PART I – NEW ACADEMIC PROGRAMS AND PROGRAM CHANGES

COLLEGE OF ARTS AND LETTERS

1. Request to change the Graduation Requirements for the Bachelor of Arts degree in the College of Arts and Letters. The University Committee on Undergraduate Education (UCUE) will consider this request.

   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 cognates of 15 credits or an approved alternative noted below. The cognates 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 cognates. 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 two cognates 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. Request to 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) will consider this request.

   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.:

         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.

**ELI BROAD COLLEGE OF BUSINESS**

1. Request to change the Graduation Requirements for the Bachelor of Arts degree in the Eli Broad College of Business. The University Committee on Undergraduate Education (UCUE) will consider this request.

   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 (54 credits):

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

      | Course | Title                                      | Credits |
      |--------|--------------------------------------------|---------|
      | CSE 101| Computing Concepts and Competencies         | 3       |
      | EC 201 | Introduction to Microeconomics             | 3       |
      | EC 202 | Introduction to Macroeconomics             | 3       |
      | MGT 250| Business Communication: Oral and Written Skills | 3     |
      | MTH 103| College Algebra                             | 3       |
      | MTH 124| Survey of Calculus I                        | 3       |
      | STT 200| Statistical Methods                         | 3       |
      | Or     | STT 201 Statistical Methods                 | 4       |
      | Or     | STT 315 Introduction to Probability and Statistics for Business | 3 |

      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):

      | Course | Title                                      | 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       |
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. 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. Request to change the requirements for the Master of Business Administration degree in the Eli Broad College of Business. The University Committee on Graduate Studies (UCGS) will consider 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. Request to 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. Request to 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 (UCGGS) 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):

         CAS 828 Persuasion Techniques for Working Professionals 3
         CAS 829 Evaluation Techniques for Working Professionals 2
         CAS 832 Strategic Message Development 3
         CAS 842 Professional Communication Ethics 3
         CAS 844 Capstone/Practicum 3

      2. Complete 15 credits from the following courses:

         CAS 827 Digital Media Strategies 3
         CAS 831 Digital Content Creation, Curation and Promotion 2
         CAS 833 Crisis Communication 3
         CAS 835 Branding and Image Communication 3
         CAS 837 Catalyst Thinking in the C-Suite 3
         CAS 838 Organizational Communication for Leaders and Entrepreneurs 3
         CAS 840 Media Analytics for Communication Professionals 3
         CAS 840 Audience Analytics 3
         CAS 841 Social Media Storytelling 3

      Other courses may be considered with approval by the student’s academic advisor.

      3. Completion of a final examination or evaluation.

Effective Fall 2018.
2. Request to 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>CREDITS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAS 827 Digital Media Strategies 3</td>
</tr>
<tr>
<td>CAS 831 Digital Content Creation, Curation and Promotion 3</td>
</tr>
<tr>
<td>CAS 835 Branding and Image Communication 3</td>
</tr>
</tbody>
</table>

   Effective Fall 2018.
3. Request to 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>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAS 839 Media Analytics for Communication Professionals</td>
<td>3</td>
</tr>
<tr>
<td>CAS 840 Audience Analytics</td>
<td>3</td>
</tr>
<tr>
<td>CAS 841 Social Media Storytelling</td>
<td>3</td>
</tr>
</tbody>
</table>

Effective Fall 2018.

4. Request to 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 creativity; intercultural and international communication; and health, risk, science and crisis communication.

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

Effective Fall 2018.

COLLEGE OF EDUCATION

1. Request to 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</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEP 814 Computational Thinking for K12 Educators</td>
<td>3</td>
</tr>
<tr>
<td>CEP 824 Programming Concepts for K12 Educators</td>
<td>3</td>
</tr>
<tr>
<td>CEP 833 Creativity in K12 Computing Education</td>
<td>3</td>
</tr>
</tbody>
</table>

Effective Fall 2018.
2. Request to 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. Request to change the requirements for the **Bachelor of Arts** degree in **Education** in the Department of Teacher Education. The Teacher Education Council (TEC) will consider this request at its March 12, 2018 meeting.

   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:

   - CEP 345 Language and Literacy Development and Disorders 3
   - LIN 401 Introduction to Linguistics 4

   Effective Fall 2018.
4. Request to change the requirements for Teacher Certification in the College of Education. The Teacher Education Council (TEC) will consider this request at its March 12, 2018 meeting.

   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

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

      ENG 327 Introduction to Playwriting 3

      (5) In item 3. b. add the following courses:

      ENG 340 Theory and Methods of Popular Culture Studies 3
      FLM 381 Contemporary Film and Media Theory 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.
PART II - NEW COURSES AND CHANGES

COLLEGE OF ARTS AND LETTERS

LIN 230 Languages of the World
Summer of every year. 3(3-0)
NEW 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. Explore what happens when languages come in contact and symbolic functions of language.
Effective Summer 2019

LIN 427 Laboratory Phonetics
Fall of every year. 3(3-0) P: LIN 200 or LIN 401
NEW This course is intended to introduce students to the basic concepts, principles and methods of modern phonetics. They will gain an understanding of what human speech is and how it works. By the end of the course, they will be able to reflect on their own speech and the speech of those around them, and they will be able to analyze what they observe and discuss it in a meaningful way.
Effective Fall 2018

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

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

WS 424 Seminar in Queer Studies (D)
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.
NEW 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
ELI BROAD COLLEGE OF BUSINESS

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

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.


SA: MSC 310

Effective Spring 2013 Effective Fall 2018

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 Marketing 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

SCM 898  Supply Chain Consulting and Auditing
Spring of every year. 3(3-0) P: 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
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.

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.

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.

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.

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 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.
NEW Knowledge, skills and abilities relevant to organizational leaders including communication, collaboration, creativity, community, conflict, change and core values will be addressed.
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.
NEW Fundamentals of organizational communication, organizational mission statement, leadership, building successful teams, facilitating meetings, and communicating innovation.
Effective Fall 2016 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.
NEW Media analytics what they are, and how and why they are applied 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.
NEW This course will cover basic concepts of digital analytics and actual use of live data to generate consumer insights on major aspects of a website or mobile app, such as user profiles, traffic sources, navigation patterns, conversion ratios and path to purchase. It will also cover how to interpret analytics and put it into a strategic plan.
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.
NEW Qualitative skills regarding social media storytelling, including finding, making sense, verifying, assessing and creating stories for online networking platforms.
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.
NEW 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.
NEW A final group-based project designed to integrate program learning and demonstrate facility with digital communication.
Effective Fall 2016 Effective Fall 2018
CEP 814  Computational Thinking for K12 Educators  
Fall of every year. 3(3-0) R: Open to graduate students.  
NEW  
Teaching computational thinking to K12 students.  
Effective Fall 2018

CEP 824  Programming Concepts for K12 Educators  
Fall of every year. 3(3-0) R: Open to graduate students.  
NEW  
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) R: Open to graduate students.  
NEW  
Intersections between creativity and computing in cross-disciplinary K12 contexts and subject areas.  
Effective Fall 2018