a Bachelor of Arts degree in the college, except for the major in Accounting. A maximum of 2 credits of internship or other work experience may be earned towards the Bachelor of Arts degree in Accounting.

Effective Fall 2018.
2. Change the requirements for the **Master of Business Administration** degree in the Eli Broad College of Business. The University Committee on Graduate Studies (UCGS) approved this request at their March 12, 2018 meeting.

*The concentrations in the Master of Business Administration degree are noted on the student’s academic record when the requirements for the degree have been completed.*

a. Under the heading **Requirements for the Master of Business Administration Degree** make the following changes:

   (1) Replace item 1. b. with the following:

   A concentration in business analytics, finance, human resource and strategic management, marketing, or supply chain management (12 credits) or other approved concentration approved by the Director of the full-time M.B.A. program. Students may take two concentrations if their schedule permits.

   Effective Fall 2018.

3. Change the requirements for the **Bachelor of Arts** degree in **Marketing** in the Department of Marketing.

   a. Under the heading **Requirements for the Bachelor of Arts Degree in Marketing** make the following changes:

   (1) In item 3. a. change the total credits from ‘15’ to ‘18’.

   (2) In item 3. a. (1) change the total credits from ‘9’ to ‘12’ and add the following course:

   MKT 313 Consultative Selling 3

   (3) In item 3. a. (2) delete the following courses:

   MKT 313 Personal Selling and Buying Processes 3
   MKT 351 Retail Management 3
   MKT 490H Honors Independent Study 1 to 3

   Add the following course:

   MKT 355 Entrepreneurship: Strategic Marketing Planning and Launch 3

   Effective Fall 2018.

**COLLEGE OF COMMUNICATION ARTS AND SCIENCES**

1. Change the requirements for the **Master of Arts** degree in **Strategic Communication** in the College of Communication Arts and Sciences. The University Committee on Graduate Studies (UCGS) approved this request at its February 5, 2018 meeting.

   a. Under the heading **Requirement for the Master of Arts Degree in Strategic Communication** replace the entire entry with the following:

   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):

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAS 828</td>
<td>Persuasion Techniques for Working Professionals</td>
<td>3</td>
</tr>
<tr>
<td>CAS 829</td>
<td>Evaluation Techniques for Working Professionals</td>
<td>3</td>
</tr>
<tr>
<td>CAS 832</td>
<td>Strategic Message Development</td>
<td>3</td>
</tr>
</tbody>
</table>
PART I – NEW ACADEMIC PROGRAMS AND PROGRAM CHANGES

2. Establish a Graduate Certificate in Digital Media in the College of Communication Arts and Sciences. The University Committee on Graduate Studies (UCGS) recommended approval of this request at its February 5, 2018 meeting.

   a. Background Information:

      The Master of Arts Degree in Strategic Communication, launched in Fall of 2016, has exhibited a three-semester growth rate resulting in 60 students currently enrolled. As the program evolved, it became evident that there was a demand for sub areas of expertise that would benefit working professionals wanting to upgrade their knowledge and skills in a shorter period. Further exploration highlighted organizational communication for leadership and digital analytics being among the areas in demand. Since these are areas of expertise for College of Communication Arts and Sciences faculty, a decision was made to create the Digital Media graduate certificate, providing a world-class professional development opportunity for individuals to enhance their communication skill set.

      The need for this certificate program is clear as the work world of mid-career communication professionals is changing rapidly and they need pathways to update their skills. As one of the top-rated communication programs in the world, the College of Communication Arts and Sciences have the progressive and diverse faculty expertise necessary to offer a truly excellent program.

      The College of Communication Arts and Sciences has the ability to leverage the collective strength of four of its departments to provide a pervasive training in 21st century digital communication. The Department of Advertising and Public Relations features scholarship on the management of corporate messaging and how it evolves in response to the changing digital environment. The School of Journalism has been leading the field in understanding how the new and expansive communication landscape is changing how people connect to, understand and use news and news sources. The Department of Communication continues to be the top department in the world for the scientific study of how people relate with and influence each other in pairs, groups and/or organizations. The Department of Media and Information focuses on the ways that people use and create new media that powerfully influences the communication environment. The combination of (1) corporate messaging; (2) news and information; (3) fundamental communication processes; and (4) new technologies provides for a comprehensive examination of the changing communication paradigm in the workplace.

      The online graduate certificate program, capitalizes college strengths in the use of new technology to engage learners around the world. The content of the graduate certificate cuts across the core areas of emphasis in the college’s strategic plan: leadership and innovation; media innovation and creativity; intercultural and international communication; and health, risk, science and crisis communication.

   b. Academic Programs Catalog Text:

      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:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAS 827</td>
<td>Digital Media Strategies</td>
<td>3</td>
</tr>
<tr>
<td>CAS 831</td>
<td>Digital Content Creation, Curation and Promotion</td>
<td>3</td>
</tr>
<tr>
<td>CAS 835</td>
<td>Branding and Image Communication</td>
<td>3</td>
</tr>
</tbody>
</table>

Effective Fall 2018.

3. Establish a **Graduate Certificate in Media Analytics** in the College of Communication Arts and Sciences. The University Committee on Graduate Studies (UCGS) recommended approval of this request at its February 5, 2018 meeting.

a. **Background Information:**

The Master of Arts Degree in Strategic Communication, launched in Fall of 2016, has exhibited a three-semester growth rate resulting in 60 students currently enrolled. As the program evolved, it became evident that there was a demand for sub areas of expertise that would benefit working professionals wanting to upgrade their knowledge and skills in a shorter period. Further exploration highlighted organizational communication for leadership and digital analytics being among the areas in demand. Since these are areas of expertise for College of Communication Arts and Sciences faculty, a decision was made to create the Media Analytics graduate certificate, providing a world-class professional development opportunity for individuals to enhance their communication skill set.

The need for this certificate program is clear as the work world of mid-career communication professionals is changing rapidly and they need pathways to update their skills. As one of the top-rated communication programs in the world, the College of Communication Arts and Sciences have the progressive and diverse faculty expertise necessary to offer a truly excellent program.

The College of Communication Arts and Sciences has the ability to leverage the collective strength of four of its departments to provide a pervasive training in 21st century digital communication. The Department of Advertising and Public Relations features scholarship on the management of corporate messaging and how it evolves in response to the changing digital environment. The School of Journalism has been leading the field in understanding how the new and expansive communication landscape is changing how people connect to, understand and use news and news sources. The Department of Communication continues to be the top department in the world for the scientific study of how people relate with and influence each other in pairs, groups and/or organizations. The Department of Media and Information focuses on the ways that people use and create new media that powerfully influences the communication environment. The combination of (1) corporate messaging; (2) news and information; (3) fundamental communication processes; and (4) new technologies provides for a comprehensive examination of the changing communication paradigm in the workplace.

The online graduate certificate program, capitalizes college strengths in the use of new technology to engage learners around the world. The content of the graduate certificate cuts across the core areas of emphasis in the college’s strategic plan: leadership and innovation; media innovation and creativity; intercultural and international communication; and health, risk, science and crisis communication.

b. **Academic Programs Catalog Text:**
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:

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

Effective Fall 2018.

4. Establish a Graduate Certificate in Organizational Communication for Leadership in the College of Communication Arts and Sciences. The University Committee on Graduate Studies (UCGS) recommended approval of this request at its February 5, 2018 meeting.

a. Background Information:

The Master of Arts Degree in Strategic Communication, launched in Fall of 2016, has exhibited a three-semester growth rate resulting in 60 students currently enrolled. As the program evolved, it became evident that there was a demand for sub areas of expertise that would benefit working professionals wanting to upgrade their knowledge and skills in a shorter period. Further exploration highlighted organizational communication for leadership and digital analytics being among the areas in demand. Since these are areas of expertise for College of Communication Arts and Sciences faculty, a decision was made to create the Organizational Communication for Leadership graduate certificate, providing a world-class professional development opportunity for individuals to enhance their communication skill set.

The need for this certificate program is clear as the work world of mid-career communication professionals is changing rapidly and they need pathways to update their skills. As one of the top-rated communication programs in the world, the College of Communication Arts and Sciences have the progressive and diverse faculty expertise necessary to offer a truly excellent program.

The College of Communication Arts and Sciences has the ability to leverage the collective strength of four of its departments to provide a pervasive training in 21st century digital communication. The Department of Advertising and Public Relations features scholarship on the management of corporate messaging and how it evolves in response to the changing digital environment. The School of Journalism has been leading the field in understanding how the new and expansive communication landscape is changing how people connect to, understand and use news and news sources. The Department of Communication continues to be the top department in the world for the scientific study of how people relate with and influence each other in pairs, groups and/or organizations. The Department of Media and Information focuses on the ways that people use and create new media that powerfully influences the communication environment. The combination of (1) corporate messaging; (2) news and information; (3) fundamental communication processes; and (4) new technologies provides for a comprehensive examination of the changing communication paradigm in the workplace.

The online graduate certificate program, capitalizes college strengths in the use of new technology to engage learners around the world. The content of the graduate certificate cuts across the core areas of emphasis in the college’s strategic plan: leadership and innovation; media innovation and
b. Academic Programs Catalog Text:

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

Admission

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

Requirements for the Graduate Certificate in Organizational Communication for Leadership

Students must complete 9 credits from the following courses:

<table>
<thead>
<tr>
<th>CREDITS</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Crisis Communication</td>
</tr>
<tr>
<td>3</td>
<td>Catalyst Thinking in the C-Suite</td>
</tr>
<tr>
<td>3</td>
<td>Organizational Communication for Leaders and Entrepreneurs</td>
</tr>
</tbody>
</table>

Effective Fall 2018.

COLLEGE OF EDUCATION

1. Establish a Graduate Certificate in K12 Computer Science Education in the Department of Counseling, Educational Psychology, and Special Education. The University Committee on Graduate Studies (UCGS) recommended approval of this request at its February 5, 2018 meeting.

   a. Background Information:

   In 2008, the National Science Foundation started an ambitious effort to have 10,000 well-qualified teachers to teach computational thinking and computer science ideas in K-12 schools (CS10K Project). Scaling teacher training as needed by CS10K requires developing programs that train teachers from other content areas to embed computational thinking in their existing subject areas as well as be able to teach stand-alone courses. The proposed graduate certificate will prepare teachers to embed computational thinking and computer science ideas into their instruction. As a leader in computer science, education, and educational technology, it is important for MSU to offer training in this area.

   The College of Education has a strong commitment to educating teachers and has been recognized as housing the premier teacher preparation programs. The Educational Technology program within the department has engaged in training teachers to teach computer science ideas through face-to-face and online professional development as a part of several National Science Foundation funded projects. The expertise and knowledge generated from those projects as well as understanding of how to educate teachers makes College of Education well-suited to offer this program.

   b. Academic Programs Catalog Text:

   The Graduate Certificate in K12 Computer Science Education prepares K12 teachers to teach computational thinking to learners at the elementary and secondary levels. Domains include computational thinking, algorithmic thinking, breaking down complex problems, abstracting and generalizing principles to solve problems, and development of creative thinking. Teachers learn to teach these concepts and skills through culturally relevant pedagogy, attending to how culture and context impact student learning.
Admission

To be considered for admission into the Graduate Certificate in K12 Computer Science Education, applicants must have completed a bachelor’s degree with a minimum grade-point average of 3.0.

Requirements for the Graduate Certificate in K12 Computer Science Education

Students must complete 9 credits from the following courses:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEP 814</td>
<td>Computational Thinking for K12 Educators</td>
<td>3</td>
</tr>
<tr>
<td>CEP 824</td>
<td>Programming Concepts for K12 Educators</td>
<td>3</td>
</tr>
<tr>
<td>CEP 833</td>
<td>Creativity in K12 Computing Education</td>
<td>3</td>
</tr>
</tbody>
</table>

Effective Fall 2018.

2. Change the requirements for the Minor in Health Promotion in the Department of Kinesiology.

a. Under the heading Requirements for the Minor in Health Promotion replace the entire entry with the following:

The student must complete (18 credits):

1. All of the following courses (9 credits):
   - HNF 150 Introduction to Human Nutrition   3
   - KIN 121 The Healthy Lifestyle            3
   - PSY 320 Health Psychology               3

2. At least 9 credits from the following courses:
   - ANP 270 Women and Health: Anthropological and International Perspectives 3
   - ANP 370 Culture, Health, and Illness    3
   - CEP 260 Dynamics of Personal Adjustment 3
   - CEP 261 Substance Abuse                  3
   - EEM 260 World Food, Population and Poverty 3
   - EPI 390 Disease in Society: Introduction to Epidemiology and Public Health 4
   - GEO 435 Geography of Health and Disease 3
   - HDFS 225 Lifespan Human Development in the Family 3
   - HDFS 444 Interpersonal Relationships in the Family 3
   - HDFS 445 Human Sexuality                 3
   - HM 101 Introduction to Public Health     3
   - HNF 102 Dietary Supplements: Evidence vs. Hype 3
   - HNF 310 Nutrition in Medicine for Pre-Health Professionals 3
   - HNF 385 Public Health Nutrition          3
   - HNF 406 Global Foods and Culture         3
   - HNF 415 Global Nutrition                 3
   - HNF 457 Sports and Cardiovascular Nutrition 3
   - PHL 344 Ethical Issues in Health Care    4
   - PHL 453 Ethical Issues in Global Public Health 3
   - PSY 333 The Neurobiology of Food Intake and Overeating 3
   - SOC 475 Health and Society                3

Effective Fall 2018.
3. Change the requirements for the Bachelor of Arts degree in Education in the Department of Teacher Education.
   
a. Under the heading **Requirements for the Bachelor of Arts Degree in Education** make the following change:
   
   (1) In item 2. b. (3) add the following courses:
   
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEP 345</td>
<td>Language and Literacy Development and Disorders</td>
<td>3</td>
</tr>
<tr>
<td>LIN 401</td>
<td>Introduction to Linguistics</td>
<td>4</td>
</tr>
</tbody>
</table>

   Effective Fall 2018.

4. Change the requirements for **Teacher Certification** in the College of Education.
   
a. Under the heading **Undergraduate Professional Education Course Requirements for Elementary Teacher Certification** make the following change in item b. (3):
   
   Add the following course:
   
   CEP 345 Language and Literacy Development and Disorders 3

   Replace paragraph two of the note following with:
   
   Special education majors must take Counseling, Educational Psychology and Special Education 345, which is also required for the learning disabilities area of emphasis. This course will count toward the major requirements.

b. Under the heading **Disciplinary Majors Available for Secondary Teacher Certification**, delete the following:
   
   Journalism  Communication Arts and Sciences

c. Under the heading **Language Arts Teaching Major for Elementary Teacher Certification** make the following changes:
   
   (1) In item 1. a. replace the note with the following:
   
   One of these courses is also required for the Elementary Planned Program, but the credits will count toward Language Arts, and requires a minimum grade of 2.0.

   (2) In item 1. b. add the following course:
   
   CEP 345 Language and Literacy Development and Disorders 3

   Replace the note following with:
   
   Counseling, Educational Psychology and Special Education 345 is required for special education majors.

   (3) In item 1. c. delete the following courses:
   
   COM 391 Topics in Verbal, Intercultural, or Gender Communication 3
   LLT 362 Child Second Language Learning 3

   Add the following courses:
   
   COM 310 Intercultural Communication 3
   COM 320 Diversity and Communication 3
PART I – NEW ACADEMIC PROGRAMS AND PROGRAM CHANGES

(4) In item 2. a. delete the following course:
   ENG 327 Introduction to Playwriting 3

(5) In item 3. b. add the following course:
   ENG 340 Theory and Methods of Popular Culture Studies 3

(6) In item 3. c. delete the following course:
   CLA 360 Ancient Novel in English Translation (W) 3

Add the following course:
   AL 431 European Fairy Tale Tradition 3

(7) In item 5. a. add ‘and requires a minimum grade of 2.0’ at the end of the note.

Effective Fall 2018.

COLLEGE OF ENGINEERING

1. Change the Admission to the College statement in the College of Engineering. The University Committee on Undergraduate Education (UCUE) approved this request at its March 15, 2018 meeting.
   a. Under the heading Admission to the College make the following changes:
      (1) Replace item 1. with the following:
      Complete of at least 28 credits of Michigan State University courses.
      (2) Replace item 2. with the following:
      Completion of Mathematics 132 and 133 with a minimum grade of 2.0 in each course.

Effective Fall 2018.

2. Change the requirements for the Bachelor of Science degree in Applied Engineering Sciences in the College of Engineering.
   The concentrations in the Bachelor of Science degree in Applied Engineering Sciences are noted on the student's academic record when the requirements for the degree have been completed.
   a. Under the heading Requirements for the Bachelor of Science Degree in Applied Engineering Sciences make the following changes:
      (1) In item 3. a. delete the following course:
      ECE 201 Circuits and Systems I 3
      Add the following course:
      ECE 345 Electronic Instrumentation and Systems 3
      (2) In item 3. c. Business Law concentration delete the following course:
      GBL 295 Business Law, Public Policy and Ethics 3
      Add the following course:
3. Change the requirements in the Bachelor of Science degree in Civil Engineering in the Department of Civil and Environmental Engineering.
   a. Under the heading Requirements for the Bachelor of Science Degree in Civil Engineering make the following changes:
      (1) In item 3. change the total credits from ‘43’ to ‘40’ and delete the following course:
           GLG 301 Geology of the Great Lakes Region 3
      (3) Add the following item 3. b.:
           One of the following courses (3 or 4 credits):
           GLG 201 The Dynamic Earth 4
           GLG 301 Geology of the Great Lakes Region 3
      (4) Change item 3. e. from ‘12’ credits to ‘12 or 13’ credits.
      (5) In item 3. e. change the credits of ENE 483 from ‘3’ to ‘4’.

Effective Fall 2018.

4. Change the requirements in the Bachelor of Science degree in Computer Science in the Department of Computer Science and Engineering.
   a. Under the heading Requirements for the Bachelor of Science Degree in Computer Science make the following changes:
      (1) In item 3. a. (1) add the following course:
           IBIO 150 Integrating Biology: From DNA to Populations 3
      (2) In item 3. b. delete the following courses:
           CSE 100 Computer Science as a Profession 1
           CSE 231 Introduction to Programming I 4
      (3) In item 3. b. change the total credits from ‘33’ to ‘28’.

Effective Fall 2018.
COLLEGE OF HUMAN MEDICINE

1. Change the requirements for the Professional Program in Human Medicine leading to the Doctor of Medicine (M.D.) degree. The University Committee on Graduate Studies (UCGS) approved this request at its March 12, 2018 meeting.

   a. Under the heading PROGRAM IN HUMAN MEDICINE make the following changes:

      (1) Under the heading Middle Clinical Experience change ‘post clinic groups’ to ‘scholar groups’, and delete ‘the learning society’ in the last sentence.

      (2) Under the heading Late Clinical Experience replace the paragraph with the following:

          The Late Clinical Experience provides disciplinary clerkships to prepare students for residency and a career of learning in the specialty of their interest. The major disciplines will be included through four-week rotations in family medicine, internal medicine, obstetrics and gynecology, pediatrics, psychiatry, surgery (1 and 2), required selectives in primary care and critical care and additional electives. Because of the clinical intensity of the Middle Clinical Experience, many of these clerkships are at the level of a sub-internship. A Human Medicine course series, Advanced Skills and Knowledge, including the recurring progress assessment suites, occurs throughout the Late Clinical Experience.

      (3) Under the heading ELECTIVES replace the entire entry with the following:

          Students are required to complete 20 weeks of approved clinical electives as a part of meeting the college graduation requirements. At least 4 of the 20 weeks must be completed in the community to which the student is assigned. Students are encouraged to study broadly and/or to pursue intensively their special interests through elective programs. Elective programs may include a variety of courses offered by the college and university, research projects, or placements in hospitals other than those associated with Michigan State University. Students may also take elective courses at other medical schools.

Effective Fall 2018.
PART II - NEW COURSES

COLLEGE OF COMMUNICATION ARTS AND SCIENCES

CAS 837  Catalyst Thinking in the C-Suite
Fall of every year. 3(3-0) R: Open to master's students in the Strategic Communication Major or Graduate Certificate in Organizational Communication for Leadership.
Knowledge, skills and abilities relevant to organizational leaders including communication, collaboration, creativity, community, conflict, change and core values.
Effective Fall 2018

CAS 839  Media Analytics for Communication Professionals
Spring of every year. 3(3-0) R: Open to master's students in the Strategic Communication Major or Graduate Certificate in Media Analytics.
Media analytics. Application by communication professionals, journalists and advertising and PR professionals.
Effective Spring 2018

CAS 840  Audience Analytics
Fall of every year. 3(3-0) RB: CAS 839 R: Open to master's students in the Strategic Communication Major or Graduate Certificate in Media Analytics.
Concepts of digital analytics and use of live data to generate consumer insights for website or mobile applications, such as user profiles, traffic sources, navigation patterns, conversion ratios and path to purchase. Interpretation of analytics and application in strategic plans.
Effective Fall 2018

CAS 841  Social Media Storytelling
Summer of every year. 3(3-0) RB: CAS 839 R: Open to master's students in the Strategic Communication Major or Graduate Certificate in Media Analytics.
Qualitative skills regarding social media storytelling, including finding, making sense, verifying, assessing and creating stories for online networking platforms.
Effective Summer 2018

DEPARTMENT OF COUNSELING, EDUCATIONAL PSYCHOLOGY, AND SPECIAL EDUCATION

CEP 814  Computational Thinking for K12 Educators
Fall of every year. 3(3-0)
Teaching computational thinking to K12 students.
Effective Fall 2018

CEP 824  Programming Concepts for K12 Educators
Fall of every year. 3(3-0)
Fundamental concepts of programming, computing, and computing systems for K12 educators. Instruction of computer science in K12 settings and subject areas.
Effective Fall 2018

CEP 833  Creativity in K12 Computing Education
Spring of every year. 3(3-0)
Intersections between creativity and computing in cross-disciplinary K12 contexts and subject areas.
Effective Fall 2018

DEPARTMENT OF FOOD SCIENCE AND HUMAN NUTRITION

HNF 840  Human Nutrition and Chronic Diseases
Fall of odd years. 3(3-0)
REINSTATEMENT Dietary intervention and treatment of chronic diseases: obesity, cardiovascular disease, diabetes, gastrointestinal disorders and cancer.
Effective Spring 2019
PART I – NEW COURSES

**MSU COLLEGE OF LAW**

**LAW 810Z  Food Law: Preventing Fakes and Counterfeits**
Summer of every year. 0 to 6 credits. R: Open to law advanced students.
Various ways that entrepreneurial criminals sell counterfeit food in both the illicit and legitimate supply chains. What laws exist to prevent this. What proactive steps lawyers and brand owners can take to protect their food products.
Effective Summer 2018

**DEPARTMENT OF LINGUISTICS AND GERMANIC, SLAVIC, ASIAN AND AFRICAN LANGUAGES**

**LIN 230   Languages of the World**
Summer of every year. 3(3-0)
Develop an understanding and appreciation of the world’s linguistic diversity by exploring facts about languages of the world and an appreciation of linguistic diversity as part of cultural diversity. Learn about language families and historical relationships, as well as language typology. Explore how the language situation today reflects historical movements of people and their settlements. Symbolic functions of language and what happens when languages come in contact.
Effective Summer 2019

**LIN 427   Laboratory Phonetics**
Fall of every year. 3(3-0) P: LIN 200 or LIN 401
Basic concepts, principles and methods of modern phonetics. Understanding of what human speech is and how it works. Reflect on, analyze, and discuss their own speech and the speech of those around them.
Effective Fall 2018

**LIN 484   Data Analysis for Linguists**
Fall of every year. 3(3-0) P: LIN 200 or LIN 401
Develop proficiency in statistical techniques, data munging/cleaning and data management.
Effective Fall 2018

**PROGRAM IN WOMEN, GENDER AND SOCIAL JUSTICE**

**WS 424  Seminar in Queer Studies**
Spring of every year. 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. P: (WS 304 or approval of department) and Completion of Tier I Writing Requirement R: Open to undergraduate students.
Advanced topics in queer studies. In-depth analysis of major topics and developments in queer studies, queer theory, or related interdisciplinary studies in sexuality.
Effective Spring 2019
PART III – COURSE CHANGES

DEPARTMENT OF AGRICULTURAL, FOOD, AND RESOURCE ECONOMICS

AFRE 841  Analysis of Food System Organization and Performance
Fall of every year. Spring of every year. 3(3-0)
Industrial organization, subsector, and transaction cost approaches to analyzing coordination and performance of agricultural markets, contracting, and integration in the food systems of industrialized and developing countries. Applications to issues of organization, control, and public policy.
SA: AEC 841
Effective Summer 2015 Effective Fall 2018

FIM 439  Food Business Analysis and Strategic Planning (W)
Strategic Management for Food and Agribusiness Firms (W)
Fall of every year. Spring of every year. 3(4-0) Interdepartmental with Marketing. R: (FIM 220) and ((ABM 435 or FI 320) and completion of Tier I writing requirement) and ABM 303 R: (FIM 220) and (ABM 130 or ABM 435 or FI 320 or ABM 303 or EC 301 or approval of department) R: Open to seniors.
Principles and techniques of business analysis and strategic planning applied to food firms. Food trend forecasts, market potential, competition and cost analyses, and business and strategic planning. Principles and techniques for analyzing and implementing business and strategy. Approaches to identify and manage strategic problems. Application to firms in the food and agribusiness industries. Capstone project. Effective Fall 2015 Effective Summer 2018

BIOMEDICAL LABORATORY DIAGNOSTICS PROGRAM

BLD 861  Emerging Infections, Emerging Technology
Fall of every year. Summer of every year. 2(2-0) R: MMG 463 or approval of department R: MMG 365 or approval of department RB: Undergraduate degree in medical laboratory science, microbiology or epidemiology
Use of recent cases in infectious diseases to investigate the causes for disease emergence and the laboratory technologies used to identify the microbial causes, to describe epidemiology and to develop surveillance systems and prevention.
Request the use of ET-Extension to postpone grading.
The work for the course must be completed and the final grade reported within 3 semesters after the end of the semester of enrollment. Effective Summer 2015 Effective Summer 2018

COLLEGE OF COMMUNICATION ARTS AND SCIENCES

CAS 827  Digital Media Strategies
Fall of every year. 3(3-0) R: Open to master's students in the College of Communication Arts and Sciences. Approval of college; application required. R: Open to master's students in the Strategic Communication Major or Graduate Certificate in Digital Media
Current issues and trends in digital multimedia technologies and applications, media planning, promotional media mix plans.
Effective Fall 2016 Effective Fall 2018

CAS 828  Persuasion Techniques for Working Professionals
Fall of every year. 3(3-0) R: Open to master's students in the College of Communication Arts and Sciences. Approval of college; application required. R: Open to master's students in the Strategic Communication Major
Application of scientific principles of persuasion and compliance gaining, persuasive message construction, audience response to persuasion attempts.
Effective Fall 2016 Effective Fall 2018
CAS 829  Evaluation Techniques for Working Professionals  
Fall of every year. Spring of every year. 3(3-0) R: Open to master's students in the College of Communication Arts and Sciences. Approval of college; application required. R: Open to master's students in the Strategic Communication Major. 
Basic communication evaluation methods, including the process of evaluation, basics of quantitative and qualitative research methods, understanding elementary data analysis, sampling/recruiting and reporting and disseminating results.  
Effective Fall 2016 Effective Fall 2018

CAS 831  Digital Content Creation, Curation and Promotion  
Fall of every year. Summer of every year. 3(3-0) R: Open to master's students in the College of Communication Arts and Sciences. Approval of college; application required. R: Open to master's students in the Strategic Communication Major or Graduate Certificate in Digital Media. 
Creation of content for digital media including current social media, digital journalism and interactive media, design principles, promotion of digital media.  
Effective Fall 2016 Effective Fall 2018

CAS 832  Strategic Message Development  
Spring of every year. Summer of every year. 3(3-0) R: Open to master's students in the College of Communication Arts and Sciences. Approval of college; application required. R: Open to master's students in the Strategic Communication Major. 
Designing effective corporate messages, conducting effective stakeholder analysis, setting outcome parameters, and engaging your audience.  
Effective Fall 2016 Effective Fall 2018

CAS 833  Crisis Communication  
Spring of every year. Summer of every year. 3(3-0) R: Open to master's students in the College of Communication Arts and Sciences. Approval of college; application required. R: Open to master's students in the Strategic Communication Major or Graduate Certificate in Organizational Communication for Leadership. 
Best practices for risk communication, public relations and reputation management, case studies of corporate crisis, crisis management plan development.  
Effective Fall 2016 Effective Fall 2018

CAS 835  Branding and Image Communication  
Spring of every year. 3(3-0) R: Open to master's students in the College of Communication Arts and Sciences. Approval of college; application required. R: Open to master's students in the Strategic Communication Major or Graduate Certificate in Digital Media. 
Branding to differentiate a product, service or company from its competitors, how brands are created, managed and grown, brand equity.  
Effective Fall 2016 Effective Fall 2018

CAS 838  Organizational Communication for Leaders and Entrepreneurs  
Spring of every year. Summer of every year. 3(3-0) R: Open to master's students in the College of Communication Arts and Sciences. Approval of college; application required. R: Open to master's students in the Strategic Communication Major or Graduate Certificate in Organizational Communication for Leadership. 
Fundamentals of organizational communication, organizational mission statement, leadership, building successful teams, facilitating meetings, and communicating innovation.  
Effective Fall 2016 Effective Fall 2018

CAS 842  Professional Communication Ethics  
Spring of every year. 3(3-0) R: Open to master's students. Approval of college; application required. R: Open to master's students in the Strategic Communication Major. 
Ethical responsibilities for industry, community and personal standards. Foundational principles and modern applications of ethics in various communication media, organizational contexts, and across specific cultures and countries.  
Effective Fall 2016 Effective Fall 2018
CAS 844  Capstone/Practicum  
Fall of every year. Spring of every year. 3(3-0) R: Open to master's students. Approval of college; application required. R: Open to master's students in the Strategic Communication Major. 
A final group-based project designed to integrate program learning and demonstrate facility with digital communication. Final project designed to integrate program learning and demonstrate facility with digital communication. 
Effective Fall 2016 Effective Fall 2018

DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

CSE 260  Discrete Structures in Computer Science  
Fall of every year. Spring of every year. 4(4-0) 4(5-0) P: MTH 133 or MTH 126 or MTH 153H or LB 119  
Effective Spring 2014 Effective Fall 2018

COLLEGE OF ENGINEERING

AESC 210  Global Systems: Economics, Engineering, Environment  
Spring of every year. 3(3-0) P: EGR 102 or CSE 231 or CSE 220 P: (EGR 102 or CSE 231 or CSE 220) and (MTH 133 or LB 119 or MTH 153H) R: Not open to freshmen. 
Globalization as a process driven by economics, enabled by engineering, and constrained by the environment. Development of systems analysis tools for understanding how these themes interact globally. Enhancement of communication skills through teaming, presentations, and active listening. SA: EGR 210 
Effective Fall 2013 Effective Fall 2018

AESC 310  Sustainable Systems Analysis  
Fall of every year. 3(0-3) 3(3-0) P: (AESC 210 and (STT 315 or concurrently)) and completion of Tier I writing requirement P: (AESC 210) and completion of Tier I writing requirement R: Open to juniors or seniors in the College of Engineering and open to juniors or seniors in the Department of Marketing and open to juniors or seniors in the Department of Supply Chain Management. 
Concepts of sustainable systems; computational analysis tools for project management, life-cycle analysis, system-level representation, and six sigma approaches. Case studies. Modeling and computational analysis. Concepts of sustainable systems applied to urban environments (smart cities). Computational analysis tools for large data sets. Case studies used to increase consensus-building skills. SA: EGR 300, EGR 310 
Effective Fall 2014 Effective Fall 2018

DEPARTMENT OF FINANCE

FI 311  Financial Management  
Fall of every year. Spring of every year. Summer of every year. 3(3-0) P: ACC 201 or ACC 230 P: (ACC 201 or ACC 230) and (STT 200 or STT 201 or STT 315) R: Open to sophomores or juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management or in the Actuarial Science Specialization or in the Actuarial Science Major and not open to students in the School of Hospitality Business. R: Open to undergraduate students in the Accounting major or in the Business - Admitted major or in the Human Resource Management Major or in the Management Major or in the Marketing Major or in the Supply Chain Management Major or in the Finance Major or in the Actuarial Science Major or in the Actuarial Science Minor. Not open to students with credit in FI 311H. 
Effective Spring 2016 Effective Summer 2018
**DEPARTMENT OF FISHERIES AND WILDLIFE**

**FW 439 Conservation Ethics**  
*Spring of every even year, Spring of every year.* 3(3-0) P: Completion of Tier I Writing Requirement RB: 
Additional coursework in ecology, natural resources, philosophy, or environmental sciences. R: Open to juniors or seniors or graduate students.  
Ethical concepts and arguments underlying natural resources.  
**Effective Fall 2014 Effective Fall 2018**

**DEPARTMENT OF FOOD SCIENCE AND HUMAN NUTRITION**

**FSC 441 Food Microbiology Laboratory**  
*Fall of every year, Spring of every year.* 2(0-4) Interdepartmental with Microbiology and Molecular Genetics. P: (FSC 440 or concurrently) and completion of Tier I writing requirement. P: (FSC 440 or concurrently) and completion of Tier I writing requirement RB: MMG 302  
Methods for studying major groups of microorganisms important to the food industry. Isolation, enumeration, characterization, identification, and use of microorganisms. SA: MPH 441  
**Effective Fall 2014 Effective Fall 2018**

**HNF 250L Professional Development and Career Planning in Nutrition**  
*Fall of every year. Spring of every year.* 1(0-2) P: HNF 250 or concurrently P: HNF 150 R: Open to students in the Nutritional Sciences Major and open to students in the Lyman Briggs Nutritional Sciences Coordinate Major.  
Experiential learning and career opportunities in nutrition. Skills for professional and career development. Request the use of ET-Extension to postpone grading. The work for the course must be completed and the final grade reported within 1 semester after the end of the semester of enrollment.  
**Effective Spring 2017 Effective Fall 2018**

**HNF 821 Advanced Vitamins and Minerals**  
*Spring of every year.* 2(2-0) 3(3-0) P: HNF 820 or approval of department  
The function of vitamins and minerals in human nutrition  
**Effective Fall 2013 Effective Summer 2019**

**HNF 823 Research Methods in Human Nutrition**  
*Fall of every year. Spring of every year.* 4(2-0) 3(3-0) P: Statistics course RB: Statistics course, epidemiology course  
Survey of research methods used in human nutrition.  
**Effective Fall 2013 Effective Summer 2019**

**DEPARTMENT OF MARKETING**

**MKT 310 International and Comparative Dimensions of Business**  
*International Business.*  
Fall of every year. Spring of every year. Summer of every year. 3(3-0) R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management. R: Open to juniors or seniors in the Accounting major or in the Business - Admitted major or in the Finance Major or in the Hospitality Business Major or in the Human Resource Management Major or in the Management Major or in the Supply Chain Management Major or in the Marketing Major or in the Applied Engineering Sciences Major.  
International and cross-cultural study of business decisions, enterprises, markets, and institutions. Globalization of industries and firm competitiveness. International business transactions and entry strategies. SA: MSC 310  
**Effective Spring 2013 Effective Summer 2019**
MKT 317  Quantitative Business Research Methods
Fall of every year. Spring of every year. Summer of every year. 3(3-0) Interdepartmental with Statistics and Probability. P: STT 315 P: STT 200 or STT 201 or STT 315 R: Open to juniors or seniors in the Eli Broad College of Business and The Eli Broad Graduate School of Management and not open to undergraduate students in the School of Hospitality Business and open to juniors or seniors in the Applied Engineering Sciences major. R: Open to sophomores or juniors or seniors in the Accounting major or in the Business - Admitted major or in the Finance Major or in the Human Resource Management Major or in the Management Major or in the Supply Chain Management Major or in the Applied Engineering Sciences Major.
Application of statistical techniques, including forecasting, to business decision making. Includes applications of linear regression and correlation, analysis of variance, selected non-parametric tests, time series, and index numbers.
SA: MSC 317
Effective Spring 2013 Effective Summer 2018

SCHOOL OF PACKAGING

PKG 322  Packaging with Paper and Paperboard
Fall of every year. Spring of every year. 4(3-2) P: ((PKG 221 or concurrently) and PKG 101) and (MTH 133 or MTH 153H or LB 119 or MTH 124) and (CEM 143 or CEM 251 or CEM 351) and (STT 200 or STT 201 or STT 315 or STT 361) P: ((PKG 221 or concurrently) and PKG 101) and (MTH 133 or MTH 153H or LB 119) and (CEM 143 or CEM 251 or CEM 351) and (STT 200 or STT 201 or STT 315 or STT 361) R: Open to sophomores or juniors or seniors or graduate students in the School of Packaging.
Physical and chemical properties, manufacture, conversion, and use of wood, paper, paperboard, and related components in packaging. Design, use, and evaluation of packages.
SA: PKG 325
Effective Fall 2015 Effective Fall 2018

PKG 323  Packaging with Plastics
Fall of every year. Spring of every year. 4(3-2) P: ((PKG 221 or concurrently) and PKG 101) and (MTH 133 or MTH 153H or LB 119 or MTH 124) and (STT 200 or STT 201 or STT 315 or STT 361) P: ((PKG 221 or concurrently) and PKG 101) and (MTH 133 or MTH 153H or LB 119) and (STT 200 or STT 201 or STT 315 or STT 361) and (CEM 143 or CEM 251 or CEM 351) R: Open to sophomores or juniors or seniors or graduate students in the School of Packaging.
Physical and chemical properties of plastics and their relationship to selection, design, manufacture, performance, and evaluation of packages.
SA: PKG 320
Effective Fall 2015 Effective Fall 2018

PKG 455  Food Packaging
Spring of every year. 3(3-1) 4(3-2) P: PKG 322 and PKG 323 R: Open to sophomores or juniors or seniors or graduate students in the School of Packaging. R: Open to sophomores or juniors or seniors or graduate students in the School of Packaging or approval of department.
Effective Fall 2014 Effective Summer 2019

PKG 465  Packaging Value Chain
Fall of every year. Summer of every year. 3(3-0) P: PKG 322 and PKG 323 and PKG 432 P: PKG 322 and PKG 323 R: Open to students in the School of Packaging.
Integrated identification and measurement of packaging supply chain components, from material extraction through processing, shipping, warehousing, sales and disposal.
Integration of information technologies. Application and interrelationship of costs and financial aspects to the decision-making processes.
Effective Fall 2016 Effective Fall 2018
DEPARTMENT OF ROMANCE AND CLASSICAL STUDIES

SPN 899  Master’s Thesis Research
Fall of every year. Spring of every year. 1 to 3 credits. A student may earn a maximum of 6 credits in all enrollments for this course. R: Approval of department.
Directed research leading to a master’s thesis, used in partial fulfillment of Plan A master’s degree requirements.
Request the use of the Pass-No Grade (P-N) system.
Request the use of ET-Extension to postpone grading.
The work for the course must be completed and the final grade reported within 2 semesters after the end of the semester of enrollment.
Effective Spring 2014 Effective Summer 2018

DEPARTMENT OF SUPPLY CHAIN MANAGEMENT

SCM 898  Supply Chain Consulting and Auditing
Spring of every year. 3(3-0): SCM 835 R: Open to master's students in the Supply Chain Management major. C: SCM 897 concurrently.
Development of supply chain consulting skills. Consultative processes. Role of consulting and consultative selling.
Request the use of ET-Extension to postpone grading.
The work for the course must be completed and the final grade reported within 2 semesters after the end of the semester of enrollment.
SA: MSC 898
DELETE COURSE
Effective Spring 2018