



College of COMMUNICATION ARTS and SCIENCES

James D. Spaniolo, DEAN

The College of Communication Arts and Sciences is established on the principle that communication is basic to a democratic society. To be an effective citizen, one must be able to receive and evaluate information competently, and in turn transmit one's thoughts, attitudes, and feelings to others.

The purposes of the College of Communication Arts and Sciences are:

1. To insure a broad liberal education for all its students.
2. To give its students a clear understanding of the role of communications media in society.
3. To educate its students in greater depth in one or more of the specialized areas within the College.
4. To conduct communications research, and to use the results of such research for the benefit of society.
5. To offer all students in the University the opportunity to learn about the processes and techniques of communication.
6. To extend its services to the people of Michigan.

To meet these goals, communication arts and sciences programs provide two kinds of education: (1) education *in* communications—courses offered by the College of Communication Arts and Sciences, and (2) education *for* communication—the broad background courses available throughout the University outside the College. Primary emphasis is upon the liberal education offered by the background courses, for no person can be either an effective professional communicator or an intelligent consumer of communications without the knowledge upon which to base a critical evaluation of the message being communicated. The largest part of the programs of all communication arts and sciences students will be concerned with general education.

The College includes the departments of Advertising, Audiology and Speech Sciences, Communication, and Telecommu-

nication, and the School of Journalism. Through them, programs are offered leading to the Bachelor of Arts, Master of Arts, and Doctor of Philosophy degrees.

Undergraduate students may take an additional major. The courses taken by the students in additional major programs are expected to be those which will best provide training to prepare the students to meet their desired career goals. The program of courses taken for a major in the College of Communication Arts and Sciences or in any Department of the College will be established through an individual contract developed by the student and the adviser in the College or appropriate departmental office. This program will be on file with the college offices involved, with the persons assigned to advise the student, and with the student.

UNDERGRADUATE PROGRAMS

Students meeting the general requirements for admission as freshmen and sophomores to the University are enrolled in the Undergraduate University Division. Such students may declare a major preference in the College of Communication Arts and Sciences and be assigned an adviser from the College. During the first two years a student should enroll in courses related to the University requirements as described in the *Undergraduate Education* section of this catalog.

When students reach junior standing (56 credits), their academic records are evaluated to determine if they meet the requirements for admission into the College as juniors.

Students within the College are strongly encouraged to see their academic advisers before they enroll in courses. Students are encouraged to elect courses in the College consistent with the requirements of their majors and consistent with their academic and career goals.

COMMUNICATION ARTS AND SCIENCES
Undergraduate Programs

Admission as a Junior to the College of Communication Arts and Sciences

The number of students admitted as juniors to advertising and journalism is limited. For additional information, refer to the statements on the Department of Advertising and the School of Journalism.

The minimal College criteria for admission as a junior to any of the majors in the College are:

1. Completion of at least 56 credits acceptable to the College.
2. An academic record in all work accepted by the College which at least meets the requirements of Academic Standing of Undergraduate Students. Included in this must be a grade–point average of not less than 2.00 in all courses taken in the College of Communication Arts and Sciences.
3. Acceptance as a major in a department or school of the College.

Graduation Requirements

1. The University requirements for the bachelor's degree as described in the *Undergraduate Education* section of this catalog.
2. A minimum of 60 credits in courses given outside the College of Communication Arts and Sciences.
3. The specific requirements of a major program, with no more than the maximum number of credits that is permitted in the major. (Refer to the statements for the academic units in the College that follow.)
4. A minimum grade–point average of 2.00 in courses taken in the student's major.
5. At least 40 credits in courses numbered at the 300 and 400 levels.

Honors Study

The College of Communication Arts and Sciences encourages honors students to develop distinctive undergraduate programs in the fields offered by the several academic units. A member of the faculty is selected to serve as adviser to Honors College students in each major field, and it is the adviser's responsibility to help the student plan a rigorous and balanced program which will also reflect the student's special interests and competencies. Independent study experience is strongly encouraged when relevant to the student's total program.

TEACHER CERTIFICATION OPTIONS

The audiology and speech sciences disciplinary major and the journalism disciplinary major leading to the Bachelor of Arts degree in the College of Communication Arts and Sciences are available for teacher certification.

Communication and journalism disciplinary minors in the College of Communication Arts and Sciences are also available for teacher certification.

Students who elect the audiology and speech sciences disciplinary major must contact the Department of Audiology and Speech Sciences.

Students who elect the communication disciplinary minor must contact the Department of Communication.

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

For additional information, refer to the statements on the audiology and speech sciences disciplinary major and the journalism disciplinary major, and to the statement on *TEACHER*

CERTIFICATION in the *Department of Teacher Education* section of this catalog.

SPECIALIZATION IN PUBLIC RELATIONS

The specialization in public relations, which is administered by the College of Communications Arts and Sciences, is available as an option to students in the Departments of Advertising, Communication, and Journalism. With the approval of the department that administers the student's degree program, courses that are used to satisfy the requirements for the specialization may also be used to satisfy the requirements for the bachelor's degree.

The specialization is designed to provide a broad understanding of the role of public relations in contemporary society, as well as knowledge and experience in developing public relations materials for use in corporate, governmental, and nonprofit organizational settings. Areas of focus include public relations and society, writing for the media, public relations techniques, research methods, and campaigns. In combination with the student's major, the program will provide training for students seeking entry-level positions in the industry.

Students seeking admission to the specialization should contact the Dean's Office in the College of Communication Arts and Sciences. To be considered for admission, a student must have been formally admitted as a junior to a degree program in one of the participating departments and must have a 3.0 cumulative GPA as of the semester prior to the application. If the number of applicants meeting the basic qualifications exceeds the number of spaces available, selection will be conducted through a random selection process.

Requirements for the Specialization in Public Relations

The students must complete the requirements specified below (17 to 19 credits):

1. All of the following courses: 11
ADV 227 Principles of Public Relations 4
CAS 492 Special Topics¹ 3
COM 200 Methods of Communication Inquiry 4
2. One of the following courses: 3 or 4
JRN 200 Newswriting and Reporting I 4
JRN 205 Writing for Media 3
3. One of the following courses: 3 or 4
AEE 401 Agriculture and Natural Resources 3
Communications Campaigns 3
CAS 492 Special Topics² 4
COM 475 Communication Campaign Design and Analysis (W) 4

Upon completion of the requirements of the specialization in public relations, the student should contact the Dean's Office in the College of Communication Arts and Sciences and request certification for the specialization. After the certification is approved by the College, the Office of the Registrar will enter on the student's academic record the name of the specialization and the date that it was completed. This certification will appear on the student's transcript.

¹ Special Topics section *Public Relations Techniques*.

² Special Topics section *Public Relations Campaign*.

GRADUATE STUDY

The College of Communication Arts and Sciences offers programs leading to the Master of Arts degree in each of its academic units. The College also offers a program in health communication leading to the Master of Science degree. In addition, the College offers programs leading to the Doctor of Philosophy degree in Audiology and Speech Sciences, Audiology and Speech Sciences–Urban Studies, Communication, and the Mass Media. Specific requirements depend upon the

major area, the interests of the student, and the recommendations of the major adviser or the guidance committee.

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

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

Students majoring in other colleges of the University may elect courses or cognates in communication arts and sciences.

Practical experience in communication research may be obtained through participation in projects of the various academic units.

Academic standards for admission and retention; degree requirements; and residence, transfer credit and time limit requirements are in accordance with University regulations as shown in the *Graduate Education* section of this catalog.

Students who are enrolled in master's or doctoral degree programs in the College may elect an interdepartmental specialization in cognitive science. For additional information, refer to the statement on *Interdepartmental Graduate Specializations in Cognitive Science* in the *College of Social Science* section of this catalog.

Students who are enrolled in Master of Arts and Doctor of Philosophy degree programs in the Department of Audiology and Speech Sciences may elect specializations in infant studies. For additional information, refer to the statement on *Interdepartmental Graduate Specializations in Infant Studies* in the *College of Social Science* section of this catalog.

Master of Arts

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

Admission

For admission to regular status, at least a 3.00 average in all work completed in the third and fourth years of undergraduate study is required. Some students with an average of less than 3.00 but not less than 2.50 for those two undergraduate years may be admitted for up to 15 credits of graduate work on provisional status.

Requirements for the Degree

All degree programs require a minimum total of 30 credits with the following exceptions:

1. 34 credits are required for the master's degree in audiology and speech sciences;
2. 33 credits are required for the master's degree in communication—urban studies;
3. 33 credits are required for the master's degree in health communication;
4. 33 credits are required for the master's degree in journalism under Plan B (without thesis);
5. 40 credits are required for the master's degree in telecommunication—urban studies with information technologies and services management as the area of specialization;
6. 31 credits are required for the master's degree in telecommunication—urban studies with media arts as the area of specialization;
7. 37 credits are required for the master's degree in telecommunication—urban studies with multichannel/broadcast management as the area of specialization;

8. 34 credits are required for the master's degree in telecommunication—urban studies with social effects of media as the area of specialization.

Academic Standards

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

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

Doctor of Philosophy

For students taking the Doctor of Philosophy program in the College of Communication Arts and Sciences, there are four options—Audiology and Speech Sciences, Audiology and Speech Sciences—Urban Studies, Communication, and Mass Media. The Mass Media Ph.D. Program, offered jointly by the Department of Advertising, the School of Journalism, and the Department of Telecommunication, is administered by the College of Communication Arts and Sciences. Further information regarding doctoral study in the College of Communication Arts and Sciences may be obtained from the College office or from the five academic unit offices.

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

Admission

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

Requirements for the Degree

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

Academic Standards

When a student receives a grade below 3.0 in more than two 400-level or higher courses taken for graduate credit at Michigan State University, or does not have a 3.00 average when 15 credits have been earned, the student is automatically withdrawn from the program. A graduate student who has been

COMMUNICATION ARTS AND SCIENCES
Graduate Study

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

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

COMMUNICATION ARTS AND SCIENCES-MASS MEDIA

Doctor of Philosophy

The interdepartmental doctoral program in the mass media is administered by the College of Communication Arts and Sciences through the program Executive Committee and the appointed chairperson of the Executive Committee. The faculty of the program includes the faculties of the three participating departments.

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

The doctoral program in the Mass Media is designed to prepare teachers and scholars who will help new generations make more enlightened use and greater demands of the mass media system. The program examines the emerging body of public policy, the rapidly changing technology for both domestic and international distribution, the complex media content, audience consumption patterns, and economic structure as it relates to media performance.

Development of original, independent scholarship, mastering of research methods, and development of skill as a teacher are central expectations of students in the program. An integral part of the academic program is experience in teaching and research. Students are normally expected to serve as graduate teaching assistants while enrolled in the program. The level of responsibility in teaching and research activities increases as students move through the program.

During the first year of the program, students enroll in six required interdepartmental core courses that are designed to provide a common background on media and research methods.

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

Admission

Students are admitted only for the fall semester. Applicants should have both an undergraduate degree and a master's degree, or equivalent. At least one of the degrees should be in an

academic field related to the program. Exceptional candidates may be admitted without a master's degree; supplementary coursework may be required for those students. Students without background in research methods may be advised to take preparatory coursework prior to entering the program. Applicants with professional media experience may be given special consideration. Scores on the Graduate Record Examination General Test are required. All application materials are due in the program office by February 1. Late applications may be considered.

Complete details concerning application may be obtained from the program office in the college.

Guidance Committee

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

Requirements for the Doctor of Philosophy Degree in Communication Arts and Sciences—Mass Media

The student must meet the requirements specified below:

	CREDITS
1. All of the following courses:	24
a. <i>Core Courses</i> (18 credits):	
ADV 921 Media Theory	3
ADV 975 Quantitative Research Design	3
JRN 916 Qualitative Research Methods	3
JRN 930 Law and Public Policy of the Media	3
TC 960 Media and Technology	3
TC 965 Media Economics	3
b. <i>Other courses</i> (6 credits):	
CAS 992 Doctoral Seminar	3
CAS 993 Research Internship ¹	3
2. Specialty Area: Five courses approved by the student's guidance committee	15 to 20
3. Methods Specialty: Three courses approved by the student's guidance committee	9 to 12
4. Three additional credits of course work in a specialty area, in the methods specialty, or in Communication 993 as approved by the student's guidance committee	3

¹ Two of the 3 required credits of Communication Arts and Sciences 993 must be taken during the second year of the program. At least two separate research project experiences must be included within the three credits required in this course.

HEALTH COMMUNICATION

Master of Arts

The College of Human Medicine cooperates in offering the interdisciplinary master's degree program in health communication, which is administered by the College of Communication Arts and Sciences. The program is designed to prepare students to harness the power of communication principles and strategies in an effort to promote public health. The program is designed to help students to gain a broad understanding of health communication theory and principles; to gain practice in creating effective health communication programs and messages; and to learn how to design, use, and critique relevant research. Graduates may pursue careers with government agencies, hospitals, HMOs, insurance companies, the medical trade press, and other organizations with a focus on health.

Individualized programs of study can be tailored to accommodate a broad range of individuals, including former health-care professionals who wish to become more proficient in communication skills and communications professionals who seek specialized course work in health and medicine. In addition to completing core courses in health communication and epidemiology and an internship with a local, state, or national organization, students may choose electives from a broad range

of health-related courses offered throughout the University. Students may select courses that are related to broad areas within health communication such as health communication theory and principles, research methods and skills, designing health communication messages, and health communication within the context of policy and public health.

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

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

1. a statement of purpose outlining academic and professional goals.
2. two letters of reference from persons who are familiar with the applicant's academic and professional work.
3. scores on the Graduate Record Examination General Test.

Although grades are not the sole determining factor in admissions decisions, students are expected to have achieved an undergraduate grade-point average of at least 3.25 in the last two semesters of the bachelor's degree program. Application materials must be received by February 1. Students will be admitted only for the Fall semester.

Requirements for the Master of Arts Degree in Health Communication

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

	CREDITS
1. All of the following courses:	9
CAS 825 Mass Communication and Public Health	3
CAS 826 Health Communication for Diverse Populations	3
HM 810 Introduction to Descriptive and Analytical Epidemiology	3
2. One of the following courses:	3 or 4
ADV 875 Advertising and Public Relations Research	4
COM 800 Communication Programs and Evaluation	3
JRN 817 Quantitative Research in Journalism	3
TC 876 Research Methods in Telecommunication	3
3. One of the following courses:	3
TC 824 Media Campaigns and Formative Evaluation	3
JRN 824 Health and Science Writing	3
4. One of the following courses:	3
ADV 493 Advertising/Public Relations Internship ¹	3
COM 493 Internship ¹	3
JRN 493 Journalism Internship ¹	3
TC 493 Telecommunication Internship ¹	3
5. Electives:	14 or 15
Additional credits in courses related to health communication that have been approved by the student's academic adviser.	
6. Pass a final written examination.	

¹ If this course was used to satisfy the requirements for the bachelor's degree, it may *not* also be used to satisfy the requirements for the Master of Arts degree with a major in health communication.

DEPARTMENT of ADVERTISING

Bonnie Reece, Chairperson

UNDERGRADUATE PROGRAM

The undergraduate program in advertising is designed to assist students in acquiring the knowledge and skills which will help them to qualify for careers in advertising and public relations. Such careers are possible with manufacturers, advertising agencies, the mass media, government, various nonprofit organizations and many other sectors of the economy. Since a

graduate degree often is important to long-term success in such careers, the undergraduate program is designed also to prepare qualified students for graduate studies in advertising, public relations and related fields.

The Department stresses flexibility and broad perspectives. The intellectual disciplines underlying advertising cut across the arts and sciences. Central to the field is the study of communication and other behavioral sciences, marketing and other business subjects, the creation and production of advertising messages, the selection and use of the mass media and the allocation of resources to advertising and public relations programs. Course work is designed to provide knowledge of principles basic to all advertising and public relations activities, including the creative, managerial, media, and research specializations, and to assure the richest possible background to prepare the student for meeting individual and social responsibilities.

At least three-fourths of each student's course work provides a broad general education for advertising and public relations in areas such as English and the humanities, natural sciences, economics, behavioral sciences, and marketing and business administration. About one-fourth of each program consists of courses in advertising, including advertising management, consumer research, copy writing, media planning, and social responsibility.

The State News, other local media, retailers, and advertisers in the Lansing area offer opportunities to obtain experience in planning and preparing advertising. Summer work in advertising and related fields often is available with media, manufacturers and advertising agencies in other cities. The Michigan State University Advertising Association has special activities for students, as do the Public Relations Student Society of America and the student chapter of the Business/Professional Advertising Association. Student teams regularly enter the American Advertising Federation national advertising campaign competition.

Admission as a Junior

Enrollments in the Department of Advertising are limited. In addition to the University and College requirements, minimal criteria for application as a major in advertising are:

1. Completion of Advertising 205 with a minimum grade of 2.0.
2. Completion of Economics 201 and 202 and Psychology 101 with a combined minimum grade-point average of 2.00.

Admission is based on the cumulative grade-point average of all courses taken; the grade in Advertising 205; and the combined grade-point average in Economics 201 and 202 and Psychology 101. In addition, factors such as work experience, diversity, and residency may be considered.

To be considered for admission, upper division students transferring from another institution must have completed at least 2 of the 4 required courses for admission as a junior referenced above with a combined minimum grade-point average of 2.00. If one of the required courses is equivalent to Advertising 205, then the individual course grade must be 2.0 or better. Transfer students who are admitted to the advertising major will have one semester to complete any of the remaining requirements for admission as a junior referenced above.

For additional information about procedures for admission as a junior, students should contact the Coordinator of Undergraduate Student Affairs, College of Communication Arts and Sciences.

COMMUNICATION ARTS AND SCIENCES
Department of Advertising

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

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

**Requirements for the Bachelor of Arts
Degree in Advertising¹**

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.
The University's Tier II writing requirement for the Advertising major is met by completing Advertising 317, 465, and 486. Those courses are referenced in item 3. b. 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. A grade-point average of 2.00 or higher in Accounting 230, Advertising 205, and Economics 202.
- b. The following Advertising courses: 23 to 40
All of the following Advertising Core Courses (23 credits):
ADV 205 Principles of Advertising 3
ADV 317 Creative Strategy and Execution 4
ADV 346 Advertising Media Planning and Strategy 4
ADV 465 Advertising and Social Responsibility 4
ADV 473 Consumer Research and Advertising
Planning 4
ADV 486 Advertising Management 4
The completion of Advertising 465 and 486 satisfies the capstone/ synthesis requirement for the Advertising major.

Advertising electives. A maximum of 17 additional credits may be earned in Advertising courses to meet the requirement of at least 23, but not more than 40 credits in courses in the major. Electives may be chosen from ADV 227 Principles of Public Relations, ADV 321 Advertising Graphics and Production, ADV 417 Advanced Creative Strategy and Execution for Broadcast Media, ADV 449 Direct Response Advertising and Promotion Management, ADV 470 International Advertising, ADV 490 Independent Study, and ADV 493 Advertising/Public Relations Internship. Advertising 227 and 417 place significant emphasis on writing.

- c. The following required courses in other departments: 28 or 29
Accounting 230 (3 credits).
Computer Science and Engineering 101 or 131 (3 credits).²
Economics 201 and 202 (6 credits).
Journalism 205 plus one additional writing course approved by the Department of Advertising (6 credits).
Marketing and Supply Chain Management 300 (3 credits).
Psychology 101 (4 credits).
Literature: 3 or 4 credits in English or foreign language literature courses.
Some of the courses listed above are prerequisites for certain Advertising Core Courses and should be completed before enrolling in the Core Courses. Students should note that Accounting 230 is a prerequisite for Marketing and Supply Chain Management 300.
- d. Only credits in courses graded on the numerical or Pass-No Grade system may be counted toward the requirements for the Advertising major. Advertising students may not enroll in courses required for the major, including courses in other departments, on a Credit-No Credit basis.

The total range of credits for the Advertising major, excluding University and College requirements, and excluding elective credits outside the major, is 56 to 74 credits. Students should meet with their academic advisers concerning the minimum and maximum numbers of elective credits available to them at various stages in their programs.

Recommended Electives:

- The following courses are supportive of and related to the Advertising major:
- ACC 202 Principles of Management Accounting 4
 - COM 100 Human Communication 3
 - MGT 302 Management and Organizational Behavior 4
 - MGT 310 Human Resource Management 3
 - MSC 302 Consumer and Organization Buyer Behavior 3
 - MSC 317 Quantitative Business Research Methods 3
 - MSC 413 Personal Selling and Sales Management 3
 - PHL 130 Logic and Reasoning 3
 - PKG 210 Principles of Packaging 3
 - SOC 100 Introduction to Sociology 4
 - STT 200 Statistical Methods 3

TC	100	The Information Society	3
TC	275	Effects of Mass Communication	3

¹ Students should note that the possibility of restricted enrollments in certain required courses offered by the College of Business exists.

² Students who pass a waiver examination for Computer Science and Engineering 101 will not be required to complete Computer Science and Engineering 101 or 131.

SPECIALIZATION IN PUBLIC RELATIONS

Students who are enrolled in the Bachelor of Arts degree program with a major in advertising may elect a specialization in public relations. For additional information, refer to the *Specialization in Public Relations* statement.

GRADUATE STUDY

The Department of Advertising offers professional graduate programs leading to the Master of Arts degree and participates in the doctoral program in the Mass Media.

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

Master of Arts

The Department offers two programs leading to the Master of Arts degree: one in advertising and one in public relations. Both programs provide an intensive professional preparation for careers in these fields. Course work focuses on the general principles and practices underlying all advertising and public relations activities, as well as specialized areas of advertising such as management, media planning, consumer behavior, or research.

The master's degree programs are available under either Plan A (with thesis) or Plan B (without thesis). By registration week of the semester preceding the semester of graduation, each student must have chosen to complete the Plan A or Plan B requirements.

Requirements for the degree include course work in other academic units within the University. Concepts and analytical techniques derived primarily from the behavioral sciences and business administration are especially important. The student's master's degree program must be approved by the student's academic adviser.

Only course work which does not apply to degree requirements may be taken on a credit-no credit basis.

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

Admission

Admission to departmental programs is determined by an evaluation of information regarding the applicant's academic record, goals and motivation, experience, personal references, and other items submitted as indicators of intellectual, creative, and administrative capabilities. The Graduate Record Examination General Test is also required. The Graduate Management Admission Test (GMAT) is not required, but scores on this test may be submitted.

Although evidence other than grades influences the admission decision, the Department uses the following guidelines: students whose grade-point averages for the third and fourth years of undergraduate study are 3.25 or better are admitted to regular status; students whose grade-point averages are 3.00 to 3.24 may be admitted to provisional status; and stu-

DEPARTMENT of AUDIOLOGY and SPEECH SCIENCES

Jerry L. Punch, Chairperson

UNDERGRADUATE PROGRAM

The department's programs focus on the study of both normal and disordered aspects of speech, language, and hearing, and the application of such knowledge to the diagnosis and treatment of communication disorders. Areas of specialization within the department are speech–language pathology, audiology, and speech and hearing sciences.

The undergraduate program is preparatory for graduate study in human communication sciences and disorders. It provides academic background necessary for graduate education and professional certification in speech–language pathology and audiology. Students majoring in audiology and speech sciences plan to pursue careers as speech–language pathologists, audiologists, or speech and hearing scientists, and eventually work in such settings as hospitals, schools, clinics, government, rehabilitation programs, and universities.

A Bachelor of Arts degree is awarded to students who complete the undergraduate program satisfactorily. Students should note that the provision of speech–language pathology or audiology services requires a minimum of a master's degree plus professional certification. In order for MSU to recommend a student with a disciplinary major in audiology and speech sciences for teacher certification, the student must have completed a master's degree.

Requirements for the Bachelor of Arts Degree in Audiology and Speech Sciences

- 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 Audiology and Speech Sciences.

The University's Tier II writing requirement for the Audiology and Speech Sciences major is met by completing Audiology and Speech Sciences 344 and 364. Those courses are referenced in item 3.b.(1) below.

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

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|---|----------|
| | CREDITS |
| a. A grade–point average of 2.00 or higher in Audiology and Speech Sciences 214, 232, 255, and 333. | |
| b. The following Audiology and Speech Sciences courses: | 39 to 45 |

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|--|---|
| (1) All of the following courses (33 credits): | |
| ASC 203 Introduction to Communication Sciences and Disorders | 3 |
| ASC 214 Anatomy and Physiology of the Speech and Hearing Mechanism | 4 |
| ASC 232 Descriptive Phonetics | 2 |
| ASC 255 Speech and Hearing Sciences | 5 |
| ASC 333 Oral Language Development | 3 |
| ASC 344 Evaluation Procedures in Audiology | 4 |
| ASC 364 Evaluation Procedures in Speech–Language Pathology | 4 |
| ASC 394 Guidelines for Clinical Practice | 2 |
| ASC 443 Aural Rehabilitation | 3 |
| ASC 463 Intervention Procedures in Speech–Language Pathology | 3 |

The completion of Audiology and Speech Sciences 443 and 463 satisfies the capstone/synthesis requirement for the Audiology and Speech Sciences major.

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|--|--------|
| (2) A minimum of 6 credits from the following courses: | |
| ASC 113 Oral Communication Principles and Skills | 3 |
| ASC 433 Language Dialect Differences in Applied Contexts | 3 |
| ASC 483 School-Based Communication Disorders Programs | 3 |
| ASC 490 Independent Study | 1 to 4 |

dents whose grade–point averages are below 3.00 are rarely admitted.

A background in advertising and/or public relations, either from experience or from undergraduate study, is needed before students can begin graduate study. Students without adequate background will be required to remedy significant deficiencies through collateral course work or individual study.

Because of the sequencing of graduate–level courses, it is best if students who have had significant undergraduate coursework in advertising or public relations enter the program in the fall semester. Students who need to do preparatory work for the program should enroll the preceding spring or summer semester.

Requirements for the Master of Arts Degree in Advertising

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

Requirements for Both Plan A and Plan B:	CREDITS	
1. All of the following courses:		18
MSC 805 Marketing Management	3	
ADV 823 Consumer Behavior	4	
ADV 826 Advertising and Promotion Management	4	
ADV 865 Advertising and Society	3	
ADV 875 Advertising and Public Relations Research	4	

Additional Requirements for Plan A:	12
1. The following course (4 to 8 credits):	
ADV 899 Master's Thesis Research	4 to 8
2. Additional credits from the courses listed below, or in other courses, as approved by the student's academic adviser (4 to 8 credits):	
ADV 846 Management of Media Programs	3
ADV 870 International Advertising	3
ADV 890 Independent Study	1 to 6

Additional Requirements for Plan B:	12
1. Twelve additional credits from the courses listed below, or in other courses, as approved by the student's academic adviser:	
ADV 846 Management of Media Programs	3
ADV 870 International Advertising	3
ADV 890 Independent Study	1 to 6

The final certifying examination is a written examination.

Requirements for the Master of Arts Degree in Public Relations

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

Requirements for Both Plan A and Plan B:	CREDITS	
1. All of the following courses:		18
MSC 805 Marketing Management	3	
ADV 826 Advertising and Promotion Management	4	
ADV 850 Public Relations Planning	3	
ADV 860 Media Relations	4	
ADV 875 Advertising and Public Relations Research	4	

Additional Requirements for Plan A:	12
1. The following course (4 to 6):	
ADV 899 Master's Thesis Research	4 to 8
2. A minimum of 4 additional credits, as approved by the student's academic adviser.	
Additional Requirements for Plan B:	12
1. Twelve additional credits, as approved by the student's academic adviser.	

The final certifying examination is a written examination.

For additional information contact the Department of Advertising.

Doctor of Philosophy

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

COMMUNICATION ARTS AND SCIENCES
Department of Audiology and Speech Sciences

- ASC 494 Clinical Practicum in Communication Disorders 2
- (3) Audiology and Speech Sciences electives: A maximum of 6 additional credits may be earned in Audiology and Speech Sciences courses to meet the requirement of at least 39, but not more than 45, credits in courses in the major.
- c. The following courses in other departments: 16 or 17
 - (1) One of the following courses (3 credits):
 - CSE 101 Computing Concepts and Competencies . . . 3
 - CSE 131 Introduction to Technical Computing 3
 - (2) One of the following courses (3 or 4 credits):
 - LIN 200 Introduction to Language 3
 - LIN 401 Introduction to Linguistics 4
 - (3) One of the following courses (3 credits):
 - FCE 225 Ecology of Lifespan Human Development in the Family 3
 - PSY 244 Developmental Psychology: Infancy Through Childhood 3
 - (4) The following course (4 credits):
 - PSY 101 Introductory Psychology 4
 - (5) One of the following courses (3 credits):
 - PSY 295 Data Analysis in Psychological Research 3
 - STT 200 Statistical Methods 3
- d. Only credits in courses graded on the numerical or Pass–No Grade system may be counted toward the requirements for the Audiology and Speech Sciences major. Audiology and Speech Sciences students may not enroll in courses required for the major, including courses in other departments, on a Credit–No Credit basis.
 The total range of credits for the Audiology and Speech Sciences major, excluding University and College requirements, and excluding elective credits outside the major, is 59 to 65. Students should meet with their academic advisers concerning the minimum and maximum numbers of elective credits available to them at various stages in their programs.

TEACHER CERTIFICATION OPTION

The audiology and speech sciences disciplinary major leading to the Bachelor of Arts degree is available for teacher certification.

In addition to completing the requirements for both the Bachelor of Arts and Master of Arts degrees with majors in audiology and speech sciences, students with an audiology and speech sciences disciplinary major must complete:

1. the following additional disciplinary courses: Audiology and Speech Sciences 433 and 483. Those courses may be used to satisfy the requirement referenced in item 3. b. (2) under the heading *Requirements for the Bachelor of Arts Degree in Audiology and Speech Sciences*, as well as the requirements for teacher certification.
2. the following pedagogy courses: Teacher Education 150, 301, 501, and 842; Counseling, Educational Psychology and Special Education 240. Those courses, plus Audiology and Speech Sciences 483, constitute *all* of the pedagogy courses that are required for students with an audiology and speech sciences disciplinary major; such students are *not* required to complete Teacher Education 401, 402, 502, 801, 802, 803, and 804.

Students who elect the audiology and speech sciences disciplinary major must contact the Department of Audiology and Speech Sciences.

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

GRADUATE STUDY

The Department of Audiology and Speech Sciences offers graduate programs of study leading to the Master of Arts and Doctor of Philosophy degrees in the specialty areas of speech–language pathology, audiology, and speech and hearing sciences. The interests and resources in the department are comprehensive and broad, permitting the specialized and advanced study of human communication sciences and disorders. Students learn about the normal and disordered

processes of speech, language, and hearing. They study the nature, diagnosis, and treatment of communication disorders, as well as the basic and applied scientific aspects of human communication sciences and disorders.

The department's Herbert J. Oyer Speech–Language–Hearing Clinic and numerous off–campus facilities provide opportunities for students to gain extensive and varied practicum experiences in the diagnosis and treatment of communication disorders. Departmental laboratories provide students with opportunities to be involved in research and to learn about various research methodologies and instrumentation.

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

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

Students who are enrolled in Master of Arts and Doctor of Philosophy degree programs in the Department of Audiology and Speech Sciences may elect specializations in infant studies. For additional information, refer to the statement on *Interdepartmental Graduate Specializations in Infant Studies* in the *College of Social Science* section of this catalog. For additional information, contact the Department of Audiology and Speech Sciences.

AUDIOLOGY and SPEECH SCIENCES

Master of Arts

The master's degree programs in speech–language pathology and audiology provide academic and practicum experiences for students preparing for professional careers as speech–language pathologists or audiologists in settings such as schools, clinics, hospitals, and rehabilitation programs. The master's degree programs also provide the basis for further study for students who wish to pursue more advanced degrees. The master's degree programs in speech–language pathology and audiology have been accredited by the Educational Standards Board of the American Speech–Language–Hearing Association.

The master's degree programs are available under either Plan A (with thesis) or Plan B (without thesis). Each student is placed in the non–thesis option at the beginning of the Master of Arts program. A student who wishes to change to the thesis option may do so at any time with the approval of the student's academic adviser and the department chairperson. Once having transferred to the thesis option, however, it is not possible to transfer back to the non–thesis option. The student's master's degree program must be approved by the student's academic adviser.

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

Admission

Admission to regular status in the Master of Arts programs is contingent upon a bachelor's degree from an approved college or university, an academic grade–point average of 3.00 or bet-

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

All students who are pursuing a master's degree program in audiology and speech sciences are required to complete a senior- or graduate-level course in research methods. If the student is accepted for admission without having completed a senior-level course in research methods, the student will be required to complete such a course while enrolled in the master's degree program, in addition to the requirements for the master's degree listed below.

High achieving students who hold degrees in fields other than audiology and speech sciences may be accepted in the program on provisional status. They must, however, complete several courses in audiology and speech sciences and in other areas at the undergraduate level. At the completion of such designated courses, the student's credentials will be reviewed for admission to regular status.

The deadline for the receipt of all application material is the same as for the University; however, early applications are encouraged. Students who plan to pursue the specialty area of audiology are admitted only in fall semester. Students who plan to pursue the specialty area of speech-language pathology are encouraged to begin their studies fall semester, as well.

Requirements for the Master of Arts Degree in Audiology and Speech Sciences

At least 34 credits are required for the Masters Degree in Audiology and Speech Sciences under either Plan A or Plan B.

The student must complete the requirements for *either* the speech-language pathology specialty area *or* the audiology specialty area as specified below:

	CREDITS
Speech-Language Pathology	34
<i>Requirements for Both Plan A and Plan B (25 credits):</i>	
1. All of the following courses (22 credits):	
ASC 813 Neuroanatomy and Neurophysiology of Speech, Language, and Hearing	3
ASC 823A Acquired Language Disorders	3
ASC 823B Motor Speech Disorders	3
ASC 823C Voice Disorders	3
ASC 823D Fluency Disorders	3
ASC 823E Assessment of Childhood Language Disorders	3
ASC 894A Clinical Practicum in Speech-Language Pathology	4
2. One of the following courses (3 credits):	
ASC 823F Language Intervention: Early Stages	3
ASC 823G Language Intervention: Later Stages	3
<i>Additional Requirements for Plan A (9 credits):</i>	
1. Both of the following courses (7 credits):	
ASC 803 Research Methods in Communication Sciences and Disorders	3
ASC 899 Master's Thesis Research	4
2. Two additional credits in courses approved by the student's academic adviser.	
<i>Additional Requirements for Plan B (9 credits):</i>	
Nine additional credits in courses approved by the student's academic adviser.	
The final certifying examination is a written and oral examination.	

Audiology	34
<i>Requirements for Both Plan A and Plan B (25 credits):</i>	
1. All of the following courses:	
ASC 813 Neuroanatomy and Neurophysiology of Speech, Language, and Hearing	3
ASC 833 Auditory Psychophysics	3
ASC 843A Hearing Assessment	3
ASC 843B Differential Diagnostic Audiology	3
ASC 843C Hearing Amplification and Rehabilitation	3
ASC 843D Electrophysiologic Assessment	3

ASC 843E Special Populations in Audiology	3
ASC 894B Clinical Practicum in Audiology	4
<i>Additional Requirements for Plan A (9 credits):</i>	
1. Both of the following courses (7 credits):	
ASC 803 Research Methods in Communication Sciences and Disorders	3
ASC 899 Master's Thesis Research	4
2. Two additional credits in courses approved by the student's academic adviser.	
<i>Additional Requirements for Plan B (9 credits):</i>	
Nine additional credits in courses approved by the student's academic adviser.	
The final certifying examination is a written and oral examination.	

Doctor of Philosophy

The Department of Audiology and Speech Sciences offers doctoral programs directed toward advanced, specialized, scientific study of human communication sciences and disorders including speech, language, and hearing and their disorders. Doctoral programs of study are varied for students preparing for research, teaching, or clinical careers.

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

Admission

Admission to the doctoral program in audiology and speech sciences requires a minimum of a master's degree or the equivalent that focused on human communication sciences and disorders; evidence of high academic achievement; a minimum of three letters of recommendation (submitted on forms supplied by the department) attesting to the student's academic abilities and achievements, and to the student's potential for doctoral-level academic and research success; and approval of the department. Students must also submit a statement of purpose clearly specifying why they wish to pursue a doctoral degree.

Requirements for the Doctor of Philosophy Degree in Audiology and Speech Sciences

Students must meet the requirements specified below:

1. Complete core courses covering the areas of speech and hearing sciences, and related instrumentation; neuroanatomy and physiology; and psycholinguistics.
2. Complete courses and experiences addressing the following areas of research:
 - a. Statistical analysis of data.
 - b. Research design and methodology.
 - c. Research practicum.
3. Complete an approved major area of study of human communication sciences and disorders that includes courses and experiences which are thematically related.
4. Complete an approved minor or cognate area of study outside the department which is thematically related to and aligned with human communication sciences and disorders.
5. Pass a written and oral comprehensive examination addressing the preceding requirements.
6. Submit a dissertation based upon original research that represents a contribution to the scientific knowledge base of human communication sciences and disorders.

AUDIOLOGY and SPEECH SCIENCES— URBAN STUDIES

The Department of Audiology and Speech Sciences offers an interdepartmental Doctor of Philosophy degree program in audiology and speech sciences-urban studies.

To be admitted to the major in audiology and speech sciences—urban studies, students must meet the requirements for admission to the Doctor of Philosophy degree program with a major in audiology and speech sciences. They must also meet the requirements for admission as specified in the statement on *Interdepartmental Graduate Programs in Urban Studies* in the *Graduate Education* section of this catalog.

Students who are admitted to the major in audiology and speech sciences—urban studies must meet the requirements for the major in audiology and speech sciences leading to the Doctor of Philosophy degree. They must also meet the requirements for the urban studies component of the program as specified in the statement on *Interdepartmental Graduate Programs in Urban Studies*.

The courses that are used to meet requirements 1 and 2 for the urban studies component of the program may also be used to meet the minor field requirements for the audiology and speech sciences component. However, courses that are used to meet requirements 1 and 2 for the urban studies component may not be counted toward the major field requirements for the audiology and speech sciences component.

DEPARTMENT of COMMUNICATION

Charles K. Atkin, Chairperson

UNDERGRADUATE PROGRAM

The goal of the major in communication is to prepare students to synthesize, analyze, and criticize major functions, structures, and processes of communication within interpersonal, organizational, and mediated communication contexts. This goal emphasizes developing broad conceptualizations and the ability to apply abstract concepts in communicating with others. The major is designed to equip its graduates: (a) to understand the processes involved in human interaction especially as these processes relate to a variety of cultural perspectives, (b) to work with diverse others in communication problem solving, (c) to identify and critically analyze the major theoretical perspectives in the field of communication, (d) to write and speak clearly using communication concepts, and (e) to develop transferable skills in problem solving in interpersonal interactions, in small group settings, and with diverse populations.

Undergraduate work in communication creates greater awareness of the intricate networks that shape human interaction. Communication study is designed to prepare students to become human relations specialists in industry, the media, and government as well as for graduate study and further professional education. Majors most commonly pursue careers in sales, fund raising, corporate recruiting and training, customer relations, public relations, and government.

Students who transfer from community or junior colleges may transfer a maximum of 10 credits in communication for the major. Such credit will not replace any required course unless it is so evaluated by the Department.

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

Ordinarily, students will not be permitted to pursue additional majors and second bachelor's degree majors in the De-

partment of Communication. Students seeking admission to a second bachelor's degree program or an additional major must meet the requirements for admission as a junior to the College of Communication Arts and Sciences.

Requirements for the Bachelor of Arts Degree in Communication

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

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

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

3. The following requirements for the major:

	CREDITS
a. The following courses outside the Department of Communication:	24 to 30
(1) The following course (3 credits):	
Philosophy 130.	
(2) One of the following courses (3 credits):	
Computer Science and Engineering 101 or 131. ¹	
(3) A required cognate in the behavioral and social sciences that consists of six courses from at least three of the following five departments: Anthropology, Economics, Political Science, Psychology, and Sociology (18 to 24 credits).	
b. The following Communication courses:	30 to 45
(1) A grade of 2.0 or higher must be achieved in each of these courses: Communication 200 (4 credits), 225 (3 credits), 240 (4 credits), and Telecommunication 275 (3 credits); each of these 4 courses <i>must</i> be completed prior to enrolling in any 300–400 level Communication courses.	
(2) Communication 391 (4 credits), a course emphasizing topics in culture and diversity.	
(3) <i>One</i> of the following communication specializations (7 credits):	
Interpersonal: Communication 325 and 425.	
Mass Media: Communication 375 and 475.	
Organizational: Communication 340 and 440.	
The completion of the four-hundred level course in any one of the specializations satisfies the capstone/synthesis requirement for the communication major.	
(4) Communication electives: additional credits in Communication courses as needed to meet the requirement of at least 30, but not more than 45, credits in courses in the major.	

The total range of credits for the Communication major, excluding University and College requirements, and excluding elective credits outside the major, is 62 to 79. Students should meet with their academic advisers concerning the minimum and maximum numbers of elective credits available to them at various stages in their programs.

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

¹ Students who pass a waiver examination for Computer Science and Engineering 101 will not be required to complete Computer Science and Engineering 101 or 131.

Areas of Emphasis

Students who are enrolled in the communication major are encouraged to structure their programs to include courses in one of the following cognates or emphases: business, telecommunication, mediation and dispute resolution, culture and diversity theory and research, or prelaw. Students should contact their academic advisers for additional information.

TEACHER CERTIFICATION OPTION

A communication disciplinary minor is available for teacher certification.

Students who elect the communication disciplinary minor must contact the Department of Communication.

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

SPECIALIZATION IN PUBLIC RELATIONS

Students who are enrolled in the Bachelor of Arts degree program with a major in communication may elect a specialization in public relations. For additional information, refer to the *Specialization in Public Relations* statement.

GRADUATE STUDY

The Department of Communication offers programs leading to the Master of Arts and Doctor of Philosophy degrees. Students who want to earn a master's degree in Communication pursue one of three programs of study: a predoctoral program that emphasizes knowledge generation, a program that emphasizes knowledge utilization, or a program that combines communication and urban studies. The Doctor of Philosophy degree program in Communication is for students who intend to become research scholars.

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

A more comprehensive description of the graduate programs, including standards and requirements for admission and retention, and information about financial assistance, may be obtained by writing to the Office of Graduate Studies, Department of Communication, 463 Communication Arts Building, Michigan State University, East Lansing, MI 48824-1212.

COMMUNICATION

Master of Arts

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

Admission

The department recommends that all persons seeking admission to the master's degree program in communication take the Graduate Record Examination (GRE) General Test. Although the GRE General Test is not required, applicants who have taken that examination will receive priority consideration in the admission process.

For admission to the master's program in communication for fall semester, the deadline for the receipt of application materials is April 1. For admission to the program for spring semester, the deadline for the receipt of application materials is October 15. Students are not admitted to the program during the summer.

Requirements for the Master of Arts Degree in Communication

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

Predocutorial Option	CREDITS 30
Only Plan A (with thesis) is available to students in the master's degree program in communication who elect the predoctoral option. The student must complete at least 30 credits for the degree including:	
1. All of the following courses (11 credits):	
COM 820 Communication Theory and Process	3
COM 899 Master's Thesis Research	4
COM 901 Communication Research Design I	4

2. One of the following courses (4 credits):
 - COM 801 Communication Research I
 - COM 902 Communication Research Design II
3. Seven to nine additional credits in Communication courses approved by the student's academic adviser.
4. Six to eight credits in courses outside the Department of Communication approved by the student's academic adviser.

Knowledge Utilization Option

- Only Plan B (without thesis) is available to students in the master's degree program in communication who elect the knowledge utilization option. The student must complete at least 30 credits for the degree including:
1. Both of the following courses (6 credits):
 - COM 800 Communication Programs and Evaluation
 - COM 820 Communication Theory and Process
 2. Nine to 17 additional credits in Communication courses approved by the student's academic adviser.
 3. Seven to 15 credits in courses outside the Department of Communication approved by the student's academic adviser.
- The final certifying examination is a written and oral examination that focuses on the student's course work.

Doctor of Philosophy

Communication is a social process by which human beings are linked through the creation, transmission, and reception of messages. The focus of this program is the scholarly analysis of that linkage, with an emphasis on the characteristics of the messages and channels through which linkage occurs.

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

Admission

February 1 is the deadline for applications for admission and for financial assistance for the succeeding fall semester. Late applications may be considered.

Students are admitted from heterogeneous educational backgrounds.

Requirements for the Doctor of Philosophy Degree in Communication

The student's program is organized around a set of experiences that simulate an interdependent community of communication scholars. These experiences are intended to maximize creative growth and development, and to provide the student with the skills needed to manage an intellectual community.

There are two basic tasks of a community of communication scholars, in each of which the student must demonstrate competence:

1. *Teaching.* The entering student receives training in instructional models and teaching methods in communication education. Each student serves as an apprentice in supervised teaching situations, leading to a demonstration of independent competence in teaching.
2. *Research.* The student is assigned to a task group that explores research questions to which the Department has assigned priority. Each student participates in various phases of on-going research projects. Responsibility for the design and conduct of research is increased as competence develops. Each student must present at least one major report of original research which has been conducted independently.

The first learning experiences in the program consist of the absorption of basic knowledge about communication theory and research, message analysis, and methods of inquiry. During the first year, the new student takes core course work in communication theory and research methods. Much of this work is team-taught by the faculty and engages the full-time curricular energies of the students. Students without back-

ground in communication or social science research may be advised to take some preparatory course work.

When the student has mastered this core material, usually by the end of two semesters of residence, the program's focus is directed toward specialization in one or more areas of communication activity. These include, but are not limited to, interpersonal communication, multicultural communication, organizational communication, and persuasion. For such specialization, the student is exposed to lecture courses and doctoral seminars within the Department, and to work in other departments which will supplement the mastery of these content areas.

From this point, the student moves to the final stages of the doctoral program—additional advanced seminars, comprehensive examinations, and/or a preliminary paper, and the ultimate goal of developing and defending a doctoral dissertation.

COMMUNICATION—URBAN STUDIES

The Department of Communication offers an interdepartmental Master of Arts degree program in communication–urban studies. Both Plan A (with thesis) and Plan B (without thesis) are available, and a minimum of 33 credits is required for the degree. Students who seek admission to this program should have an interest in a social science orientation to the study of communication and an interest in communication related activities in urban settings.

Admission

To be admitted to the major in communication–urban studies, students must meet the requirements for admission to the Master of Arts degree program with a major in communication. Students must also meet the requirements for admission as specified in the statement on *Interdepartmental Graduate Programs in Urban Studies* in the *Graduate Education* section of this catalog.

Requirements for the Master of Arts Degree in Communication—Urban Studies

In addition to meeting the requirements of the University and of the College of Communication Arts and Sciences, students who are admitted to the major in communication–urban studies must meet the requirements for the major in Communication leading to the Master of Arts degree, as well as the requirements for the urban studies component as specified in the statement on *Interdepartmental Graduate Programs in Urban Studies*.

Graduate Minors in Communication

The Department of Communication does not have a fixed minor which it offers to students in other departments. Rather, specific programs are arranged that best fit individual intellectual needs. Minor work is selected primarily from 800–level courses or the 900–level research methods sequence.

SCHOOL of JOURNALISM

Stephen Lacy, Acting Director

UNDERGRADUATE PROGRAMS

The School of Journalism prepares its graduates for a broad range of careers with newspapers, magazines, broadcasting, public relations, universities and government as writers, reporters, editors, managers and teachers. Education for work in any area of journalism requires mastery of fact gathering, writing, and editing skills, a firm commitment to the concept of free and independent news media, and a broad education in the liberal arts, social sciences, and physical and natural sciences. A firm grasp of standard English and the ability to communicate in it is essential for successful careers in the news media and other information services.

The Bachelor of Arts degree program in journalism has been accredited by the Accrediting Council on Education in Journalism and Mass Communications.

Admission as a Junior

Enrollments in the School of Journalism are limited. In addition to the University and College requirements, minimal criteria for application as a major in journalism are:

1. Completion of Journalism 108 and 200, with a minimum grade in each course of 2.0 in all credits attempted.
2. Completion of Economics 202.

Admission is based on the cumulative grade–point average of all courses taken and the grades in Journalism 108 and 200. In addition, factors such as work experience, diversity, and residency may be considered.

The number of transfer students admitted to the School of Journalism is also limited. To be considered for admission, upper division students transferring from another institution must have completed one economics course and at least two courses in journalism with a minimum grade in each journalism course of 2.0 in all credits attempted. A maximum of 6 semester credits in journalism courses taken at other institutions may be transferred as general journalism credits, but do not substitute for courses required of majors, unless they are from another accredited journalism program. Transfer students who are admitted to the journalism major with 6 semester credits in journalism are required to take a minimum of 23 credits in journalism courses at MSU. Transfer students will have one semester to complete the additional requirements for admission as a junior referenced above.

For additional information about procedures for admission as a junior, students should contact the Coordinator of Undergraduate Student Affairs, College of Communication Arts and Sciences.

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

Students seeking admission to a second bachelor's degree program or an additional major must meet the same requirements as for admission to the journalism major as a junior.

Requirements for the Bachelor of Arts Degree in Journalism

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

The University's Tier II writing requirement for the Journalism major is met by completing Journalism 300. That course is referenced in item 3. a. (2) below.

The completion of either of the two options referenced in item 3. b. (1) below satisfies the University mathematics requirement.

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. The following Journalism courses: | 29 |
| (1) Journalism 108 (3 credits). | |
| (2) Journalism 200 and 300 with a minimum grade-point average of 2.00 or higher for these two courses in all credits attempted (8 credits). | |
| (3) Journalism 430 (3 credits). | |
| (4) Journalism 480 (3 credits). | |
| The completion of Journalism 480 satisfies the capstone course requirement for the Journalism major. | |
| (5) One of the following survey courses: Journalism 325, 335, 345, 391 (3 credits). | |
| (6) Two additional Journalism laboratory courses, at least one of which must be at the 400 level (6 credits). | |
| (7) One additional Journalism course (3 credits). | |
| b. The following courses in departments <i>outside</i> the College of Communication Arts and Sciences: | 38 to 49 |
| (1) Mathematics: 5 to 7 credits. <i>One</i> of the following two options: | |
| (a) Mathematics 110 or 116 (5 credits). | |
| (b) Mathematics 103 and <i>one</i> of the following courses: Mathematics 104, 201; Statistics and Probability 200, 201 (6 or 7 credits). | |
| (2) Literature: 9 to 12 credits. At least one course at the 300-400 level is required. | |
| (3) History: 6 to 8 credits. At least one course at the 300-400 level is required. | |
| (4) Business and Economics: 6 credits including Economics 202 and <i>one</i> of the following courses: Accounting 230, Economics 201, Marketing and Supply Chain Management 101, Public Resource Management 201. | |
| (5) External Specialty: Four related courses of at least 3 credits each selected from one, or a combination, of the following categories and approved by the School of Journalism (12 to 16 credits): | |
| (a) 300-400 level courses in one department. | |
| (b) 300-400 level courses in different but related fields of study. | |
| (c) courses at any level in physical and natural sciences, statistics, and computer science. | |
| (d) courses in mathematics or a foreign language beyond the University requirements. | |
| c. To satisfy accreditation standards, journalism majors must complete a minimum of 90 credits in courses outside the School of Journalism, with no fewer than 65 credits in the liberal arts and sciences. | |
| d. Only credits in courses graded on the numerical or Pass-No Grade system may be counted toward the requirements for the Journalism major. Journalism students may not enroll in courses required for the major, including courses in other departments, on a Credit-No Credit basis. | |

The School of Journalism stresses the importance of gaining professional experience while pursuing a degree in journalism. Students who have combined classroom work with internships have often found acceptance from employers. The school coordinates internships for students, provides career counseling, and assists seniors and graduate students with job placement.

Other Programs

Agriculture and Natural Resources Communications: see the *College of Agriculture and Natural Resources* section of this catalog for courses in Journalism appropriate to this major.

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

Suggested Program

During the freshman and sophomore years, students intending to major in Journalism should complete the University's Integrative Studies requirements. Students intending to major in journalism should complete Journalism 108 in the freshman year and Journalism 200 and Economics 202 before the end of the sophomore year.

In order to ensure enrollment in required courses, majors should plan their junior and senior year programs with the advice and assistance of faculty who serve as academic advisers.

Today's journalist should have a broad education in the liberal arts, social sciences, and physical and natural sciences. Many courses in literature, history, economics, and foreign languages are open to freshmen and sophomores.

TEACHER CERTIFICATION OPTIONS

The journalism disciplinary major leading to the Bachelor of Arts degree is available for teacher certification.

A journalism disciplinary minor is also available for teacher certification.

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

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

SPECIALIZATION IN PUBLIC RELATIONS

Students who are enrolled in the Bachelor of Arts degree program with a major in journalism may elect a specialization in public relations. For additional information, refer to the *Specialization in Public Relations* statement.

GRADUATE STUDY

The School of Journalism offers graduate work leading to the degree of Master of Arts and participates in the doctoral programs in Mass Media and American Studies.

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

Master of Arts

The Master of Arts degree program provides students with the opportunity to acquire skills and knowledge for careers in the mass media or for advanced graduate study. The program is flexible and easily adapts to the needs of the individual students with or without media experience or journalism education. The program also enables students to gain expertise in an area of study outside journalism that coincides with their career goals.

The M.A. program is designed for (1) students who have undergraduate degrees in areas other than journalism and who seek careers in newspapers, broadcast news, photojournalism, magazines, or public relations and information; (2) working journalists who wish to advance in the profession by studying specific areas within and outside of journalism; (3) students who seek careers in journalism education at the secondary, community college, or college levels; and (4) graduates of journalism programs who seek advanced courses in journalism and related fields.

The Master of Arts degree program in journalism has been accredited by the Accrediting Council on Education in Journalism and Mass Communication.

The master's degree program in journalism is available under either Plan A (with thesis) or Plan B (without thesis). The student's master's degree program must be approved by the student's academic adviser.

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

Admission

In addition to meeting the established standards required for admission to graduate study in the College, applicants for admission are asked to provide the Journalism Graduate Committee with the following:

1. An official transcript of all undergraduate and graduate work.
2. Three letters of recommendation from persons who are familiar with the applicant's academic and professional work.
3. Scores on the General Test of the Graduate Record Examination.
4. A 750-word autobiography.
5. A 1000-word statement of purpose suggesting reasons for beginning a program of graduate study.

Students who enter the program with undergraduate degrees in other disciplines will be asked to demonstrate competence in specific journalistic areas or will be required to complete certain undergraduate journalism courses as prerequisites to graduate courses.

Requirements for the Master of Arts Degree in Journalism

At least 30 credits are required for the master's degree in Journalism under Plan A, and at least 33 credits are required for the master's degree in journalism under Plan B.

	CREDITS
<i>Requirements for Both Plan A and Plan B:</i>	9
1. All of the following courses:	
JRN 815 Seminar in Press and Society	3
JRN 816 Documentary Research in Journalism	3
JRN 817 Quantitative Research in Journalism	3
<i>Additional Requirements for Plan A:</i>	21
1. The following course (6 credits):	
JRN 899 Master's Thesis Research	6
2. At least 3 additional credits in 800–900 level Journalism courses approved by the student's academic adviser.	
3. At least 12 additional credits in courses approved by the student's academic adviser.	
<i>Additional Requirements for Plan B:</i>	24
1. At least 9 additional credits in 800–900 level Journalism courses approved by the student's academic adviser.	
2. At least 15 additional credits in courses approved by the student's academic adviser.	
The final certifying examination is a written examination.	

Doctor of Philosophy

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

The doctoral program in the Mass Media is described under the College of Communication Arts and Sciences listing.

A description of the American Studies emphasis may be found under *Interdepartmental and Interdisciplinary Programs* in the *College of Arts and Letters* section of this catalog.

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

Journalism/Law Institute

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

DEPARTMENT of TELECOMMUNICATION

Mark R. Levy, Chairperson

UNDERGRADUATE PROGRAM

The Department of Telecommunication seeks to provide undergraduate students with the knowledge and skills required for careers in the field of telecommunication. Concentrated study in the department has led graduates to positions of leadership and responsibility in a variety of telecommunication settings including video and audio production houses, long distance and local telephone companies, cable television systems, radio and television broadcasting stations, multi-channel programming services, media research firms, domestic and global satellite companies, and advertising agencies, and in businesses and institutions relying on telecommunication services.

Within a strong liberal arts and science tradition, the Department seeks to prepare undergraduate majors in Telecommunication to understand, participate in, and critically analyze and evaluate all aspects of the field, including:

1. the message creation (production) process;
2. the full array of technologies involved in the production, storage, and transmission of messages;
3. the organization, operation, management, and ethics of businesses involved in telecommunications;
4. the role of telecommunications in domestic and international development;
5. the impact on society of telecommunication and information technologies;
6. the impact on human behavior of transmitted messages and cultural products; and
7. the formation of policy toward national and international telecommunication organizations, and the worldwide flow of messages and information.

Courses in the first two years of study are designed to introduce students to the vast dimensions of the field and to provide a foundation for advanced study in an area of specialization during the third and fourth years. The Department of Telecommunication offers four main areas of emphasis for undergraduates:

- Telecommunication Information Technologies and Management
- Telecommunication Social Policy and Research
- Telecommunication Media Arts
- Telecommunication Multichannel and Broadcast Management.

Each area of specialization consists of a sequence of four courses, including a capstone course, for a total of 14–16 credits. Telecommunication majors are strongly urged to complete one of the areas of specialization. Additional concentration is available through internship and independent study opportunities.

Courses taken in other colleges and departments of the University are equally important to the education of telecommunication majors since the field of telecommunication is interdisciplinary and demands both breadth and depth of study. Courses outside the Department of Telecommunication account for about 70 percent of the students' total program. This distribution assures that Telecommunication students enroll in courses that contribute to both a broad liberal education and to their knowledge of telecommunication.

The required cognate of related courses in other departments should complement an area of specialization within the department. Students who are interested in telecommunication sales and management careers might choose the business cognate offered by the College of Business; students who are interested in media arts might choose a cognate composed of courses in English, Theatre, and Art; and students who are interested in telecommunication technologies might choose courses in the sciences.

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

Students seeking admission to a second bachelor's degree program or an additional major in the Department of Telecommunication must meet the requirements for admission as a junior to the College of Communication Arts and Sciences.

Requirements for the Bachelor of Arts Degree in Telecommunication

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 Telecommunication. The University's Tier II writing requirement for the Telecommunication major is met by completing any one of the following courses: Telecommunication 442, 443, 452, 456, 465, 476, 477. Those courses are referenced in item 3. b. 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. | Students <i>must</i> complete Telecommunication 100, 200, 201, and 240 before they enroll in any 300–400 level Telecommunication courses. | |
| b. | The following Telecommunication courses. | 33 to 45 |
| | All of the following 5 Department Core Courses with a minimum grade-point average of 2.00 or higher (19 credits): | |
| | TC 100 The Information Society | 3 |
| | TC 200 History and Economics of Telecommunication | 4 |
| | TC 201 Introduction to Telecommunication Technology | 4 |
| | TC 240 Telecommunication Media Arts | 4 |
| | TC 310 Basic Telecommunication Policy. | 4 |

One of the following courses (4 credits each):
Telecommunication 442, 443, 452, 456, 465, 476, 477. Students who elect to complete an area of specialization within telecommunication should select the course that is related to the specialization. These specializations include Telecommunication Media Arts, Telecommunication Social Policy and Research, Telecommunication Multichannel and Broadcast Management, and Telecommunication Information and Technologies Management. The completion of one of the courses referenced above satisfies the capstone course requirement for the Telecommunication major.

Telecommunication electives: additional credits in Telecommunication courses as needed to meet the requirement of at least 33, but not more than 45, credits in courses in the major. Not more than 10 credits in Telecommunication independent study and internship courses combined, and not more than 7 credits in either Telecommunication independent study or internship courses, may be counted toward the requirements for the Telecommunication major.

- | | | |
|----|--|----------|
| c. | The following courses outside the Department of Telecommunication: | 27 to 33 |
| | All of the following courses (9 credits): | |
| | Advertising 205 ¹ (3 credits) | |
| | Computer Science and Engineering 101 or 131 (3 credits) ² | |
| | Economics 201 (3 credits) | |

A cognate outside the department from the list of departmentally approved cognates (18 to 24 credits). The cognate consists of 6 courses in related disciplines, at least 3 of which must be at the 300–400 level, and all of which must carry at least 3 credits. The choice of cognate should be made upon admission to the major at the beginning of the junior year. Individualized cognates may also be proposed and submitted for departmental approval. The courses that are listed in item 3. c. above may also be counted toward the cognate requirement.

- d. Only credits in courses graded on the numerical or Pass–No Grade system may be counted toward the requirements for the Telecommunication major. Telecommunication students may not enroll in courses required for the major, including courses in other departments, on a Credit–No Credit basis.

The total range of credits for the Telecommunication major, excluding University and College requirements, and excluding elective credits outside the major, is 65 to 83. Students should meet with their academic advisers concerning the minimum and maximum numbers of elective credits available to them at various stages in their programs.

¹ Students who elect a business cognate may substitute Marketing and Supply Chain Management 300 for Advertising 205.

² Students who pass a waiver examination for Computer Science and Engineering 101 will not be required to complete Computer Science and Engineering 101 or 131.

GRADUATE STUDY

The Department of Telecommunication offers graduate work leading to the Master of Arts degree and participates in the doctoral program in the Mass Media.

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

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

TELECOMMUNICATION

Master of Arts

Five areas of specialization are available to students in the master's degree program in telecommunication:

Multichannel/Broadcast Management. This area is designed to prepare people for the business management of broadcast stations, cable systems, and other communication services that use the electronic mass media.

Information Technologies and Services Management. This area is designed to prepare people for careers in which they must effectively manage and/or market voice, data, video, and image telecommunication systems for both common carrier and user organizations.

Social Effects of Media. Students in this area focus on the theories of mass media processes and effects, and on the study of audiences for the mass media. This area is designed to prepare students for careers in media research organizations or for further study at the doctoral level.

International Telecommunication. Students in this area concentrate on the international and comparative aspects of telecommunications and media systems across societal contexts. Graduates may be employed in international agencies or media and in telecommunication institutions in countries other than the United States.

COMMUNICATION ARTS AND SCIENCES
Department of Telecommunication

Media Arts. Students in this area study the management, research, and aesthetic aspects of the media production process. Graduates may be employed in production settings, in instructional media design, and in college-level teaching.

Both Plan A (with thesis) and Plan B (without thesis) are available to students who elect the Multichannel/Broadcast Management or Information Technologies and Services Management area of specialization.

Only Plan A is available to students who elect the Social Effects of Media, International Telecommunication, or Media Arts area of specialization.

The student's master's degree program must be approved by the student's guidance committee.

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

Admission

Admission is determined by an evaluation of information regarding the applicant's academic record, goals and interests, experience, personal references, scores on the General Test of the Graduate Record Examination (GRE), and other materials submitted as indicators of intellectual promise.

Although evidence other than grades influences the admission decision, the Department uses the following guideline: students whose grade-point averages for the third and fourth years of undergraduate study are 3.25 or better are admitted to regular status. Students whose grade-point averages are below 3.25 may be admitted to provisional status. Students whose grade-point averages are below 3.00 are rarely admitted.

A background in telecommunication, either from experience or from undergraduate study, is needed before students can begin graduate study. Students without adequate background will be required to remedy deficiencies through undergraduate course work.

Students may enter the program during any academic term. Additional current information about the program may be obtained from the Department's Director of Graduate Studies.

Requirements for the Master of Arts Degree in Telecommunication

A minimum of 30 credits is required for the master's degree in telecommunication under either Plan A or Plan B. Of the 30 credits, at least 16 credits must be in 800-level Telecommunication courses.

The student must meet the requirements for *one* of the following *five* areas of specialization:

Multichannel/Broadcast Management:	30
<i>Requirements for Both Plan A and Plan B (22 credits):</i>	
1. All of the following courses:	
TC 458 Telecommunication Management	4
TC 801 Telecommunication Technologies	3
TC 810 Telecommunication Policy Analysis	3
TC 851 Financial Aspects of Telecommunication	3
TC 852 Economic Structure of Telecommunication Industries	3
TC 856 Multichannel Telecommunication Management	3
TC 876 Research Methods in Telecommunication	3
<i>Additional Requirements for Plan A (8 credits):</i>	
1. The following course (5 credits):	
TC 899 Master's Thesis Research	5
2. Three additional credits in courses approved by the student's guidance committee.	
<i>Additional Requirements for Plan B (8 credits):</i>	
Eight additional credits in courses approved by the student's guidance committee.	
The final certifying examination is a written and oral examination.	
Information Technologies and Services Management:	30
<i>Requirements for Both Plan A and Plan B (25 credits):</i>	
1. All of the following courses:	

TC 463 Digital Communication Networks	3
TC 465 Telecommunication Network Management	4
TC 801 Telecommunication Technologies	3
TC 810 Telecommunication Policy Analysis	3
TC 851 Financial Aspects of Telecommunication	3
TC 852 Economic Structure of Telecommunication Industries	3
TC 860 Theory and Research in Information Technologies and Services	3
TC 876 Research Methods in Telecommunication	3
<i>Additional Requirements for Plan A (5 credits):</i>	
1. The following course (4 credits):	
TC 899 Master's Thesis Research	4
2. One additional credit in a course approved by the student's guidance committee.	
<i>Additional Requirements for Plan B (5 credits):</i>	
Five additional credits in courses approved by the student's guidance committee.	
The final certifying examination is a written and oral examination.	
Social Effects of Media:	30
1. All of the following courses (21 or 22 credits):	
TC 801 Telecommunication Technologies	3
TC 821 Mass Communication Theory and Research	3
TC 824 Media Campaigns and Formative Evaluation	3
TC 876 Research Methods in Telecommunication	3
TC 899 Master's Thesis Research	6
One additional advanced research methods course	3 or 4
2. One of the following courses (3 credits):	
TC 810 Telecommunication Policy Analysis	3
TC 852 Economic Structure of Telecommunication Industries	3
3. Five or six additional credits in courses approved by the student's guidance committee.	
International Telecommunication:	30
1. All of the following courses (18 credits):	
TC 801 Telecommunication Technologies	3
TC 872 Telecommunication and National Development	3
TC 876 Research Methods in Telecommunication	3
TC 877 Comparative and International Telecommunication	3
TC 899 Master's Thesis Research	6
2. One of the following courses (3 credits):	
TC 810 Telecommunication Policy Analysis	3
TC 852 Economic Structure of Telecommunication Industries	3
3. Nine additional credits in courses approved by the student's guidance committee.	
Media Arts	30
1. All of the following courses (19 credits):	
TC 801 Telecommunication Technologies	3
TC 840 Telecommunication Media Arts Theory	3
TC 842 Design and Development of Media Projects	4
TC 876 Research Methods in Telecommunication	3
TC 899 Master's Thesis Research	6
2. One of the following courses (3 credits):	
TC 810 Telecommunication Policy Analysis	3
TC 852 Economic Structure of Telecommunication Industries	3
3. Eight additional credits in courses approved by the student's guidance committee.	

TELECOMMUNICATION—URBAN STUDIES

The Department of Telecommunication offers an interdepartmental Master of Arts degree program with a major in telecommunication—urban studies.

Admission

To be admitted to the major in telecommunication—urban studies, students must meet the requirements for admission to the Master of Arts degree program with a major in telecommunication. They must also meet the requirements for admission as specified in the statement on *Interdepartmental Graduate Programs in Urban Studies* in the *Graduate Education* section of this catalog.

Requirements for the Master of Arts Degree in Telecommunication—Urban Studies

Students who are admitted to the major in telecommunication—urban studies must meet the requirements for the major in telecommunication leading to the Master of Arts degree.

The completion of Telecommunication 876, which is required for the major in telecommunication, also satisfies the quantitative social research methods requirement of the urban studies component of the program.

Students who are admitted to the major in telecommunication—urban studies must also meet the requirements for the urban studies component of the program as specified in the statement on *Interdepartmental Graduate Programs in Urban Studies*. For students under Plan A, the completion of the 6 credits of master's thesis research required for the urban studies component of the program also satisfies the master's thesis research requirement for the major in telecommunication. Credits in the core courses required for the urban studies component of the program may also be used to satisfy the elective credit requirement for the major in telecommunication.

The total number of credits required for the Master of Arts degree in telecommunication—urban studies depends upon the area of specialization within the major in telecommunica-

tion that the student elects. The areas of specialization and the credits required for the degree are as follows:

Multichannel/Broadcast Management: 37 credits (Plan A or Plan B)

Information Technologies and Services Management: 40 credits (Plan A or Plan B)

Social Effects of Media: 34 credits (Plan A only)

International Telecommunication: 30 credits (Plan A only)

Media Arts: 31 credits (Plan A only)

Doctor of Philosophy

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