PART I – NEW ACADEMIC PROGRAMS AND PROGRAM CHANGES

COLLEGE OF ARTS AND LETTERS

1. Request to change the requirements for the **Master of Fine Arts** degree in **Studio Art** in the Department of Art, Art History, and Design. The University Committee on Graduate Studies (UCGS) will consider this request at its February 6, 2017 meeting.
   a. Under the heading **Admission** make the following changes:
      (1) In paragraph three, add the following as the last sentence:
          A cumulative grade-point average of 3.0 is required for regular admission.
      (2) In paragraph four, replace the last sentence with the following:
          Application materials for admission must be received by January 5.
   b. Under the heading **Requirements for the Master of Fine Arts Degree in Studio Art** make the following change:
      (1) Replace item 4. a. with the following:
          A minimum of 30 credits in one of the following six areas of concentration: ceramics, electronic art and intermedia, graphic design, painting, printmaking, or sculpture.

   Effective Summer 2017.

2. Request to change the requirements for the **Master of Arts** degree in **Literature in English** in the Department of English. The University Committee on Graduate Studies (UCGS) will consider this request at its February 6, 2017 meeting.
   a. Under the heading **Requirements for the Master of Arts Degree in Literature in English** make the following changes:
      (1) Replace item 1. with the following:
          Complete the following course within the first two semesters of enrollment in the program (3 credits):
          ENG 802 Literary Criticism and Theory 3
      (2) In item 2. change the credits from ‘21’ to ‘24’.

   Effective Fall 2017.
3. Request to change the requirements for the Doctor of Philosophy degree in English in the Department of English. The University Committee on Graduate Studies (UCGS) will consider this request at its February 6, 2017 meeting.

   a. Under the heading Requirements for the Doctor of Philosophy Degree in English make the following changes:
      
      (1) Replace item 1. with the following:
          
          Complete both of the following courses within the first four semesters of enrollment in the program (4 credits):
          
          ENG 802 Literary Criticism and Theory 3
          ENG 820 Professionalization Seminar 1

      (2) Replace item 3. a. with the following:
          
          Demonstrate advanced reading proficiency at the college-level in any language other than English through completion of course work in the language at the 400-level or above, or by passing an advanced reading comprehension and translation exam.

      (3) Replace item 3. b. with the following:
          
          Demonstrate second-year proficiency at the college-level in two languages other than English through completion of course work through the 200-level, or by passing an examination of reading comprehension.

   Effective Fall 2017.

4. Request to change the requirements for the Bachelor of Arts degree in Religious Studies in the Department of Religious Studies.

   The concentration in the Bachelor of Arts degree in Religious Studies is 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 Arts Degree in Religious Studies make the following changes:
      
      (1) In item 1., paragraph two, replace with the following:
          
          The University’s Tier II writing requirement for the Religious Studies major is met by completing Religious Studies 410 or 412 or 413 or 420 or 425 or 430 or 432 or 441 or 460 or 461 or 465 or 471 or 480 or 485 or 490 or 491 or 499. Those courses are referenced in item 3. e. below.

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

          REL 435 Muhammed and Early Muslim Community (W) 3
          REL 451 Modern Hindu Thought (W) 3

          Add the following course:

          REL 425 Apocalypse Then and Now (W) 3

   Effective Fall 2017.
5. Request to change the requirements for the **Bachelor of Arts** degree in **Theatre** in the Department of Theatre.

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

      (1) Replace item 3. a. (2) with the following:

      | Course                                      | Credits |
      |---------------------------------------------|---------|
      | THR 211 Introduction to Lighting Design      | 3       |
      | THR 212 Introduction to Costume Design       | 3       |
      | THR 214 Introduction to Scene Design         | 3       |
      | THR 216 Introduction to Sound Design         | 3       |
      | THR 219 Introduction to Projection Design for the Stage | 3       |

      (2) In item 3. a. (3) change the credits from ‘9’ to ‘10’.

   Effective Fall 2017.

6. Request to change the requirements for the **Bachelor of Fine Arts** degree in **Theatre** in the Department of Theatre.

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

      (1) Replace item 3. b. with the following:

      | Course                                      | Credits |
      |---------------------------------------------|---------|
      | THR 211 Introduction to Lighting Design      | 3       |
      | THR 212 Introduction to Costume Design       | 3       |
      | THR 214 Introduction to Scene Design         | 3       |
      | THR 216 Introduction to Sound Design         | 3       |
      | THR 219 Introduction to Projection Design for the Stage | 3       |

      (2) In item 3. c. make the following changes:

      (a) Change the total credits from ‘30’ to ‘31’.

      (b) In the **Acting** concentration make the following changes:

      (i) In item (1) change the credits from ‘11’ to ‘10’ and delete the following course:

      THR 491 Practicum: Acting 1

      (ii) In item (2) change the credits from ‘19’ to ‘21’ and add the following course:

      THR 441 Advanced Play Directing 3

      (c) In the **Design** concentration make the following changes:

      (i) Replace item (1) with the following:

      Three of the following courses not taken to satisfy requirement 3. b. above (9 credits):

      | Course                                      | Credits |
      |---------------------------------------------|---------|
      | THR 211 Introduction to Lighting Design      | 3       |
      | THR 212 Introduction to Costume Design       | 3       |
      | THR 214 Introduction to Scene Design         | 3       |
      | THR 216 Introduction to Sound Design         | 3       |
      | THR 219 Introduction to Projection Design for the Stage | 3       |

      (ii) Add the following item (2):
One of the following courses (3 credits):
THR 411 Stage Lighting Design 3
THR 412 Stage Costume Design 3
THR 413 Stage Make-up 3
THR 414 Stage Scene Design 3
THR 416 Stage Sound Design 3
THR 419 Projection Design for Live Performance 3

(iii) Renumber item (2) to item (3) and change the credits from ‘18’ to ‘19’ and delete the following courses:
THR 316 Stage Management 3
THR 462 Theatrical Touring Production 2
THR 463 Stage Rigging 3
THR 464 Advanced Stagecraft 3

Add the following courses:
THR 314 Stagecraft 3
THR 416 Stage Sound Design 3

(d) Add the following concentration:

**Stage Management**
(1) All of the following courses (9 credits):
THR 316 Stage Management 3
THR 466 Advanced Stage Management 3
THR 467 Production Management 3

(2) Two of the following courses not taken to satisfy requirement 3. b. above (6 credits):
THR 211 Introduction to Lighting Design 3
THR 212 Introduction to Costume Design 3
THR 214 Introduction to Scene Design 3
THR 216 Introduction to Sound Design 3
THR 219 Introduction to Projection Design for the Stage 3

(3) At least 16 credits from the following courses (16 credits):
ACM 271 Introduction to Arts and Cultural Management 3
ACM 461 Strategies of Arts and Cultural Management 3
ACM 463 Event Production and Planning for Arts and Culture 3
THR 201 Acting II 3
THR 204 Topics in Acting/Directing I 1 to 6
THR 304 Topics in Acting/Directing II 1 to 6
THR 361 Topics in Lighting Technology 3
THR 362 Topics in Costume Technology 3
THR 364 Topics in Scenery Technology 3
THR 369 Topics in Digital Technology 3
THR 404 Topics in Acting/Directing III 1 to 6
THR 411 Stage Lighting Design 3
THR 412 Stage Costume Design 3
THR 413 Stage Make-up 3
THR 414 Stage Scene Design 3
THR 416 Stage Sound Design 3
THR 419 Projection Design for Live Performance 3
THR 441 Advanced Play Directing 3
THR 493 Internship in Theatre 1 to 3

Effective Fall 2017.
7. Request to change the requirements for the Master of Fine Arts degree in Theatre in the Department of Theatre. The University Committee on Graduate Studies (UCGS) will consider this request at its February 6, 2017 meeting.

   a. Under the heading **Requirements for the Master of Fine Arts Degree in Theatre** make the following changes:

      (1) Under the **Design** concentration make the following changes in item (1):

         (a) Delete the following courses:

             THR 411 Stage Lighting Design    3  
             THR 412 Stage Costume Design    3  
             THR 414 Stage Scene Design    3  
             THR 416 Audio and Visual Technology    3  
             THR 419 Digital Design for Live Performance    3  
             THR 813 Period Resources and Research    6  
             THR 894 Special Projects in Theatre    6  
             Electives approved by the student's guidance committee    10  

             Add the following courses:

             THR 813 Period Resources and Research    3  
             THR 894 Special Projects in Theatre    4  

          (b) Change the note following item (1) to reduce the required design projects from 'five' to 'four'.

          (c) Add the following item (2):

              Three of the following courses (9 credits):

              THR 411 Stage Lighting Design    3  
              THR 412 Stage Costume Design    3  
              THR 414 Stage Scene Design    3  
              THR 416 Audio and Visual Technology    3  
              THR 419 Digital Design for Live Performance    3  

          (d) Add the following item (3):

              Electives approved by the student's guidance committee (11 credits)

   Effective Fall 2017.

**ELI BROAD COLLEGE OF BUSINESS**

1. Request to establish a **Minor in Insurance and Risk Management** in the Department of Finance. The University Committee on Undergraduate Education (UCUE) approved this request at its December 1, 2016 meeting.

   a. **Background Information:**

      The Minor in Insurance and Risk Management, administered by the Department of Finance, will provide students with a sound foundation for employment in the insurance and financial industries.

      There has been significant interest from local and statewide corporations for this program, especially one that builds on business-related skills of MSU students. The curriculum design enables students to perform well in these industries as well as in risk management roles with non-financial firms. Students learn the key concepts of insurance and risk management from a financial perspective, stressing an understanding of the structure, evolution and regulation of financial and insurance markets.
The insurance industry offers high-paying skilled jobs in Michigan. The Insurance Industry Engagement Plan states that in Michigan, the insurance industry directly employs 41,000 people and represents a growing business sector, both in terms of employment and, also, the impact on the state’s economy. This figure does not include ‘insurance-supported’ jobs, primarily the state’s 58,000 insurance agents, or their support staff. When combined, the insurance sector direct and related employment totals over 114,000. The average compensation of those directly employed by insurance companies is over $85,000, compared to $59,000 for the average employee in Michigan. Last year, insurance companies paid their employees over $3.5 billion in wages and benefits. Over $13 billion in commissions were also paid to state insurance agents.

Many peer schools offer undergraduate programs in insurance and risk management. Some highly rated programs are at University of Georgia, University of Wisconsin, Penn State University, Georgia State University, University of Pennsylvania, Temple University, and Florida State University.

b. Academic Programs Catalog Text:

The Minor in Insurance and Risk Management, administered by the Department of Finance, teaches the skills necessary for students seeking careers as underwriters, claim adjusters, agents, or brokers in the insurance organization, as well as careers in risk management in financial institutions. Students will learn how to quantify, manage, and price risk, while learning the structure, evolution and regulation of the finance and insurance sector of the economy.

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.

Admission

Students who plan to complete the requirements of the minor should consult the undergraduate adviser in the Department of Finance to apply. To be admitted to the minor students must have completed two of the following courses with a grade-point average of 3.0 through selection of a course from item a. and a course from item b.:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>STT 315</td>
<td>Introduction to Probability and Statistics for Business</td>
<td>3</td>
</tr>
<tr>
<td>STT 351</td>
<td>Probability and Statistics for Engineering</td>
<td>3</td>
</tr>
<tr>
<td>STT 421</td>
<td>Statistics I</td>
<td>3</td>
</tr>
<tr>
<td>STT 441</td>
<td>Probability and Statistics I: Probability</td>
<td>3</td>
</tr>
<tr>
<td>FI 311</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>FI 320</td>
<td>Introduction to Finance</td>
<td>3</td>
</tr>
</tbody>
</table>

Requirements for the Minor in Insurance and Risk Management

Students must complete 15 credits from the following:

1. Two of the following courses (6 credits):

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>EC 301</td>
<td>Intermediate Microeconomics</td>
</tr>
<tr>
<td>EC 330</td>
<td>Money, Banking, and Financial Markets</td>
</tr>
<tr>
<td>FI 312</td>
<td>Introduction to Investments</td>
</tr>
<tr>
<td>FI 321</td>
<td>Theory of Investments</td>
</tr>
<tr>
<td>FI 413</td>
<td>Management of Financial Institutions</td>
</tr>
<tr>
<td>FI 414</td>
<td>Advanced Business Finance (W)</td>
</tr>
<tr>
<td>MKT 319</td>
<td>Marketing Research</td>
</tr>
<tr>
<td>SCM 475</td>
<td>Supply Chain Decision Modeling</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>FI 380</td>
<td>Principles of Insurance and Risk Management</td>
</tr>
<tr>
<td>FI 480</td>
<td>Financial Risk Management</td>
</tr>
<tr>
<td>FI 481</td>
<td>Crises, Insurance, and Risk Management</td>
</tr>
</tbody>
</table>

Effective Fall 2017.
2. Request to change the requirements for the Graduate Specialization in Hospitality Business in the School of Hospitality Business. The University Committee on Graduate Studies (UCGS) will consider this request at its February 6, 2017 meeting.

a. Under the heading Requirements for the Graduate Specialization in Hospitality Business make the following changes:

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

   - HB 801 Seminar in Hospitality Business   3
   - HB 802 Hospitality Operations     3
   - HB 875 Marketing in the Hospitality Industry    3

   Add the following courses:

   - HB 841 Contemporary Trends in Cuisine and Culture   3
   - HB 847 Hospitality Business Law     3
   - HB 886 Marketing in the Hospitality Industry    3

   (2) Add the statement in item 3. as a note in item 2. to indicate what the student will do in the independent study.

Effective Fall 2017.

COLLEGE OF COMMUNICATION ARTS AND SCIENCES

1. Request to change the name of the Bachelor of Arts degree in Advertising to Advertising Creative in the Department of Advertising and Public Relations.

Students admitted to the major prior to Summer 2017 will be awarded a Bachelor of Arts Degree in Advertising.

Students admitted to the major Summer 2017 and forward will be awarded a Bachelor of Arts Degree in Advertising Creative.

Effective Summer 2017.

2. Request to change the requirements for the Bachelor of Arts degree in Advertising Creative in the Department of Advertising and Public Relations. The University Committee on Undergraduate Education (UCUE) approved this request at its December 1, 2016 meeting.

   The concentrations in the Bachelor of Arts degree in Advertising Creative will be noted on the student's academic record when the requirements for the degree have been completed.

a. Under the heading Admission as a Junior make the following changes:

   (1) Remove ‘as a Junior’ from the heading.

   (2) Replace the entry with the following:

   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.

b. Under the heading Requirements for the Bachelor of Arts Degree in Advertising Creative replace the entire entry with the following:
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):
      **Art Direction** (15 credits)
      ADV  222  Introduction to Copywriting  3
      or
      ADV  225  Writing for Public Relations  3
      ADV  224  Introduction to Creative Media  3
      ADV  326  Advanced Creative: Media I    3
      ADV  354  Interactive Advertising Design 3
      ADV  428  Advanced Creative: Media II    3
      **Copywriting** (15 to 16 credits)
      ADV  222  Introduction to Copywriting  3
      ADV  225  Writing for Public Relations  3
      ADV  322  360-degree Copywriting       3
      ADV  422  Advanced Copywriting: Creating Experiences 3
      Additional writing class from a list of approved courses as approved by the advisor      3 or 4

   e. Both of the following courses (7 credits):
      MKT  327  Introduction to Marketing    3
      PSY  101  Introductory Psychology      4

Effective Summer 2017.
3. Request to establish a **Bachelor of Science** degree in **Advertising Management** in the Department of Advertising and Public Relations. The University Committee on Undergraduate Education (UCUE) recommended approval of this request at its December 1, 2016 meeting.

a. **Background Information:**

The Department of Advertising is one of the oldest and largest university advertising, or advertising and public relations, departments in the world. It was established at MSU in 1958 as part of the College of Communication Arts and Sciences (established in 1955). At the time, there were no more than one or two other academic Departments of Advertising anywhere in the United States. The department currently has 1400 students with 1100 – 1200 seeking the Media Management concentration and 200-300 seeking the Creative concentration. Rankings in advertising and public relations are not conducted regularly or frequently. However, the MSU program consistently ranks near the top among competing programs, out of well over 200 such programs. Most recently, the department ranking is #3 and it is consistently in the top 5 since 1998.

University programs in advertising in the United States and many other countries generally focus on the management and strategic functions of the industry. Very few offer significant training in the art and writing of advertisements, with just a few notable exceptions (University of Texas, University of Oregon, Virginia Commonwealth University, Southern Methodist University). MSU’s advertising program is one of those exceptions, currently offering concentrations in both Management (the strategic planning side of the industry) and Creative (the art and writing side). This proposal is to separate the existing program into two degrees, a Bachelor of Arts degree in Advertising Creative and a Bachelor of Science degree in Advertising Management. The content of these degrees is not “new.”

In 2006, the College of Communication Arts and Sciences was charged with “bringing back the arts to Communication Arts and Sciences.” To that end, the College hired three faculty members and additional faculty members were hired in subsequent years. A result, the Media Sandbox, a College level initiative, emerged as an integrated program of cinematic arts, journalism, advertising, and game development, with additional skills in graphic design, web design, application development, visual storytelling, 3D art and animation. The removal of the advertising management side of the program to a Bachelor of Science degree allows the department to demonstrate the commitment to the “arts” side of the program by separating the advertising creative content into its own Bachelor of Arts.

Since at least 2008, the MSU Advertising program was split into two transcriptable concentrations, Media Management, and Creative, sharing a common core of 20 credits. Both sides of the equation acknowledge the need to have a basic understanding and appreciation for the other side. However, neither side of the program was pleased with the program structure. The creative side needs a reduced focus on some of the management side courses with a stronger focus on creative output and critique. In a survey conducted in early 2016, the split between management-focused and creative-focused students was evident. Creative-focused students indicated a need to take more creative classes, while management-focused students wanted more skill-based and analytics courses. Before the 2006 focus on the arts, many creative advertising students who wanted to seek art director positions in agencies upon graduation, felt their portfolios were lacking and subsequently enrolled in a portfolio school to bring their portfolios to a competitive level. Over the last 8 to 10 years, the quality and scope of student work increased to the point that rarely do students feel the need to attend a portfolio school to be competitive in the marketplace. The final step in this process is the separate degree designated as a Bachelor of Arts in Advertising Creative. Likewise, the management side needs a stronger core of required courses to be competitive in the marketplace with lesser focus on elective credits.

A further effect on curriculum decisions indicates students interested in Advertising Creative tend to identify their educational interests early in their college career while students interested in Advertising Management often change majors late in their college career. In addition, with the number of Advertising Management majors continuing to increase (at a rate of about 200 per year over the last 3 years to a current total of 1400), faculty felt it was important to more carefully control the competencies of graduates in order to maintain the brand commitment to our students and external constituencies. In an effort to reduce time-to-degree for Advertising Management students, but maintain quality and program integrity, faculty assessed that it was more important to focus resources on building a stronger core foundation, so that even students who might declare Advertising Management late in their college career could still have a comprehensive nucleus of courses that serve as an entryway for a variety of positions in the industry. Students who declare Advertising Management earlier in their college experience will have ample electives that can be
focused within numerous salient minors, preparing them for more specialized and competitive marketplace positions. The proposed Bachelor of Science in Advertising Management provides a win-win curriculum for students in either of the situations.

Rather than propose two different Bachelor of Arts degrees, the Bachelor of Science was chosen for Advertising Management, due to the continued and increased emphasis on the science of advertising through research/data gathering, analysis, market analytics and social media analytics. This is certainly an area of growth for the department. In a survey of our recent alumni who graduated in the past five years, they noted that the Advertising program helped prepare them for their current jobs by enhancing communication skills, knowledge of the advertising field, creative thinking. While still at a satisfactory level, alumni reported being less confident about their analytical skills, public speaking skills, human resource management, and finance knowledge in their current jobs. Interestingly, alumni satisfaction with the real-world relevance of the courses they took while at MSU, emphasis on developing analytic skills, and knowledge of the field of marketing were all three significant predictors of intentions to recommend the MSU Advertising program to others. This highlights emphasis on management and analytical skills as areas of growth and differentiation in the marketplace. Individual courses have increased content in scientific methods and applications and two of the new courses proposed include emphasis in analytics. In addition, this move would be in line with the majority of our competitors, as we would join University of Texas, University of Florida, University of Illinois, and University of Tennessee in offering a Bachelor of Science degree (University of Georgia offers a Bachelor of Arts in Journalism degree).

Additionally, while we will be joining our competitors in offering a comparable degree designation (B.S.), our infrastructure and vision as a department to increase emphasis on big data and analytics (highly sought-after skills in the advertising marketplace) will further enhance our position in the rankings of top Advertising programs. In-depth interviews were conducted with alumni in senior positions in the field of advertising. They indicated that when hiring new and recent graduates they are looking for basic skills (e.g., writing and math), leadership and management skills, and the ability to facilitate conversations across multiple disciplines. Specifically, they want to hire students who can navigate client relationships and manage projects where, as the advertising manager, they would work with both creative and computer programmers to achieve cohesive strategies and campaigns. Our students tend to gravitate toward Advertising management positions, focusing on new and social media and/or traditional advertising media. For example, the top two choices for possible advertising career options for our current students were: (1) social media manager, and (2) advertising manager.

Converting the two existing concentrations in the current Bachelor of Arts degree in Advertising into two separate degrees is two-fold: (1) it will functionally provide an easier mechanism for creating wholly distinct course requirements for the two programs (different core courses, different numbers of credits, and potentially different entrance requirements in the future); and (2) it will provide a competitive advantage over, and distinction from, other universities with advertising programs. No other program in the United States offers separate degrees in Advertising Management and Advertising Creative.

b. **Academic Programs Catalog Text:**

**ADVERTISING MANAGEMENT**

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

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

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

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

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

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

Requirements for the Bachelor of Science Degree in Advertising Management

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

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

3. The following requirements for the major:

   a. All of the following core courses (31 credits):

      | CREDITS |
      |---------|
      | ADV 205 Principles of Advertising  3 |
      | ADV 225 Writing for Public Relations  3 |
      | ADV 330 Advertising Management  3 |
      | ADV 342 Account Planning and Research  3 |
      | ADV 350 Advertising Media Planning and Strategy  3 |
      | ADV 375 Consumer Behavior  3 |
      | ADV 413 Issues in Contemporary Advertising  1 |
      | ADV 442 Digital Analytics  3 |
      | ADV 475 Advertising and Society  3 |
      | ADV 486 Integrated Campaigns (W)  3 |
      | CAS 110 Creative Thinking  3 |

   The completion of Advertising 486 satisfies the capstone/synthesis requirement for the Advertising Management major.

   b. Complete 6 credits from the following courses in consultation with an advisor. Students are encouraged to choose a minor that adds depth to their major while selecting courses that will count towards the minor.

      | CREDITS |
      |---------|
      | ADV 260 Principles of Public Relations  3 |
      | ADV 325 Public Relations Techniques and Ethics  3 |
      | ADV 334 International Advertising  3 |
      | ADV 352 Media Sales  3 |
      | ADV 360 Advanced Sales Communication  3 |
      | ADV 386 Campaign Competition  3 |
      | ADV 402 Public Relations Topics in Advertising  1 to 3 |
      | ADV 420 New Media Driver's License  3 |
      | ADV 425 Public Relations Strategy  3 |
      | ADV 430 Social Marketing: Strategy and Practice  3 |
      | ADV 431 Monitoring and Measuring Social Media of Brands  3 |
      | ADV 432 Digital Media Planning and Buying  3 |
      | ADV 433 Internet Video Promotion Strategy  3 |
      | ADV 436 Promotions and Sponsorships  3 |
      | ADV 445 Programmatic Media and Buying  3 |
      | ADV 456 Interactive Advertising Management Strategy  3 |
      | ADV 481 Retail Strategy Analysis  3 |
      | ADV 492 Special Topics in Advertising  1 to 3 |
      | ADV 490 Independent Study  1 to 3 |
      | ADV 493 Advertising and Public Relations Internship  1 to 3 |
      | ADV 494 Practicum in Research/Creative Works and Instruction  1 to 3 |
      | BUS 190 The Art of Starting  3 |
Effective Summer 2017.

4. Request to establish a Minor in Advertising Analytics in the Department of Advertising and Public Relations. The University Committee on Undergraduate Education (UCUE) recommended approval of this request at its December 1, 2016 meeting.

a. Background Information:

The minor is designed to enable students who are true problem-solvers to find insights and answers in databases and real-time streaming data. In today’s industry, those who not only understand, but also can strategically activate data, will have opportunities to advance more quickly as an advertising account executive, media planner, media sales representative, and more, even moving into the more specialized roles like programmatic advertising specialist or digital advertising analyst.

The advertising and marketing communications industry, including leading client organizations, have been heavily investing in new ad formats relying on social media, mobile media, and programmatic buying, thus elevating the importance of understanding how to navigate the ‘big data’ sphere. This minor will not focus on turning students into computer and programming experts, who can extract, mine, and analyze big data sets. However, the minor will provide students with basic programming skills and tie those skills to dynamic advertising strategy, allowing them to exercise the competitive skills needed in the marketplace. Such skills primarily focus on the role of advertisers to understand and be able to navigate the big data world, yet provide strategic insights and be able to incorporate findings from analytics into evolving strategy and integrated campaign development.

MSU is home to one the top advertising programs in the nation, if not worldwide. The competitive advantage that MSU has is the constant drive to be on the leading edge of innovations in technology, advertising, and marketing. In the past few years, the department has highly emphasized advertising analytics in its strategic vision, in line with the strategic vision of the College of Communication Arts and Sciences. One new-hire will focus in this area and three current faculty members are engaged in advertising analytics in their teaching and/or research programs. Faculty have been at the forefront of academic discussion and curriculum implementation of big data and advertising analytics and have organized preconference sessions dedicated to big data and advertising analytics at national conferences, and integrated big data into their teaching as well as scholarly activities. Additionally, the faculty continue to collaborate with others on campus, specifically in the Department of Media and Information as well as the College of Engineering, Department of Computer Science to enhance its knowledge of innovations in the field of big data mining and analysis.

Students are well aware of the developments in the field. In a survey of current students, computational advertising and big data was ranked fourth in terms of student interest in a field of study as a minor, following public relations, which is already offered, advanced media planning and buying, and entrepreneurship, which MSU at-large offers. The proposal for an advertising analytics minor is a continuation of recent efforts in providing students with the necessary skills to succeed in the marketplace, but also to excel competitively, compared to other programs around the country and the world. Evidence of this is the fact that the second-strongest predictor of the intention to recommend our Advertising major to other students by our recent alumni was their satisfaction in courses focusing on developing analytical skills.
In addition, because of changes in the industry, universities around the country are adding analytics classes related to advertising and public relations and failure on the departments part to embrace this major industry development would put us at a competitive disadvantage. At the same time, by stepping in front of this movement by offering a minor in advertising analytics, the department likely would be seen by industry as being a leader among American universities in this particularly important discipline within the industry.

b. Academic Programs Catalog Text:

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 partner, media sales representative, and more, moving into specialized roles as programmatic advertising specialists or digital advertising analysts.

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

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

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

Requirements for the Minor in Advertising Analytics

Complete 18 credits from the following:

1. All of the following courses (12 credits):
   ADV 442 Digital Analytics 3
   ADV 445 Programmatic Media and Buying 3
   ADV 456 Interactive Advertising Management Strategy 3
   MI 250 Introduction to Applied Programming 3

2. Complete 6 credits from the following courses:
   ADV 420 New Media Driver’s License 3
   ADV 431 Monitoring and Measuring Social Media of Brands 3
   ADV 432 Digital Media Planning and Buying 3
   ADV 433 Internet Video Promotion Strategy 3
   MI 220 Methods for Understanding Users 3
   MI 320 Reasoning with Data 3

Effective Summer 2017.
COLLEGE OF EDUCATION

1. Request to change the requirements for the Doctor of Philosophy degree in Special Education in the Department of Counseling, Educational Psychology and Special Education. The University Committee on Graduate Studies (UCGS) will consider this request at its February 6, 2017 meeting.

   a. Under the heading Admission replace paragraph two and three with the following:

      The applicant is required to submit the university application and applicable application fee.

      Persons are admitted to the program once a year with enrollment starting fall semester only. The deadline for submitting applications is December 1 of each year for admission the following fall semester. If space is available in the program, late applications will be considered.

   b. Under the heading Requirements for the Doctor of Philosophy Degree in Special Education make the following changes:

      (1) In item 1. add the following item c.:

      c. At least one additional course in research methods.

      (2) In item 2. delete the following course:

      CEP 982 Seminar in Counseling, Educational Psychology and Special Education 3

      Add the following course:

      CEP 925 Applied Research in Special Education 3

Effective Summer 2017.
PART II - NEW COURSES AND CHANGES

COLLEGE OF ARTS AND LETTERS

AL 202
Introduction to American Indian and Indigenous Studies
Spring of every year. 3(3-0)
Introduction to the study of American Indian and other Indigenous peoples, including issues related to culture, knowledge, language, governance, colonization, sovereignty, and ongoing revitalization efforts.
Effective Spring 2017 Effective Fall 2017

AL 290
Arts and Letters Service Learning
Fall of every year. Spring of every year. Summer of every year. 2 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. P: Completion of Tier I Writing Requirement R: Not open to freshmen. Approval of department. A student may earn a maximum of 12 credits combined between AL 290 and AL 493A, and AL 493B.
NEW Supervised community-engaged service and/or field experience and reflection.
Effective Fall 2017

ENG 801
Introduction to Graduate Studies
Fall of every year. 3(3-0) R: Open to graduate students in the College of Arts and Letters or approval of department.
Critical reading and writing in the environment of the research university. Archival resources for professional research. Preparation for teaching, conferencing, and publication.
DELETE COURSE
Effective Fall 2008 Effective Fall 2017

ENG 802
Literary Criticism and Theory
Spring of every year. 3(3-0) A student may earn a maximum of 18 credits in all enrollments for this course. P: ENG 801 R: Open to graduate students in the College of Arts and Letters or approval of department.
Critical thinking from Plato and Aristotle to postmodern theory. Deep contexts of current critical practice.
Effective Fall 2008 Effective Fall 2017

ENG 820
Emphasis Area Seminar
Professionalization Seminar
Fall of every year. Spring of every year. 2(3-0)(1-0) A student may earn a maximum of 18 credits in all enrollments for this course. A student may earn a maximum of 6 credits in all enrollments for this course. P: Open to graduate students in the Department of English or approval of department. R: Open to graduate students in the Department of English or in the English Major or approval of department.
Seminar constructed around the doctoral emphases that focuses on a specific critical problem. Seminar designed to professionalize doctoral students and to aid time to degree. 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 1 semester after the end of the semester of enrollment. Effective Fall 2008 Effective Fall 2017

FLM 335
Film Directing
Fall of every year. 3(3-1) Interdepartmental with Media and Information. P: (FLM 230 or concurrently) and (CAS 112 or concurrently) R: Open to undergraduate students in the Fiction Filmmaking Minor.
Concepts and techniques for directing in styles most associated with the art of film. Studies of innovative film directors. Skills of film directing, including script and shot breakdown. Directing actors and crew. Directing on location.
SA: ENG 335
Effective Summer 2016 Effective Spring 2017
FLM 435A Creating the Fiction Film I
Fall of every year. 3(3-1) Interdepartmental with Media and Information. P: FLM 335 \[\text{or Approval of department}\]. R: Open to undergraduate students in the Fiction Filmmaking Minor or approval of department.

Creation of a short film, including scripting, conceptualization and planning, shooting, and rough editing.
SA: ENG 435A
Effective Summer 2016 Effective Spring 2017

FLM 435B Creating the Fiction Film II (W)
Spring of every year. 3(3-1) Interdepartmental with Media and Information. P: (FLM 435A \[\text{or approval of department}\]) and Completion of Tier I Writing Requirement R: Approval of department.
R: Open to undergraduate students in the Fiction Filmmaking Minor or approval of department.

Finishing a short film, including fine editing, color correction, sound design, and Foley work.
Developing web promotion, marketing strategies, and distribution.
SA: ENG 435B
Effective Fall 2016 Effective Spring 2017

THR 211 Introduction to Lighting Design
Fall of every year. Spring of every year. Summer of every year. 3(2-2) P: THR 111 and THR 111L C: THR 211L concurrently.

Design and technical aspects regarding the design process and electrical production of stage lighting.
Effective Fall 2015 Effective Fall 2017

THR 211L Introduction to Lighting Design Laboratory
Fall of every year. Spring of every year. Summer of every year. 1(0-2) P: THR 111 and THR 111L C: THR 211 concurrently.

Intensive experience participating in the production program of the Department of Theatre. Assisting at a beginning level on the lighting crew, as deck electrician or as a lighting board operator.
Effective Fall 2015 Effective Fall 2017

THR 212 Introduction to Costume Design
Fall of odd years. Spring of even years. 3(2-2) P: THR 111 and THR 111L C: THR 212L concurrently.

Design and technical aspects regarding the process and production of stage costumes and costume history.
Effective Fall 2015 Effective Fall 2017

THR 212L Introduction to Costume Design Laboratory
Fall of odd years. Spring of even years. 1(0-2) P: THR 111 and THR 111L C: THR 212 concurrently.

Intensive experience participating in the production program of the Department of Theatre. Assisting at a beginning level in costume construction, make up crew, or wardrobe crew.
Effective Fall 2015 Effective Fall 2017

THR 214 Introduction to Scene Design
Fall of every year. Spring of every year. Summer of every year. 3(2-2) P: THR 111 and THR 111L C: THR 214L concurrently.

Design and technical aspects regarding the design process and production of stage scenery.
Effective Fall 2015 Effective Fall 2017

THR 214L Introduction to Scene Design Laboratory
Fall of every year. Spring of every year. Summer of every year. 1(0-2) P: THR 111 and THR 111L C: THR 214 concurrently.

Intensive experience participating in the production program of the Department of Theatre. Assisting at a beginning level in the scenery crew, carpenter or properties run crew.
Effective Fall 2015 Effective Fall 2017
THR 216  Introduction to Sound Design  
Fall of odd years. Spring of even years. 3(2-2) P: THR 111 and THR 111L C: THR 216L concurrently.  
Design and technical aspects regarding the process and production of sound performance media, composition and sound reinforcement for the stage.  
Effective Fall 2015 Effective Fall 2017

THR 216L  Introduction to Sound Design Laboratory  
Fall of odd years. Spring of even years. 1(0-2) P: THR 111 and THR 111L C: THR 216 concurrently.  
Intensive experience participating in the production program of the Department of Theatre. Assisting at a beginning level on the sound crew, sound board operator or run crew.  
Effective Fall 2015 Effective Fall 2017

THR 219  Introduction to Projection Design for the Stage  
Fall of even years. Spring of odd years. 3(2-2) P: THR 111 and THR 111L C: THR 219L concurrently.  
Design and technical aspects regarding the design process and production of projection performance media.  
Effective Fall 2016 Effective Fall 2017

THR 219L  Introduction to Projection Design for the Stage Laboratory  
Fall of even years. Spring of odd years. 1(0-2) P: THR 111 and THR 111L C: THR 219 concurrently.  
Participation in the production program of the Department of Theatre. Assisting at a beginning level on the video production crew or as projection operator or run crew.  
Effective Fall 2016 Effective Fall 2017

THR 441  Advanced Play Directing  
Fall of every year. Spring of every year. 3(2-2) P: THR 341 R: Open to juniors or seniors in the Department of Theatre.  
REINSTATEMENT Advanced directing skills, theories, and techniques applied to the non-realistic play. Works selected from Shakespeare, the musical theatre, and other non-realistic forms used as practicum.  
Effective Spring 2017

THR 466  Advanced Stage Management  
Fall of odd years. Spring of even years. 3(2-2) A student may earn a maximum of 6 credits in all enrollments for this course. P: THR 316  
NEW Advanced methodologies and principles of stage management. Practical application through the execution of show-calling, tracking, and the development of portfolio/production materials.  
Effective Fall 2017

THR 467  Production Management  
Fall of even years. Spring of odd years. 3(2-2) A student may earn a maximum of 6 credits in all enrollments for this course. P: THR 111 and THR 111L RB: THR 316  
NEW Advanced methodologies and principles of production management. Practical application through the development of production materials.  
Effective Fall 2017

THR 818  Design Studio  
Fall of every year. 3(2-2) A student may earn a maximum of 18 credits in all enrollments for this course. R: Open to graduate students in the Department of Theatre.  
NEW Methodologies and principles of varying design styles and periods. Practical application through area specified design. Application to selected dramatic texts.  
Effective Fall 2017
THR 819  Applied Design Studio
Fall of every year. 1 to 3 credits. A student may earn a maximum of 12 credits in all enrollments for this course. R: Open to graduate students in the Department of Theatre.

NEW Standards and best practices of communicating varying design styles. Practical application and concentrated study of important and/or new topics in theatrical design and technology.
Effective Fall 2017

**ELI BROAD COLLEGE OF BUSINESS**

FI 380  PRINCIPLES OF INSURANCE AND RISK MANAGEMENT
Fall of every year. 3(3-0) P: (FI 311 or FI 320) and (STT 315 or STT 351 or STT 421 or STT 441) RB: Students should understand discounting, and the basics of probability distributions. Knowledge of calculus is recommended but not required. There may be spreadsheet assignments during the semester; therefore you should be familiar with Excel. R: Open to undergraduate students. Approval of department.

NEW An overview of techniques for measuring and managing risk. We focus on pure risks related to mortality, health-related expenses, property damage, and product liability. Management techniques studied include risk assumption, prevention, diversification, and transfer via insurance and non-insurance market mechanisms.
Effective Fall 2017

FI 480  FINANCIAL RISK MANAGEMENT
Spring of every year. 3(3-0) P: (FI 311 or FI 320) and (STT 315 or STT 351 or STT 421 or STT 441) RB: Students should understand discounting, bond pricing, and the basics of regression analysis and probability distributions. Knowledge of calculus is recommended but not required. There may be spreadsheet assignments during the semester; therefore you should be familiar with Excel. R: Open to undergraduate students. Approval of department.

NEW This course covers the ways in which risks are quantified and managed by financial institutions. Among the topics are the nature of financial institutions and their regulation, the Basel Accords, coherent risk measures, value at risk, copulas, credit risk, operational risk, liquidity risk, and the financial crisis of 2007.
Effective Spring 2018

FI 481  Crises, Insurance, and Risk Management
Fall of every year. 3(3-0) P: (FI 311 or FI 320) and (STT 315 or STT 351 or STT 421 or STT 441) RB: Students should understand discounting, and the basics of probability distributions. R: Open to undergraduate students. Approval of department.

NEW This course studies various crises, including financial crises, and natural and man-made disasters. We also study the repercussion of such crises on financial-industry and insurance regulations on the structures of the financial and insurance industries and on the products offered and on the pricing of these products.
Effective Fall 2018

HB 889  Hospitality Industry Field Study
Fall of every year. Spring of every year. Summer of every year. On Demand. 3 to 6 credits. 1 to 6 credits. A student may earn a maximum of 6 credits in all enrollments for this course. RB: 12 credits graduate course work R: Open only to graduate students in the College of Business. R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of school.
Research on a current issue, problem or opportunity in a segment of the hospitality industry. Industry relationships and networking. Faculty supervision in a field setting.
Effective Fall 2003 Effective Fall 2017
HB 890  Independent Study
Fall of every year. Spring of every year. Summer of every year. On Demand. 1 to 3 credits. 1 to 6 credits. A student may earn a maximum of 3 credits in all enrollments for this course. A student may earn a maximum of 6 credits in all enrollments for this course. R: Open to graduate students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of school.
Faculty-supervised independent study.
Effective Fall 2016 Effective Fall 2017

SCM 870  Introduction to Supply Chain Management I
Introduction to Supply Chain Management
Fall of every year. Spring of every year. Summer of every year. 3(3-0) R: Open to master's students in the Eli Broad College of Business and The Eli Broad Graduate School of Management or approval of department. R: Open to master's students in the Supply Chain Management Major. Approval of department.
Integrated view of procurement, operations, and logistics management. Management of the flow of products from raw material sourcing and acquisition through delivery to the final customer.
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.
SA: MSC 870
Effective Summer 2011 Effective Fall 2017

SCM 881  Global Supply Chain Management
Fall of every year. Spring of every year. Summer of every year. 3(3-0) R: Open to master's students in the Supply Chain Management major. R: Open to master's students in the Supply Chain Management Major. Approval of department.
Requirements for global operations and strategy development. Similarities and differences of international and domestic supply chain operations.
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.
SA: MSC 881
Effective Summer 2011 Effective Fall 2017

SCM 887  Introduction to Packaging for Supply Chain
Packaging Design/Engineering Optimization in Supply Chain
Fall of every year. Spring of every year. Summer of every year. 1.5 to 3 credits. 2(2-0) P: SCM 870 R: Open to master's students in the Supply Chain Management Major. R: Open to master's students in the Supply Chain Management Major. Approval of department.
Overview of packaging materials, filling lines, and distribution dynamics related to supply chain management. Overview of engineering and packaging functions that directly affect supply chain efficiency and functionality. Familiarize students with tools to solve supply chain based engineering and packaging applications.
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 Summer 2016 Effective Fall 2017
SCM 888 Food Safety in Supply Chain Management
Product Protection and Safety for Supply Chain Managers
Fall of every year. Spring of every year. Summer of every year. 1.5 to 3 credits. 2(2-0) P: SCM 870
R: Open to master's students in the Supply Chain Management Major. R: Open to master's
students in the Supply Chain Management Major. Approval of department.
Understanding of food safety requirements, challenges and the key considerations for
managing food safety in supply chains. Introduction to general issues related to product
safety and protection and how these problems affect supply chain management.
Foundational discussion of brand protection, anti-counterfeiting, and food safety
requirements and challenges.
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 Summer 2016 Effective Fall 2017

COLLEGE OF COMMUNICATION ARTS AND SCIENCES

ADV 210 Concept Development
Fall of every year. Spring of every year. 1(1-0) P: CAS 110 or concurrently R: Open to students in
the Department of Advertising and Public Relations.
NEW Forming visual ideas with a strong narrative. Conceptualizing solutions that meet strategic
advertising objectives from idea generation to the final application, regardless of media
type.
Effective Summer 2017

ADV 222 Introduction to Copywriting
Fall of every year. 3(2-2) P: (ADV 205 and (ADV 210 or concurrently)) and completion of Tier I
writing requirement R: Open to undergraduate students in the Department of Advertising and Public
Relations or approval of department.
NEW Role of copywriting in the creative process. Iconic advertising campaigns with copywriting
emphasis. Practice in writing copy with critique and rewriting. Focus on writing for print
media.
Effective Summer 2017

ADV 224 Introduction to Creative Media
Fall of every year. Spring of every year. Summer of every year. 3(2-2) P: ADV 205 and CAS 203
and CAS 205 and CAS 206 P: ADV 205 and (ADV 210 or concurrently) R: Open to undergraduate
students in the Department of Advertising and Public Relations or in the Design Specialization. R:
Open to undergraduate students in the Department of Advertising and Public Relations.
Apply creative principles used in thinking, research, exploration, and execution by art
directors. Advertising problems across media, with an emphasis on visual solutions for
print. Communication design principles used by art directors for research, exploration, and
execution. Visual communication solutions using design principles with the appropriate
digital technology. Design software includes Adobe CC Illustrator, Photoshop and
Indesign.
SA: ADV 321
Effective Fall 2014 Effective Summer 2017

ADV 245 Multimedia Commercial Production
Fall of every year. Spring of every year. 3(2-2) P: (ADV 222 or ADV 224) and CAS 112 R: Open to
undergraduate students in the Department of Advertising and Public Relations.
NEW Cinematography applied to 15-, 30- and 60-second spots for TV, desktop and handheld
devices. The power of story telling in the production of screen-based creative advertising
solutions including motion graphics and animation. Planning, writing, casting, filming,
editing, sound, lighting, and evaluation.
Effective Summer 2017
ADV 322  Copywriting and Art Direction
360-degree Copywriting
Fall of every year. Spring of every year. Summer of every year. 3(2-2) P: (ADV 205 and CAS 110) and completion of Tier I Writing requirement P: ADV 222 and (ADV 245 or concurrently) R: Open to undergraduate students in the Department of Advertising and Public Relations or in the Design Specialization. R: Open to undergraduate students in the Department of Advertising and Public Relations.

Creative process used by writers and art directors to develop ads and multimedia campaigns. Emphasis on writing. Writing across multiple channels. Focus on traditional media including television, print, out-of-home, and radio. Focus on non-traditional media including digital and social media.

Effective Fall 2014 Effective Summer 2017

ADV 325  Public Relations Techniques and Ethics
Fall of every year. Spring of every year. 3(3-0) P: COM 300 or STT 200 P: COM 300 or STT 200 or STT 201 R: Open to undergraduate students in the Public Relations Specialization. R: Open to undergraduate students in the Public Relations Minor.

Production of written messages to achieve strategic organizational communication objectives. Development of the student's public relations portfolio. Public relations as a strategic management function.

Effective Fall 2014 Effective Summer 2017

ADV 326  Advanced Creative: Media I
Fall of every year. Spring of every year. Summer of every year. 3(0-6) 3(2-2) P: ADV 324 and CAS 204 P: ADV 224 and (ADV 245 or concurrently) R: Open to undergraduate students in the Department of Advertising and Public Relations or in the Design Specialization. R: Open to undergraduate students in the Department of Advertising and Public Relations.

Applications of creative media to advertising. Design principles that enable art directors to organize information on page or screen to communicate the client's message clearly and imaginatively.

SA: ADV 426

Effective Fall 2014 Effective Summer 2017

ADV 330  Advertising Management
Advertising Management Strategy
Fall of every year. Spring of every year. 3(3-0) P: ADV 205 R: Open to sophomores or juniors or seniors in the Advertising Major. R: Open to undergraduate students in the Department of Advertising and Public Relations.

Advertising problems from the perspective of managers responsible for solving problems. Identify problems, develop alternative solutions, and evaluate proposed solutions.

Advertising problems from the perspective of managers responsible for solving problems. Identify problems, develop alternative solutions, implement effective strategies, and evaluate proposed solutions.

Effective Fall 2014 Effective Summer 2017

ADV 352  Media Sales
Fall of every year. Spring of every year. 3(3-0) P: ADV 205 or MKT 313 P: ADV 205 R: Open to undergraduate students in the Advertising Major or in the Sales Communication Specialization. R: Open to undergraduate students in the Department of Advertising and Public Relations.

Process of media sales, operation of sales and marketing departments, analyzing local media, and customized advertising using cross-selling.

Effective Fall 2014 Effective Summer 2017
ADV 354  Interactive Advertising Design  
Fall of every year. Spring of every year. Summer of every year. 3(2-2) P: ADV 324 and CAS 204 P: ADV 224 P: Open to undergraduate students in the Department of Advertising and Public Relations or in the Design Specialization. R: Open to undergraduate students in the Department of Advertising and Public Relations.  
Conceptual, aesthetic, and technical skills required to design interactive advertising from web to social media. Emphasis on creative solutions to problems encountered in designing for screen-based devices. Build interactive websites that are adaptable to any screen size. Apply concepts like information architecture, the grid system, an web design principles when developing websites.  
Effective Fall 2014 Effective Summer 2017  
ADV 413  Issues in Contemporary Advertising  
Fall of every year. Spring of every year. Summer of every year. 1 to 3 credits. A student may earn a maximum of 9 credits in all enrollments for this course.  
Current issues in advertising and related disciplines. Request the use of the Pass-No Grade (P-N) system.  
Effective Fall 2014 Effective Spring 2017  
ADV 422  Advanced Copywriting  
Advanced Copywriting: Creating Experiences  
Fall of every year. Spring of every year. 3(2-2) P: ADV 322 or approval of department R: Open to undergraduate students in the Department of Advertising and Public Relations or approval of department.  
Continued development of aesthetic and technical copywriting skills to develop ads and multi-media campaigns that solve advertising problems; emphasis on ideation and self-critiquing. Continued development of aesthetic and technical copywriting skills to develop ads and multi-media campaigns that solve advertising problems; emphasis on creating relevant audience experiences and self-critiquing.  
Effective Fall 2014 Effective Spring 2017  
ADV 425  Public Relations Strategy  
Fall of every year. Spring of every year. 3(3-0) P: COM 300 or STT 200 P: COM 300 or STT 200 or STT 201 R: Open to undergraduate students in the Public Relations Specialization. R: Open to undergraduate students in the Public Relations Minor. Approval of college; application required.  
Classic and current public relations cases. Strategies to communicate in business contexts. Exposure to specific business problems and their solutions.  
Effective Fall 2014 Effective Fall 2017  
ADV 428  Advanced Creative: Media II  
Fall of every year. Spring of every year. 3(0-6) 3(2-2) P: ADV 326 and ADV 354 R: Open to undergraduate students in the Department of Advertising and Public Relations or in the Design Specialization. R: Open to undergraduate students in the Department of Advertising and Public Relations.  
Creative execution skills to explore the power of branding. Visual solutions that reinforce the brand experience through ads, campaigns, and collateral material. Creative research, strategy development.  
SA: ADV 417  
Effective Fall 2014 Effective Summer 2017  
ADV 431  Monitoring and Measuring Social Media of Brands  
Fall of every year. Detroit, Detroit, Detroit Detroit Spring of every year. Detroit, Detroit, Detroit Detroit 3(3-0) P: ADV 420 R: Open to students in the Department of Advertising and Public Relations. R: Open to students in the Department of Advertising and Public Relations or in the Sports Business Management Minor.  
Social media monitoring and analysis for businesses and brands including advanced keyword building and search techniques. Discovering business insights through social media listening and applying insights through a social media response plan.  
Effective Fall 2015 Effective Fall 2017
ADV 442  Digital Analytics
Fall of every year. Spring of every year. 3(3-0) P: ADV 342 or concurrently RB: (STT 201) or other introductory statistics course R: Open to students in the Department of Advertising and Public Relations.

NEW Data collection, analysis and reporting on cross- or multi-channel media analytics in order to inform strategic advertising and public relations decision making. Evaluate impact of integrated communication decisions.
Effective Fall 2016

ADV 445  Programmatic Media Buying
Fall of every year. Spring of every year. 3(3-0) P: ADV 350 R: Open to students in the Department of Advertising and Public Relations.

NEW Background, processes, and applications of how online advertising and public relations campaigns are planned, booked, optimized, and validated using programmatic tools. Developments and trends in programmatic advertising platform tests and entries into mainstream media channels. Targeted offers, messages, content or ads across paid, owned and earned channels.
Effective Summer 2017

ADV 450  Portfolio Preparation
Portfolio Presentation
Fall of every year. Spring of every year. 3(0-6) 1(0-2) A student may earn a maximum of 3 credits in all enrollments for this course. P: ADV 428 P: ADV 422 or ADV 428 R: Approval of department; application required. R: Open to students in the Department of Advertising and Public Relations. Editing past work and developing new projects. Strengthening, expanding, and finalizing individual portfolios for career enhancement. Critique by professionals. Editing past work for professional presentation. Strengthening, expanding, and finalizing individual portfolios for career enhancement. Critique by professionals.
Effective Fall 2014 Effective Summer 2017

ADV 456  Interactive Advertising Management
Interactive Advertising Management Strategy
Fall of every year. Spring of every year. 3(3-0) P: ADV 330 or ADV 350 R: Open to students in the Department of Advertising, Public Relations and Retailing. R: Open to students in the Department of Advertising and Public Relations. Theory and practice of interactive advertising, e-commerce, Internet advertising, online sales promotion, online public relations, virtual communities, and Internet research. Theory and practice of interactive advertising, e-commerce, Internet advertising, online sales promotion, online public relations, virtual communities, and Internet research. Role of strategy in implementing interactive solutions.
Effective Fall 2014 Effective Summer 2017

ADV 475  Advertising and Society
Fall of every year. Spring of every year. 3(3-0) P: ADV 205 P: ADV 330 or ADV 350 RB: ADV 330 or ADV 350 R: Open to undergraduate students in the Advertising major. R: Open to undergraduate students in the Department of Advertising and Public Relations. Impact of advertising on society, culture and economy. Representation of minorities, women, and the elderly in advertising; free speech, advertising law, and regulatory organizations; ethical decision making strategies; and advertising's economic role in information, competition, price, and product choice.
SA: ADV 465
Effective Fall 2014 Effective Summer 2017
ADV 481  Retail Strategy Analysis  
Fall of every year. Spring of every year. 3(3-0) P: MKT 300 or MKT 313 or MKT 327  
Knowledge of income and balance sheet financial statements is important  
R: Open to undergraduate students in the Department of Advertising and Public Relations or in the Sales  
Communication Specialization or approval of department.  
R: Open to undergraduate students in the Department of Advertising and Public Relations or in the Sales Leadership Minor or in the  
Retail Management Minor or approval of department. 
SA: HED 481, RET 481  
Effective Fall 2014 Effective Spring 2017

ADV 486  Integrated Campaigns  
Integrated Campaigns (W)  
Fall of every year. Spring of every year. Summer of every year. 3(2-2) P: (CAS 110 and ADV 330  
and ADV 342 and ADV 350) or ADV 325  
P: {(CAS 110 and ADV 342) and (ADV 330 or ADV 350)  
and ((ADV 442 or concurrently) or (ADV 450 or concurrently)) or (ADV 325 and completion of Tier  
I writing requirement)  
R: Open to undergraduate students in the Department of Advertising and Public Relations or in the Public Relations Specialization.  
R: Open to undergraduate students in the Department of Advertising and Public Relations or in the Public Relations Minor.  
Development of integrated marketing and advertising campaigns for clients. Creative,  
media and marketing communication elements.  
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 Fall 2014 Effective Summer 2017

COLLEGE OF EDUCATION  
CEP 925  Applied Research in Special Education  
Spring of odd years. 3(3-0) A student may earn a maximum of 3 credits in all enrollments for this  
course. P: CEP 900 and CEP 930 and CEP 932  
R: Open to doctoral students in the Special Education Major.  
NEW  
Research design and statistical methods for special education research in laboratory and  
field settings.  
Effective Spring 2017

KIN 816  Exercise Physiology Across the Lifespan  
Fall of even years. 3(3-0)  
P: KIN 310 or (PSL 431 and PSL 432) or (ANS 435 and ANS 445)  
RB: KIN or Animal Science or Physiology or Biology backgrounds recommended  
Exercise physiology from childhood, through older adulthood, including pregnancy.  
Effective Fall 2012 Effective Summer 2017

COLLEGE OF MUSIC  
MUS 800  Jazz Arranging and Composition  
Advanced Jazz Arranging and Composition  
Fall of every year. Spring of every year. 1 to 3 credits. 1(1-0) A student may earn a maximum of 6  
credits in all enrollments for this course. R: Open to graduate students in the College of Music or in the Jazz Studies Major or approval of college.  
Advanced jazz instrumental writing focusing on developing harmonic skills at the piano for  
arranging purposes and arranging for small and large ensembles and voices. Advanced  
orchestration techniques. Music notation and score/chart preparation.  
Effective Fall 2016 Effective Fall 2017
MUS 843  Seminar in Piano Pedagogy
Fall of every year. Spring of every year. A student may earn a maximum of 6 credits in all enrollments for this course. A student may earn a maximum of 8 credits in all enrollments for this course. P: MUS 346 and MUS 347 and MUS 448 RB: Bachelor of Music in Piano Performance, Piano Pedagogy or Music Education. Must satisfactorily pass an audition and interview as required by piano department. RB: Bachelor of Music in Piano Performance, Piano Pedagogy or Music Education. Must satisfactorily pass an audition and interview as required by piano area R: Open to graduate students in the College of Music.

Advanced piano pedagogy methods and materials for teaching piano at all levels. Conceptualizing and implementing a practical teaching project. Topics will vary. Advanced piano pedagogy methods and materials for teaching piano at all levels. Conceptualizing and implementing a practical teaching project. Topics will be offered in a four-semester rotation: Teaching the Young Beginner; Teaching College-Age Non-Majors; Teaching Piano in Groups; Teaching Advanced Pianists Effective Summer 2008 Effective Fall 2017

MUS 868  Topics in Music Analysis
On Demand. 3(3-0) A student may earn a maximum of 9 credits in all enrollments for this course. R: Open to graduate students in the College of Music.

NEW Methods of analysis pertinent to a specific set of musical repertoire. Effective Fall 2017

MUS 976  Performance and Analysis
Spring of even years. On Demand. 3(3-0) P: (MUS 872) or MUS 875 or MUS 879 RB: Familiarity with the content of graduate level basic tonal theory and form courses. R: Open to graduate students in the College of Music.

Representative pieces are studied and prepared for performance in class sessions. Exploration of how analysis can inform a performer's interpretative decisions and expressive choices. Exploration of how analysis can inform a performer's interpretative decisions and expressive choices. Effective Spring 2017 Effective Fall 2017

MUS 978  Seminar in 20th- and 21st-Century Music Theory and Analysis
Spring of even years. Spring of every year. A student may earn a maximum of 6 credits in all enrollments for this course. 3(3-0) 2(2-0) P: MUS 873 R: Open to graduate students in the College of Music.

Study of theories and analytical techniques for post-1900 music. Study of theories and analytical techniques for post-WWII music. Effective Spring 2017 Effective Fall 2017

MUS 979  Proseminar in Music Theory
On Demand. 2(2-0) R: Open to graduate students in the College of Music.

NEW Survey of current research areas and publications in the music-theoretic discipline. Effective Fall 2017