

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

Heidi Hennink-Kaminski, DEAN

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

Our college offers a diverse and inclusive community. Students thrive in our top-ranked programs led by world-class faculty and industry leaders. In the College of Communication Arts and Sciences, classrooms extend beyond the four walls to countless areas around the globe, through our emphasis on groundbreaking experiential learning opportunities. The college includes the departments of Advertising and Public Relations; Communication; Communicative Sciences and Disorders; Media and Information; and the School of Journalism. These academic units offer programs leading to the Bachelor of Arts, Bachelor of Science, Master of Arts, Master of Science, and Doctor of Philosophy degrees.

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

Undergraduate degrees in the College of Communication Arts and Sciences provide distinctive educational opportunities that connect academic majors and programs to meaningful careers. Students will have opportunities to collaborate with deeply engaged faculty in undergraduate research, enriching their education through hands-on learning and intellectual exploration preparing them to pursue futures in a wide array of communication industries, including advertising, public relations, game design, communication leadership, user experience design, filmmaking, journalism, and speech-language pathology. Undergraduate students may complete an additional major, or second-degree to prepare for desired careers.

The program of courses taken for a major in the College of Communication Arts and Sciences or in any department of the college will be established through an academic plan developed by the student and the advisor in the college.

Our graduate students go on to lead in their industries and academia. With seven Masters of Arts degrees — Advertising and Public Relations, Communication, Communicative Sciences and Disorders, Health and Risk Communication, Journalism, Media and Information, and Strategic Communication (online) and one Master of Science program in User Experience — we build theories and practices that create new knowledge and impact the greater good. We offer three Ph.D. programs: Information and Media, Communication, and Communicative Sciences and Disorders. Each doctoral program is world-renowned for research, teaching, mentorship, and outreach.

## UNDERGRADUATE PROGRAMS

Students meeting the general requirements for admission as freshmen and sophomores to the university are enrolled in the Neighborhood Student Success Collaborative. Such students may declare a major preference in the College of Communication Arts and Sciences and be assigned an advisor from the college.

When students reach sophomore standing (28 credits), their academic records are evaluated to determine if they meet the requirements for admission into the college.

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

Students who are enrolled in bachelor's degree programs in the college may elect the Minor in Environmental and Sustainability Studies. For additional information, refer to the statement on *Minor in Environmental and Sustainability Studies* in the *College of Natural Science* section of this catalog.

Students who are enrolled in bachelor's degree programs in the College of Communication Arts and Sciences may elect a Minor in Fiction Film Production. For additional information, refer to the statement on *Minor in Fiction Film Production* in the *Department of English* section of this catalog or contact the Department of English or the College of Communication Arts and Sciences.

Students who are enrolled in bachelor's degree programs in The Eli Broad College of Business, the College of Communication Arts and Sciences, and the College of Engineering may elect a Minor in Information Technology. For additional information, refer to the statement on *Minor in Information Technology* in *The Eli Broad College of Business* section of this catalog or contact The Eli Broad College of Business.

### Admission to the College of Communication Arts and Sciences

The number of students admitted to advertising creative, advertising management, and journalism is limited. For additional information, refer to the statements on the *Department of Advertising and Public Relations* and the *School of Journalism*.

The minimal college criteria for admission to any of the majors in the college are:

1. Completion of at least 28 credits acceptable to the college.
2. An academic record in all work accepted by the college which at least meets the requirements of Academic Standing of Undergraduate Students. Included in this must be a grade-point average of not less than 2.00 in all courses taken in the College of Communication Arts and Sciences.
3. Acceptance as a major in a department or school of the college.

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### 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 academic units. A member of the faculty is selected to serve as advisor to Honors College students in each major field, and it is the advisor's responsibility to help the student plan a rigorous and balanced program which will also reflect the student's special interests and competencies. Independent study experience is strongly encouraged when relevant to the student's total program.

### TEACHER CERTIFICATION OPTIONS

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

A journalism disciplinary minor in the College of Communication Arts and Sciences is available for teacher certification.

Students who elect the communicative sciences and disorders disciplinary major must contact the Department of Communicative Sciences and Disorders.

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

For additional information, refer to the statements on the audiology and speech sciences disciplinary major and the journalism disciplinary major, and to the statement on *TEACHER CERTIFICATION* in the *Department of Teacher Education* section of this catalog.

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

The College of Communication Arts and Sciences, in collaboration with the MSU College of Law, offers an opportunity for selected College of Communication Arts and Sciences students to earn a baccalaureate degree after satisfactory completion of a minimum of 91 credits at Michigan State University in a major of Advertising, Communication, or Journalism, and a minimum of 29 credits through subsequent enrollment at the Michigan State University College of Law.

Students interested in this option should consult with their college academic advisor during their first year in the college.

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

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

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

### GRADUATE STUDY

The College of Communication Arts and Sciences offers programs leading to the master's degree in each of its five academic units. In addition, the college offers two master's degrees, Health and Risk Communication, and Strategic Communication. The college also offers three doctoral degrees: Doctor of Philosophy in Communicative Sciences and Disorders, in Communication, and in Information and Media. Specific requirements depend upon the major area, the interests of the student, and the recommendations of the major advisor or the guidance committee. For more information, visit [www.cas.msu.edu](http://www.cas.msu.edu).

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

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

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

Practical experience in communication research may be obtained through participation in projects housed in various academic units. Academic standards for admission and retention; degree requirements; and residence, transfer credit and time limit requirements are in accordance with university regulations as shown in the *Graduate Education* section of this catalog.

Students who are enrolled in master's or doctoral degree programs in the college may elect an Interdepartmental Specialization in Cognitive Science. For additional

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information, refer to the statement on *Interdepartmental Graduate Specializations in Cognitive Science* in the *College of Social Science* section of this catalog.

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

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

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

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

#### **Admission**

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

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

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

1. 51 credits are required for the master's degree in communicative sciences and disorders;
2. 33 credits are required for the master's degree in health communication.

#### **Academic Standards**

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

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

### **Doctor of Philosophy**

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

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

#### **Admission**

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

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

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

#### **Academic Standards**

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

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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.

### HEALTH and RISK COMMUNICATION

#### Master of Arts

The Master of Arts degree in Health and Risk Communication is an interdisciplinary program administered by the College of Communication Arts and Sciences in cooperation with the College of Human Medicine. The program prepares students to harness the power of communication principles and risk communication strategies to promote positive public health outcomes. The program is designed to broaden understanding of health and risk communication theory and principles and to translate these insights into communication programs and interventions. Graduates may pursue careers with government agencies, hospitals, HMOs, insurance companies, nonprofits, the medical trade press, and other health service-related organizations.

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

#### Admission

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

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

Application materials should be received by April 1.

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

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

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

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

- |   |   |
|---|---|
| 1. All of the following courses (9 credits):          |   |
| CAS 825 Mass Communication and Public Health          | 3 |
| CAS 826 Health Communication for Diverse Populations  | 3 |
| EPI 810 Introductory Epidemiology                     | 3 |
| 2. The following course (3 credits):                  |   |
| COM 803 Introduction to Quantitative Research Methods | 3 |

- |   |   |
|---|---|
| 3. One of the following courses (3 credits):                                      |   |
| ADV 845 Advertising and Public Relations for Health, Science, and the Environment | 3 |
| JRN 872 Environment, Science and Health Reporting Topics                          | 3 |
| JRN 873 Environment, Science and Health Journalism Seminars                       | 3 |
| 4. The following course (3 credits):  |   |
| COM 893 Practicum   | 3 |

##### Additional Requirements for Plan A

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

##### Additional Requirements for Plan B

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

### STRATEGIC COMMUNICATION

#### Master of Arts

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

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

#### Admission

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

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

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

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

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

	CREDITS
1. All of the following core courses (15 credits):	
CAS 828 Persuasion Techniques for Working Professionals	3
CAS 829 Evaluation Techniques for Working Professionals	3
CAS 832 Strategic Message Development	3
CAS 842 Professional Communication Ethics	3
CAS 844 Capstone/Practicum	3
2. Complete 15 credits from the following courses:	
CAS 827 Digital Media Strategies	3
CAS 831 Digital Content Creation, Curation and Promotion	3
CAS 833 Crisis Communication	3
CAS 835 Branding and Image Communication	3
CAS 837 Catalyst Thinking in the C-Suite	3
CAS 838 Organizational Communication for Leaders and Entrepreneurs	3
CAS 839 Media Analytics for Communication Professionals	3
CAS 840 Audience Analytics	3
CAS 841 Social Media Storytelling	3
Other courses may be considered with approval by the student's academic advisor.	
3. Completion of a final examination or evaluation.	

### DIGITAL MEDIA

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

#### Admission

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

### Requirements for the Graduate Certificate in Digital Media

Students must complete 9 credits from the following courses:

	CREDITS
CAS 827 Digital Media Strategies	3
CAS 831 Digital Content Creation, Curation and Promotion	3
CAS 835 Branding and Image Communication	3

### HEALTH AND RISK COMMUNICATION

#### Graduate Certificate

The Graduate Certificate in Health and Risk Communication is designed for working professionals seeking to master the art of effective communication in vital health and risk contexts. The program equips students with the skills to create and disseminate health information, communicate strategically about risk, and confidently engage diverse audiences in digital, community, and workplace settings to foster healthy behaviors and reduce unhealthy or risky behavior patterns.

#### Admission

To be considered for admission to the Graduate Certificate in Health and Risk Communication, applicants must:

1. have completed a bachelor's degree;
2. provide a personal statement which includes the motivations, expectations, and prior experience relevant to the certificate program;
3. provide a resume or curriculum vitae;
4. submit test scores of English language proficiency if English is not their first language.

### Requirements for the Graduate Certificate in Health and Risk Communication

	CREDITS
Students must complete 9 credits from the following courses:	
1. Both of the following courses (6 credits):	
CAS 825 Mass Communication and Public Health	3
CAS 826 Health Communication for Diverse Populations	3
2. One of the following courses (3 credits):	
COM 828 Cross-Cultural Communication	3
COM 860 Persuasion	3
CAS 892 Special Topics	3
Students selecting CAS 892 Special Topics must enroll in the Risk Communication section or the Communication and Technology section.	

### MEDIA ANALYTICS

The Graduate Certificate in Media Analytics introduces basic concepts, processes and uses of media analytics. It explores the rise and characteristics of big data, data acquisition about audiences, media consumption, and response to advertising. The course work covers statistical concepts related to media analytics, including an understanding of probability based sampling, censuses, and random assignment. The certificate also provides students with strategies and tactics for turning data into plain language, to inform advertising, public relations, and business decisions. It further explores the process of translating data into advertising and public relations messages, using data to compellingly and clearly report the results of advertising and public relations activities. The graduate certificate is available only online.

#### Admission

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

### Requirements for the Graduate Certificate in Media Analytics

Students must complete 9 credits from the following courses:

	CREDITS
CAS 839 Media Analytics for Communication Professionals	3
CAS 840 Audience Analytics	3
CAS 841 Social Media Storytelling	3

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### ORGANIZATIONAL COMMUNICATION FOR LEADERSHIP

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

#### Admission

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

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

Students must complete 9 credits from the following courses:

	CREDITS
CAS 833 Crisis Communication	3
CAS 837 Catalyst Thinking in the C-Suite	3
CAS 838 Organizational Communication for Leaders and Entrepreneurs	3

### MEDIA AND INFORMATION STUDIES

#### Graduate Specialization

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

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

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

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

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

academic advisor. 3 to 6  
A grade of 3.0 must be obtained in each course to complete the specialization.

#### Doctor of Philosophy

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

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

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

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

#### Admission

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

#### Guidance Committee

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

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

The student must meet the requirements specified below:

	CREDITS
1. <b>Core Courses.</b> Complete all of the following (12 credits):	
CAS 921 Theories of Media and Information	3
CAS 975 Introductory Methods	3
CAS 991 Ways of Knowing	3
Introduction to Statistics course at the 800-900 level approved by the academic advisor	3
2. <b>Advanced Methods or Statistics.</b> (12 credits):	
Complete 3 credits in a specialized quantitative methods course, 3 credits in a specialized qualitative methods course, and 6 credits in an advanced methods or statistics course at the 800-900 level approved by the student's academic advisor.	

3. **Advanced Theory.** (3 credits).  
Complete 3 credits of advanced theory as approved by the student's academic advisor.
4. **Concentration.** (15 credits)  
Complete 15 credits in an area of concentration selected in consultation with the guidance committee.
5. **Professionalization** **Requirement**  
Each semester before the comprehensive examination, students must attend a minimum number of preapproved events intended to provide specific training or opportunities for professionalization, as specified in the program handbook.
6. Completion of a second-year project.
7. Successful completion of the comprehensive examination.
8. Complete 24 credits of CAS 999 Doctoral Dissertation Research.
9. Prepare and successfully defend the doctoral dissertation.

## DEPARTMENT of ADVERTISING and PUBLIC RELATIONS

**Andrew D. Corner, Chairperson**

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

### UNDERGRADUATE PROGRAM

While all those in the advertising field share a common orientation and a core knowledge base, within the industry there are a wide number of roles requiring specialized knowledge. These specialties can roughly be divided into the artistic functions known within the field as advertising creative and the strategic/managerial functions. The department offers the Bachelor of Arts in Public Relations and two advertising degrees, a Bachelor of Arts in Advertising Creative and a Bachelor of Science in Advertising Management. The advertising degrees share a similar core, but allow students to choose the degree that best fits their own professional aspirations. In addition, a Minor in Advertising Analytics and a Minor in Public Relations are available.

### ADVERTISING CREATIVE

The undergraduate advertising creative program prepares students to work in advertising and related industries, as art

directors, designers and/or copywriters. Promotional communication businesses, like advertising, demand a variety of skilled employees, including those who develop the messaging strategy, those who study the intended audience for the message, those who decide the best channel of communication to reach that audience, and those who actually compose the look, the wording and, if appropriate, the sounds of the message. The advertising creative program is focused on those who actually create the advertisement.

Students receive a broad liberal arts background, as well as a strong overview of the advertising process that provides them with an understanding of the strategy, research, and other functions necessary to effective advertising. However, greater depth of training is dedicated to helping students develop advertising art direction, design and copywriting skills. Over the course of the program, students develop a portfolio of their work, to help them in seeking employment upon graduation. These skills enable students to find work not only in advertising, but also in the fields of direct marketing, sales promotion, public relations, app and web design, electronic commerce, and more.

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

### Admission

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

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

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

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

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

	CREDITS
a. All of the following core courses (20 credits):	
ADV 205 Principles of Advertising	3
ADV 210 Concept Development	1
ADV 245 Multimedia Commercial Production	3
ADV 330 Advertising Management Strategy	3
ADV 342 Account Planning and Research	3

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ADV 450	Portfolio Presentation	1
ADV 475	Advertising and Society	3
ADV 486	Integrated Campaigns (W)	3
The completion of Advertising 486 satisfies the capstone/synthesis requirement for the advertising creative major.		
b.	Both of the following courses (6 credits):	
CAS 110	Creative Thinking	3
CAS 112	Story, Sound and Motion	3
c.	Two of the following courses (2 credits):	
CAS 203	Design in Media Settings	1
CAS 204	Web Design in Media Settings	1
CAS 205	Photography in Media Settings	1
CAS 206	Graphics and Illustration in Media Settings	1
d.	One of the following concentrations (12 to 15 credits):	
<b>Art Direction</b> (15 credits)		
ADV 222	Introduction to Copywriting	3
ADV 224	Introduction to Creative Media	3
ADV 326	Advanced Creative: Media I	3
ADV 354	Interactive Advertising Design	3
ADV 428	Advanced Creative: Media II	3
<b>Copywriting</b> (12 or 13 credits)		
ADV 222	Introduction to Copywriting	3
ADV 322	360-degree Copywriting	3
ADV 422	Advanced Copywriting: Creating Experiences	3
Additional writing class from a list of approved courses as approved by the advisor		3 or 4
e.	Both of the following courses (7 credits):	
MKT 327	Introduction to Marketing	3
PSY 101	Introductory Psychology	4

### ADVERTISING MANAGEMENT

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

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

### Admission

Enrollment in the Advertising Management program is limited. In addition to the university and college requirements, students must complete Advertising 200 and Advertising 205 with a combined minimum grade-point average of 2.00.

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

The ability of the Advertising Management program to accommodate students seeking admission to a second bachelor's degree program or an additional major is limited. At

a minimum, these students must meet the same requirements for admission to the Advertising Management major.

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

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

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

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

3. The following requirements for the major:

	CREDITS
a. All of the following core courses (36 credits):	
ADV 200 The World of Advertising	2
ADV 205 Principles of Advertising	3
ADV 330 Advertising Management Strategy	3
ADV 342 Account Planning and Research	3
ADV 350 Advertising Media Planning and Strategy	3
ADV 375 Consumer Behavior	3
ADV 413 Issues in Contemporary Advertising	1
ADV 432 Advertising Innovations	3
ADV 442 Digital Analytics	3
ADV 475 Advertising and Society	3
ADV 482 Project Management for Advertising and Public Relations	3
ADV 486 Integrated Campaigns (W)	3
PR 310 Diversity, Equity, and Inclusion in Public Relations and Advertising	3

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

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

ACC 201	Principles of Financial Accounting	3
or		
ACC 230	Survey of Accounting Concepts	3
ADV 334	International Advertising	3
ADV 352	Media Sales	3
ADV 360	Advanced Sales Communication	3
ADV 386	Campaign Competition	3
ADV 402	Public Relations Topics in Advertising	1 to 3
ADV 430	Social Marketing: Strategy and Practice	3
ADV 431	Monitoring and Measuring Social Media of Brands	3
ADV 433	Internet Video Promotion Strategy	3
ADV 436	Promotions and Sponsorships	3
ADV 445	Programmatic Media Buying	3
ADV 456	Interactive Advertising Strategy	3
ADV 481	Retail Strategy Analysis	3
ADV 492	Special Topics in Advertising	1 to 3
ADV 490	Independent Study	1 to 3
or		
ADV 493	Advertising Internship	1 to 3
or		
ADV 494	Practicum in Research/Creative and Instruction	Works 1 to 3
CAS 110	Creative Thinking	3
CAS 214	Social Media and Start-up	3
CAS 114	Creativity and Innovation Entrepreneurship	3
COM 402	Public Relations Topics in Communication	1 to 3
CSE 102	Algorithmic Thinking and Programming	3
EC 201	Introduction to Microeconomics	3
EC 202	Introduction to Macroeconomics	3
ESHP 190	The Art of Starting	3
FI 320	Introduction to Finance	3
GBL 323	Introduction to Business Law	3
JRN 402	Public Relations Topics in Journalism	1 to 3
MGT 325	Management Skills and Processes	3
MKT 327	Introduction to Marketing	3
PKG 101	Principles of Packaging	3
PR 260	Principles of Public Relations	3
PR 325	Intermediate Social Media and Public Relations Techniques	3



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PR	425	Public Relations Strategy and Ethics in a Digital World	3
SCM	304	Survey of Supply Chain Management	3
A maximum of 3 credits in ADV 490 or 493 or 494 may be used to fulfill this requirement.			

### MINOR IN ADVERTISING ANALYTICS

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

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

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

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

### Requirements for the Minor in Advertising Analytics

Complete 18 credits from the following:

	CREDITS
1. All of the following courses (12 credits):	
ADV 362 Digital Analytics	3
ADV 445 Programmatic Advertising	3
ADV 456 Interactive Advertising	3
ADV 480 Advanced Digital Analytics	3
2. Complete 6 credits from the following courses:	
ADV 431 Social Media Listening	3
ADV 432 Advertising Innovations	3
ADV 433 Social Media Video Strategy	3
MI 220 Methods for Understanding Users	3
MI 320 Reasoning with Data	3
PR 330 Social Media Management	3

## PUBLIC RELATIONS

### Bachelor of Arts

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

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

Co-curricular activities include public relations and advertising associations and clubs, national student competitions, and experiential learning. Related study abroad programs enhance students' experiences beyond the classroom. Participation in these opportunities further advance student employment opportunities upon graduation.

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

### Admission

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

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

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

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

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

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

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

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

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

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

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

e. **Public Relations Field Experience**

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

### MINOR IN PUBLIC RELATIONS

The Minor in Public Relations, which is administered by the Department of Advertising and Public Relations, within the College of Communication Arts and Sciences, is available as an elective to students who are enrolled in any bachelor's degree program at Michigan State University. With the approval of the department that administers the student's degree program, courses that are used to satisfy the requirements for the minor may also be used to satisfy the requirements for the bachelor's degree.

The minor is designed to provide an understanding of the role of public relations in contemporary society, along with knowledge and experience in developing public relations materials for use in corporate, governmental, and nonprofit organizational settings. Areas of focus include public relations and society, writing for traditional media and social media, public relations techniques, research methods, public relations campaigns and cases, public relations strategies, portfolio development, and public relations ethics.

Students are eligible to apply for the minor if they:

1. are of sophomore standing or higher;

2. have an overall grade-point average of 3.0;
3. have successfully completed Public Relations 260;
4. have successfully completed Public Relations 225 or Journalism 200.

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

### Requirements for the Minor in Public Relations

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

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

COM 300 Methods of Communication Inquiry	4
PR 325 Intermediate Social Media and Public Relations Techniques	3
PR 425 Public Relations Strategy and Ethics in a Digital World	3

Students majoring in Journalism should take Statistics and Probability 200 (3 credits) in place of Communication 300.
2. One of the following courses (3 or 4 credits):

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

ADV 402 Public Relations Topics in Advertising	1
COM 402 Public Relations Topics in Communication	1
JRN 402 Public Relations Topics in Journalism	1

## GRADUATE STUDY

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

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

### Master of Arts

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

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

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

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

record, goals and motivation, experience, personal references, and other items submitted as indicators of intellectual, creative, and administrative capabilities. The Graduate Record Examination (GRE) General Test is also required. The Graduate Management Admission Test (GMAT) is not required, but scores on this test may be submitted.

To be admitted to either the Master of Arts degree in Advertising and Public Relations, the applicant must submit:

1. a Graduate School application.
2. an official copy of all transcripts.
3. three letters of recommendation.
4. a statement of purpose outlining academic and professional goals.
5. a personal background statement.
6. Test of English as a Foreign Language (TOEFL) scores, if applicable.
7. a resume.

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

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

### ADVERTISING AND PUBLIC RELATIONS

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

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

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

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

1. The following course (4 to 8 credits):
  - ADV 899 Master's Thesis Research 3 to 8
2. Additional elective course work at the 400-level or above to meet the 30 credits required for the degree. The course work must be approved by the student's academic advisor. Not more than 6 credits in ADV 890 and ADV 893 combined may be counted toward the requirements for the Master of Arts Degree in Advertising and Public Relations. Not more than 6 elective credits may be taken from outside the College of Communication Arts and Sciences.

3. Completion of a master's thesis.

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

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

### INTERNATIONAL DIGITAL ADVERTISING

International Digital Advertising is a two-country residential program in which students access an international experience that provides intensive professional preparation for international careers, with an emphasis on China and the United States. Through two years of study, research and practice, students will gain a full understanding of the development of media convergence, strengthen their innovative thinking and widen their international vision. The program embraces a three-in-one teaching system of cultural literacy, professional ability and practical innovation. Students will also have the ability to apply professional knowledge, theories, and methods comprehensively to engage in professional research and relevant practical work. Students spend their first year at the Communication University of China's campus in Hainan province, and year two studying at Michigan State University in East Lansing.

#### **Admission**

In addition to meeting entrance requirements of Communication University of China, Michigan State University, and the MSU College of Communication Arts and Sciences, students must meet the requirements specified below. Students electing this program are not required to complete the Chinese unified national graduate entrance examination.

Admission 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.

To be admitted, the applicant must submit to MSU:

1. a Graduate School application,
2. an official copy of all transcripts,
3. three letters of recommendation,
4. a statement of purpose outlining academic and professional goals,
5. a personal background statement,
6. Test of English as a Foreign Language (TOEFL) scores, if applicable.
7. a resume.

Although evidence other than grades influences the admission decision, the Department uses the following guidelines:

1. students whose grade-point averages for the third and fourth years of undergraduate study are 3.25 or better may be admitted to regular status; students whose grade-point averages are below 3.25 are rarely admitted,
2. a background in advertising and/or strategic communication, either from experience or from undergraduate study, is necessary before students can begin graduate study.

Students without adequate background will be required to remedy significant deficiencies through collateral course work or individual study.

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

### Requirements for the Master of Arts Degree in International Digital Advertising

#### CREDITS

At least 30 credits are required for the degree under either Plan A (with thesis) or Plan B (without thesis). The student's program of study must be approved by the student's academic advisor.

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

1. Complete 12 credits of required course work in residence at the Communication University of China-Hainan International College.
2. Complete 18 credits of elective course work at the 400-level or above in residence at Michigan State University. Courses may be selected from any relevant offerings in the Department of Advertising and Public Relations or College of Communication Arts and Sciences in consultation with the student's academic advisor.

#### Additional Requirements for Plan A:

1. Complete 4 credits of ADV 899 Master's Thesis Research.
2. Completion of a master's thesis in the form of a formal research project (qualitative or quantitative) that answers an important theoretical question.

#### Additional Requirements for Plan B:

1. Completion of a qualifying culmination experience fulfilled by either a research paper resulting from an independent study with a faculty member or a report describing an internship undertaken with a professional company in advertising, public relations or a closely related field. The experience must be documented through poster presentation during the semester of graduation. Students graduating in summer must present during the prior spring semester.

### DUAL DEGREE IN INTERNATIONAL DIGITAL ADVERTISING

International Digital Advertising is a two-country residential program in which students access an international experience that provides intensive professional preparation for international careers, with an emphasis on China and the United States. Through two years of study, research and practice, students will gain a full understanding of the development of media convergence, strengthen their innovative thinking and widen their international vision. The program embraces a three-in-one teaching system of cultural literacy, professional ability and practical innovation. Students will also have the ability to apply professional knowledge, theories, and methods comprehensively to engage in professional research and relevant practical work. Students spend their first year at the Communication University of China's campus in Hainan province, and year two studying at Michigan State University in East Lansing.

#### Admission

In addition to meeting entrance requirements of Communication University of China, Michigan State University, and the MSU College of Communication Arts and Sciences, students must meet the requirements specified below. Students electing this program requires successful completion of the Chinese unified national graduate entrance examination.

Admission 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.

To be admitted, the applicant must submit to MSU:

1. a Graduate School application,
2. an official copy of all transcripts,
3. three letters of recommendation,
4. a statement of purpose outlining academic and professional goals,
5. a personal background statement,
6. Test of English as a Foreign Language (TOEFL) scores, if applicable.
7. a resume.

Although evidence other than grades influences the admission decision, the Department uses the following guidelines:

1. students whose grade-point averages for the third and fourth years of undergraduate study are 3.25 or better may be admitted to regular status; students whose grade-point averages are below 3.25 are rarely admitted,
2. a background in advertising and/or strategic communication, either from experience or from undergraduate study, is necessary before students can begin graduate study.

Students without adequate background will be required to remedy significant deficiencies through collateral course work or individual study.

### Requirements for the Dual Degree Master of Arts in International Digital Advertising

#### CREDITS

At least 46 credits are required for the degree under either Plan A (with thesis) or Plan B (without thesis). The student's program of study must be approved by the student's academic advisor.

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

1. Complete 28 credits of required course work in residence at the Communication University of China-Hainan International College.
2. Complete 18 credits of elective course work at the 400-level or above in residence at Michigan State University. Courses may be selected from any relevant offerings in the Department of Advertising and Public Relations or College of Communication Arts and Sciences in consultation with the student's academic advisor.

#### Additional Requirements for Plan A:

1. Complete 4 credits of ADV 899 Master's Thesis Research.
2. Completion of a master's thesis in the form of a formal research project (qualitative or quantitative) that answers an important theoretical question.

#### Additional Requirements for Plan B:

1. Completion of a qualifying culmination experience fulfilled by either a research paper resulting from an independent study with a faculty member or a report describing an internship undertaken with a professional company in advertising, public relations or a closely related field. The experience must be documented through poster presentation during the semester of graduation. Students graduating in summer must present during the prior spring semester.

# DEPARTMENT of COMMUNICATIVE SCIENCES and DISORDERS

**Dimitar Deliyiski, Chairperson**

The Department of Communicative Sciences and Disorders (CSD) brings together national and international leaders who work in state-of-the-art laboratories to advance knowledge and transform lives of people with communication disorders. The department offers an undergraduate major and minor, a master's degree, and a doctoral degree.

## UNDERGRADUATE PROGRAM

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

## COMMUNICATIVE SCIENCES AND DISORDERS

### Bachelor of Science

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

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

1. The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of the catalog; 120 credits, including general elective credits, are required for the Bachelor of Science degree in Communicative Sciences and Disorders.

The University's Tier II writing requirement for the Communicative Sciences and Disorders major is met by completing Communicative Sciences and Disorders 470 and 472. Those courses are referenced in item 3. below.

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

3. The following requirements for the major:

CREDITS

a. All of the following courses with a cumulative grade-point average of 2.00 or higher in CSD 203, 213, 232, 303, 313, and 333 (36 credits):

CSD 203	Introduction to Communicative Sciences and Disorders	3
CSD 213	Anatomy and Physiology of the Speech and Hearing Mechanisms	3
CSD 232	Descriptive Phonetics	3
CSD 303	Fundamentals of Hearing and Audiometry	3
CSD 313	Speech Science	3
CSD 333	Language Development	3
CSD 364	Evaluation Procedures in Speech-Language Pathology	3
CSD 391	Clinical Methods in Communication Disorders	3
CSD 444	Clinical Procedures in Audiology and Aural Rehabilitation	3
CSD 463	Intervention Procedures in Speech-Language Pathology	3
CSD 470	Introduction to Developmental Communicative Disorders (W)	3
CSD 472	Introduction to Acquired Communicative Disorders (W)	3

The completion of CSD 470 and 472 satisfies the capstone/synthesis requirement for the Communicative Sciences and Disorders major.

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

PSY 295	Data Analysis in Psychological Research	3
STT 200	Statistical Methods	3

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

ANP 201	Introduction to Cultural Anthropology	3
PSY 101	Introductory Psychology	4
SOC 100	Introduction to Sociology	4

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

ISB 202	Applications of Environmental and Organismal Biology	3
ISB 204	Applications of Biomedical Sciences	3

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

ISP 209	The Mystery of the Physical World	3
ISP 215	The Science of Sound	3
ISP 220	Quarks, Spacetime, and the Big Bang	3

f. One of the following courses (2 credits):

ISB 208L	Applications in Biological Science Laboratory	2
ISP 209L	The Mystery of the Physical World Laboratory	2

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

LIN 200	Introduction to Language	3
LIN 401	Introduction to Linguistics	4
LIN 450	Child Language Acquisition	3

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

HDFS211	Child Growth and Development	3
HDFS225	Lifespan Human Development in the Family	3
PSY 238	Developmental Psychology: Lifespan	3
PSY 244	Developmental Psychology: Infancy Through Childhood	3

i. A minimum of 3 credits from the following courses:

COM 310	Intercultural Communication	3
COM 320	Diversity and Communication	3
CSD 419	International Aspects of Communicative Disorders	1 to 6
LIN 225	Language and Gender	3
LIN 471	Sociolinguistics	3

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

LIN 455	Neurolinguistics	3
LIN 463	Introduction to Cognitive Science	3
PSY 209	Brain and Behavior	3
PSY 301	Cognitive Neuroscience	3

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### k. Electives:

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

### MINOR IN COMMUNICATIVE SCIENCES AND DISORDERS

The Minor in Communicative Sciences and Disorders assists students in acquiring understanding of both normal and disordered aspects of speech, language, and hearing; and knowledge and skills regarding the diagnosis and treatment of communication disorders. Completion of the minor provides most of the required coursework needed for admission to graduate study in communicative sciences and disorders. Students interested in taking the minor who intend to pursue graduate school to become a speech-language pathologist or audiologist should consult with an undergraduate advisor in the College of Communication Arts and Sciences to learn about the recommended set of courses that most graduate programs require.

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

Students who plan to complete the requirements for the minor should consult an undergraduate advisor in the department.

### Requirements for the Minor in Communicative Sciences and Disorders

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

### GRADUATE STUDY

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

The Doctor of Philosophy (Ph.D.) is the terminal degree in the areas of speech-language pathology and speech and hearing sciences. The program emphasizes research focused on advancing our knowledge about speech, language and hearing processes, including assessment and rehabilitation of communication disorders. The program, which is tailored to match each student's interests, requires students to complete advanced course work in several content areas and conduct

research that culminates in a doctoral dissertation. Students work with a primary mentor and gain experience with research through multiple research laboratories and other educational and scientific resources. Students work collaboratively with experts in other disciplines such as neurology, radiology, cognitive sciences, linguistics, psychology, education, communication, media and information studies, medicine and other health sciences, and engineering. Students completing the Ph.D. degree generally seek employment as researchers and educators in research-intensive academic institutions.

The Master of Arts (M.A.) is the entry-level degree for professional practice as a Speech-Language Pathologist in the United States. This program is accredited by the Council of Academic Accreditation of the American Speech-Language and Hearing Association (ASHA). This program consists of academic course work and clinical education sufficient in the breadth and depth of clinical practice, including those related to: speech sound production, fluency and fluency disorders, voice and resonance, receptive and expressive language, hearing and its impact on speech and language, swallowing and feeding, cognitive aspects of communication, social aspects of communication, augmentative and alternative communication, as well as professional competencies. The program is structured to emphasize integrated reasoning for evidence-based practice, cultural understanding, leadership and effective communication, as well as professional engagement and outreach. Clinical competencies are established through supervised clinical training in a wide range of patient care facilities including educational (schools), acute care (e.g. hospitals), long-term care facilities (e.g. nursing homes), etc. Students are expected to accrue a minimum of 400 hours of clinical training before completing this program. Students completing the M.A. degree typically seek employment as a speech-language pathologist.

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

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

### COMMUNICATIVE SCIENCES AND DISORDERS

#### Master of Arts

The master's degree program in speech-language pathology provides academic and practicum experiences for students preparing for professional careers as speech-language pathologists in settings such as schools, clinics, hospitals, and rehabilitation programs. The master's degree program also provides the basis for further study for students who wish to

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pursue more advanced degrees. The master's degree program in speech-language pathology has been accredited by the American Speech-Language-Hearing Association. The master's degree program is available under either Plan A (with thesis) or Plan B (without thesis).

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

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

### Admission

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

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

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

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

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

	CREDITS
<b>Speech-Language Pathology</b>	51
<b>Requirements for Both Plan A and Plan B (45 credits):</b>	
1. All of the following courses (45 credits):	
CSD 803 Research Methods in Communicative Sciences and Disorders	3
CSD 813 Neuroanatomy and Neurophysiology of Speech, Language, and Hearing	3
CSD 815 Acquired Language Disorders	3
CSD 824 Developmental Language Disorders	3
CSD 825 Autism and Related Neurodevelopmental Disorders	3
CSD 830 Fluency Disorders	3
CSD 840 Voice Disorders	3
CSD 855 Assessment and Treatment of Dysphagia	3
CSD 860 Articulation and Phonological Disorders	3
CSD 865 Motor Speech Disorders	3
CSD 880 Clinical Proseminar in Communicative Sciences and Disorders	3
CSD 883 Clinical Practicum in Speech—Language Pathology	12
2. In exceptional circumstances, with the approval of the department chairperson, a program of study may be designed with reduced emphasis on clinical education and increased emphasis on other academic areas, which would be reflected in the content of the master's degree final examination or thesis requirements.	

#### **Additional Requirements for Plan A (6 credits):**

- |   |   |
|---|---|
| 1. The following courses:                           |   |
| CSD 890 Independent Study                           | 2 |
| CSD 899 Master's Thesis Research                    | 4 |
| 2. Successful completion of an oral thesis defense. |   |

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

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

### Doctor of Philosophy

The Department of Communicative Sciences and Disorders offers doctoral programs directed toward advanced study of human communication sciences and disorders. Doctoral programs of study are designed to meet the individual needs of students preparing for careers in research and education. In addition to meeting the requirements of the university and of the College of Communication Arts and Sciences, students must meet the requirements specified below.

### Admission

Admission to the doctoral program in communicative sciences and disorders requires a minimum of a master's degree or the equivalent that focused on human communication sciences and disorders; evidence of high academic achievement; a minimum of three letters of recommendation (submitted on forms supplied by the department) attesting to the student's academic abilities and achievements, and to the student's potential for doctoral-level academic and research success; and approval of the department. Students must also submit a statement of purpose clearly specifying why they wish to pursue a doctoral degree including career goals following graduation. In some circumstances, an extremely promising student with an undergraduate degree may be admitted directly to the Ph.D. program.

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

Students must meet the requirements specified below:

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

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

These courses are not offered every semester or every year. Students are encouraged to plan carefully so they can take courses of interest while being mindful of which courses will be available during their programs.
4. All students will select methods and skills courses in statistics and experimental design, as well as in related areas including signal processing, programming, instrumentation, or imaging. As part of these credits, students will be required to gain course work and/or experience in the scholarship and fundamentals of research and teaching.

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5. All students will take 18 to 24 credits of advanced graduate specialized study courses in their area of research interest. Courses may be within the Department of Communicative Sciences and Disorders or within other departments at the University. Students may split these specialized study courses into a primary and secondary area as appropriate for their goals and interests. The specific courses that students take must be approved by the guidance committee.
6. In addition to approved course work, all students will engage in the experiences designed to prepare them for academic work in the field, including the responsible conduct of research, research ethics, and grant writing.
7. Successfully complete a one-semester laboratory rotation in a lab other than their primary mentor's lab, in order to gain experience with other ways of approaching research.
8. Successfully complete a pre-dissertation research project reflecting a semi-independent research study that is acceptable for publication in a scholarly journal.
9. Successfully complete a written and oral comprehensive examination designed to assess the student's knowledge about topics related to the student's program of study.
10. Successfully complete a written and oral defense of a dissertation, including 24 to 36 credits of CSD 999: Doctoral Dissertation Research. The dissertation must be based upon original research that represents a contribution to the scientific knowledge base of human communicative sciences and disorders.

## DEPARTMENT of COMMUNICATION

### *Monique Turner, Chairperson*

Learning to understand and use concepts and strategies from communication science in everyday life is inherently interdisciplinary. Psychology, sociology, political science, and management and marketing have all contributed to a unique fusion that is communication science.

### UNDERGRADUATE PROGRAM

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

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

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

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

The University's Tier II writing requirement for the Communication major is met by completing any one of the following courses: Communication 401, 425, 440, 475. Those courses are referenced in item 3. below.

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

3. The following requirements for the major:

#### CREDITS

- a. Complete a minimum of 30 credits in Communication courses with a grade-point average of 2.0 or higher achieved across COM 100, COM 225, COM 240, COM 275, and COM 300:

- (1) All of the following courses (17 credits):

COM 100	Human Communication	3
COM 225	An Introduction to Interpersonal Communication	3
COM 240	Introduction to Organizational Communication	4
COM 275	Effects of Mass Communication	3
COM 300	Methods of Communication Inquiry	4

- (2) One of the following capstone courses (4 credits):

COM 401	Advanced Topics in Communication (W)	4
COM 425	Communication in Close Relationships (W)	4
COM 440	Organizational Communication Structure (W)	4
COM 475	Communication Campaign Design and Analysis (W)	4

- (3) Complete a minimum of 9 elective credits:

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

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

- (4) Complete one of the following options:

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

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

#### Communication Science, Analytics and Research Methods

1. Both of the following courses (6 or 7 credits):

COM 301	Special Topics in Communication Sciences, Analytics and Research Methods	3
---------	--	---

or

COM 494	Practicum in Communication Research and Instruction	3
---------	---	---

The topic taken in COM 301 must be different than the topic taken in COM 301 in item 2. if COM 301 is used to fulfill the requirement in item 2.



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2. Four courses from the following (12 to 16 credits):
- |         |  |   |
|---------|--|---|
| COM 301 | Special Topics in Communication Sciences, Analytics and Research Methods | 3 |
| MI 220  | Methods for Understanding Users  | 3 |
| MI 355  | Media and Information Research   | 3 |
| PSY 101 | Introductory Psychology  | 4 |
| PSY 295 | Data Analysis in Psychological Research                                  | 3 |
| SOC 281 | Social Research Methods  | 4 |
| SOC 282 | Quantitative Analysis for Social Research                                | 4 |
| STT 201 | Statistical Methods  | 4 |
| WRA 202 | Introduction to Professional and Public Writing                          | 3 |
| WRA 330 | Writing Research in Communities and Cultures                             | 3 |
| WS 203  | Introduction to Methods for Women's and Gender Studies Research          | 3 |
- Students who use COM 301 to fulfill this requirement must take a different topic than the topic taken in requirement 1. COM 301 may be taken two times to fulfill this requirement with different topics.
- Health Communication**
1. All of the following courses (10 credits):
- |         |  |   |
|---------|--|---|
| COM 325 | Interpersonal Influence and Conflict           | 3 |
| COM 330 | Health Communication                           | 3 |
| COM 475 | Communication Campaign Design and Analysis (W) | 4 |
2. Three courses from the following (9 to 11 credits):
- |         |  |   |
|---------|--|---|
| ANP 201 | Introduction to Cultural Anthropology                              | 3 |
| Or      |  |   |
| ANP 204 | Introduction to Medical Anthropology                               | 3 |
| ANP 370 | Culture, Health, and Illness                                       | 3 |
| COM 302 | Special Topics in Health Communication                             | 3 |
| EPI 390 | Disease in Society: Introduction to Epidemiology and Public Health | 4 |
- 
- |         |  |   |
|---------|--|---|
| GEO 435 | Geography of Health and Disease              | 3 |
| HNF 150 | Introduction to Human Nutrition              | 3 |
| HNF 406 | Global Foods and Culture                     | 3 |
| HST 425 | American and European Health Care since 1800 | 4 |
| PH 101  | Introduction to Public Health                | 3 |
| PHL 344 | Ethical Issues in Health Care                | 4 |
| PSY 101 | Introductory Psychology                      | 4 |
| PSY 320 | Health Psychology                            | 3 |
| SOC 475 | Health and Society                           | 3 |
- Note: COM 302 may be taken up to 3 times under different topics.
1. All of the following courses (10 credits):
- |         |  |   |
|---------|--|---|
| COM 310 | Intercultural Communication                    | 3 |
| Or      |  |   |
| COM 320 | Diversity and Communication                    | 3 |
| COM 325 | Interpersonal Influence and Conflict           | 3 |
| COM 475 | Communication Campaign Design and Analysis (W) | 4 |
2. Three courses from the following (8 to 11 credits):
- |          |  |   |
|----------|--|---|
| ANP 200  | Navigating Another Culture                                 | 3 |
| COM 303  | Special Topics in Intercultural Communication              | 3 |
| COM 310  | Intercultural Communication                                | 3 |
| COM 320  | Diversity and Communication                                | 3 |
| CSUS200  | Introduction to Sustainability                             | 3 |
| ENG 478B | Literature and Visual Culture                              | 3 |
| MC 230   | Cultures and Politics in Comparative Perspective           | 4 |
| MI 480   | Information and Communication Technologies and Development | 3 |
| PSY 101  | Introductory Psychology                                    | 4 |
- 
- |         |  |   |
|---------|--|---|
| PSY 342 | Stereotypes, Prejudice, and Discrimination | 3 |
| SOC 161 | International Development and Change       | 3 |
| SOC 215 | Race and Ethnicity                         | 3 |
| SOC 310 | Global Migration                           | 3 |
| SOC 362 | Developing Societies                       | 3 |
| TE 352  | Migration and Education                    | 3 |
- COM 303 may be taken up to 3 times under different topics. Up to 6 credits of a foreign language or educational study abroad program may also serve as an elective in this concentration with advisor approval. Students who select COM 310 or COM 320 in

item 1. may not use those courses to fulfill the requirement in item 2.

### Interpersonal Communication

1. All of the following courses (7 credits):
- |         |  |   |
|---------|--|---|
| COM 325 | Interpersonal Influence and Conflict     | 3 |
| COM 425 | Communication in Close Relationships (W) | 4 |
2. Four courses from the following (12 or 13 credits):
- |         |  |   |
|---------|--|---|
| ATD 430 | Dress, Culture and Human Behavior  | 3 |
| COM 304 | Special Topics in Interpersonal Communication                            | 3 |
| HDFS145 | The Individual, Couples and Families                                     | 3 |
| HDFS225 | Lifespan Human Development in the Family                                 | 3 |
| HDFS414 | Parenting  | 3 |
| HDFS442 | Ethnic Families in America   | 3 |
| HDFS444 | Interpersonal Relationships in the Family                                | 3 |
| HDFS445 | Human Sexuality  | 3 |
| HST 313 | Women in the United States to 1869                                       | 3 |
| HST 314 | Women in the United States since 1869                                    | 3 |
| PSY 101 | Introductory Psychology  | 4 |
| PSY 235 | Social Psychology  | 3 |
| PSY 236 | Personality  | 3 |
| PSY 339 | Psychology of Women  | 3 |
| PSY 342 | Stereotypes, Prejudice, and Discrimination                               | 3 |
| WS 201  | Introduction to Women's and Gender Studies                               | 3 |
| WS 304  | Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) and Sexuality Studies | 3 |
| WS 403  | Women and Change in Developing Countries                                 | 3 |

Note: COM 304 may be taken up to 3 times under different topics.

### Mediated Communication

1. Both of the following courses (7 credits):
- |         |  |   |
|---------|--|---|
| COM 375 | Audience Response to Media Entertainment       | 3 |
| COM 475 | Communication Campaign Design and Analysis (W) | 4 |
2. Four of the following courses (12 to 14 credits):
- |         |  |   |
|---------|--|---|
| ADV 375 | Consumer Behavior  | 3 |
| ADV 431 | Monitoring and Measuring Social Media of Brands            | 3 |
| CAS 110 | Creative Thinking  | 3 |
| CAS 112 | Story, Sound and Motion                                    | 3 |
| CAS 116 | Media Sketching and Graphics                               | 3 |
| CAS 117 | Games and Interactivity                                    | 3 |
| COM 305 | Special Topics in Mediated Communication                   | 3 |
| DH 285  | Introduction to Digital Studies in the Arts and Humanities | 3 |
| ENG 142 | Introduction to Popular Literary Genres                    | 4 |
| FLM 230 | Introduction to Film                                       | 4 |
| FLM 380 | Classical Film and Media Theory                            | 3 |
| FLM 381 | Contemporary Film and Media Theory                         | 3 |
| JRN 108 | The World of Media   | 3 |
| JRN 213 | Animation, Comics, Culture and Graphic Novels in Media     | 3 |
| JRN 218 | Sports in Contemporary Media                               | 3 |
| MI 101  | Understanding Media and Information                        | 3 |
| MI 201  | Introduction to Information Science                        | 3 |
| MI 220  | Methods for Understanding Users                            | 3 |
| MI 239  | Digital Footprints: Privacy and Online Behavior            | 3 |
| MI 302  | Networks, Markets and Society                              | 3 |
| MI 305  | Media and Information Policy                               | 3 |
| MI 355  | Media and Information Research                             | 3 |
| MI 480  | Information and Communication Technologies and Development | 3 |
| PLS 170 | Introduction to Political Philosophy                       | 3 |
| PLS 333 | Public Opinion and Political Behavior                      | 3 |
| PLS 334 | Campaigns and Elections                                    | 3 |
| PSY 101 | Introductory Psychology                                    | 3 |
| PSY 200 | Cognitive Psychology                                       | 3 |
| PSY 235 | Social Psychology  | 3 |
| PSY 270 | Community Psychology                                       | 3 |
| PSY 463 | Introduction to Cognitive Science                          | 3 |
| REL 175 | Religion in Film   | 3 |
| WRA 202 | Introduction to Professional and Public Writing            | 3 |
| WRA 225 | Introduction to Composing Digital for Video                | 3 |
- Note: COM 305 may be taken up to 3 times under different topics.

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### Organizational Communication

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

COM 340	Leadership and Group Communication	3
COM 440	Organizational Communication Structure (W)	4
COM 493	Internship	3

2. Three of the following courses (9 or 10 credits):

ACC 230	Survey of Accounting Concepts	3
ANP 321	Anthropology of Social Movements	3
COM 306	Special Topics in Organizational Communication	3
GBL 323	Introduction to Business Law	3
HST 213	U.S. Business and Economic History	3
MGT 325	Management Skills and Processes	3
MKT 327	Introduction to Marketing	3
PR 325	Intermediate Social Media and Public Relations Techniques	3
PSY 101	Introductory Psychology	4
PSY 255	Industrial and Organizational Psychology	3
SOC 481	Social Movements and Collective Identities	3

Note: COM 306 may be taken up to 3 times under different topics.

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

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

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

ANP 321	Anthropology of Social Movements	3
COM 307	Special Topics in Social Influence	3
HST 316	United States Intellectual History since 1860	3
IBIO 446	Environmental Issues and Public Policy	3
PHL 330	Formal Deductive Reasoning	3
PSY 101	Introductory Psychology	4
PSY 270	Community Psychology	3
SOC 241	Social Psychology	3
SOC 368	Science, Technology and Society	4
SOC 481	Social Movements and Collective Identities	3
SOC 499	Social Issues and Change in Contemporary Society (W)	3

Note: COM 307 may be taken up to 3 times under different topics.

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

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

### COMMUNICATION LEADERSHIP AND STRATEGY

The goal of the major in Communication Leadership and Strategy is to train students in the communication principles, strategies, and initiatives used to further an organization's goals, mission, or values. It is a multidisciplinary professional communication field, drawing upon communication practices found in related disciplines, including interpersonal, organization, and mass communication and research analytics. The major is designed to equip students to: engage in comprehensive audience and information-environment analysis, use excellent interpersonal, organizational and leadership skills with diverse audiences, conduct formative and post-campaign research, understand social media analytics, engage in rapid response crisis communication for organizations, and create strategic plans that leverage multiple communication competencies to inform, influence, and motivate internal and external stakeholders. Undergraduate work in strategic communication creates greater awareness of large-scale organizational goals and

how to use communication, leadership, and strategy to achieve them. Students will learn how to integrate various vertical communication functions such as public relations, information operations, analytics, and advertising into overall grand strategy. Majors will commonly pursue careers in strategic communication, information operations, political strategy, or corporate communication.

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

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

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

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

3. The following requirements for the major:

#### CREDITS

- a. All of the following courses (38 credits):

COM 100	Human Communication	3
COM 225	An Introduction to Interpersonal Communication	3
COM 240	Introduction to Organizational Communication	4
COM 275	Effects of Mass Communication	3
COM 280	Principles, Practices and Ethics of Strategic Communication	4
COM 300	Methods of Communication Inquiry	4
COM 325	Interpersonal Influence and Conflict	3
COM 340	Leadership and Group Communication	3
COM 380	Crisis Communication and Rapid Response	3
COM 475	Communication Campaign Design and Analysis (W)	4
COM 480	Capstone in Communication Leadership and Strategy	4

- b. One course from each of the following areas (9 credits):

#### Research Methods and Analytics

ADV 442	Digital Analytics	3
COM 301	Special Topics in Communication Science, Analytics and Research Methods	3
MI 220	Methods for Understanding Users	3
MI 350	Evaluating Human-Centered Technology	3
MI 355	Media and Information Research	3
PLS 202	Introduction to Data Analytics and the Social Sciences	3
PSY 295	Data Analysis in Psychological Research	3
PSY 342	Stereotypes, Prejudice, and Discrimination	3
SOC 281	Social Research Methods	4
SOC 282	Quantitative Analysis for Social Research	4
STT 200	Statistical Methods	3

#### Computer-Mediated Communication and Social Media

ADV 420	New Media Driver's License	3
ADV 431	Monitoring and Measuring Social Media of Brands	3
COM 302	Special Topics in Health Communication	3
COM 304	Special Topics in Interpersonal Communication	3
COM 305	Special Topics in Mediated Communication	3
JRN 203	Visual Storytelling	3
MI 101	Understanding Media and Information	3
MI 201	Introduction to Information Science	3
MI 305	Media and Information Policy	3
MI 462	Social Media and Social Computing	3

#### Culture and Diversity

ANP 200	Navigating Another Culture	2
COM 310	Intercultural Communication	3
COM 320	Diversity and Communication	3
COM 440	Organizational Communication Structure (W)	4
JRN 475	International News and Government Dynamics	3

MI 480	Information and Communication Technologies and Development	3
PR 310	Diversity, Equity, and Inclusion in Public Relations and Advertising	3
PSY 342	Stereotypes, Prejudice, and Discrimination	3

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SOC 161	International Development and Change	3
SOC 215	Race and Ethnicity	3

### MINOR IN SALES LEADERSHIP

The Minor in Sales Leadership provides students with the set of educational experiences, courses, and training they need to become successful sales agents and leaders in a sales-intensive corporate setting. The minor prepares students to be successful in any sales setting and provides the management skills necessary to expand their careers in a manner consistent with their goals.

The Minor in Sales Leadership is administered by the Department of Communication in the College of Communication Arts and Sciences in cooperation with the Department of Marketing in the Eli Broad College of Business and is available as an elective to students who are enrolled in bachelor's degree programs at Michigan State University. Preference will be given to students in the College of Communication Arts and Sciences and The Eli Broad College of Business. As space permits, students from other colleges desiring the minor will be considered on an individual basis. Admission is competitive. With the approval of the department or school and college that administers the student's degree program, courses that are used to satisfy the requirements for the minor may also be used to satisfy the requirements for the bachelor's degree. The student's program of study must be approved by the student's academic advisor for the minor.

#### Admission

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

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

Students must:

1. apply at mid-semester by the published deadline while enrolled in MKT 313 or after completing the course;
2. provide their overall grade-point average in their major;
3. provide a statement of purpose indicating why they want to enter the minor;
4. provide their score on a sales aptitude test that measures values, behaviors, and skills;
5. participate in a personal interview to determine their interest in and readiness for the minor in which performance in the interview will be assessed and used as a criterion for admission.

### Requirements for the Minor in Sales Leadership

CREDITS

Students must complete 16 credits from the following courses:

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

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

### MINOR IN PUBLIC RELATIONS

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

### GRADUATE STUDY

The graduate programs in communication take an intensive scholarly approach to the creation, transmission, and reception of messages. Students are admitted from heterogeneous education backgrounds. Therefore the first learning experiences in the program consist of acquiring basic knowledge about communication theory and research, message analysis, and methods of inquiry.

The Department of Communication offers programs leading to the Master of Arts and Doctor of Philosophy degrees. Students who want to earn a master's degree in communication pursue one of two programs of study: a predoctoral program that emphasizes knowledge generation (thesis) or a program that emphasizes knowledge utilization (final examination). The Doctor of Philosophy degree program in Communication is for students who intend to become research scholars, consultants or teachers.

A Graduate Specialization in Nonprofit Fundraising is also available.

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

A more comprehensive description of the graduate programs, including standards and requirements for admission and retention, and information about financial assistance, may be obtained by visiting [www.comm.msu.edu](http://www.comm.msu.edu) or by writing to the Office of Graduate Studies, Department of Communication, Communication Arts Building, 404 Wilson Road, Room 472, Michigan State University, East Lansing, MI 48824-1212.

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

### COMMUNICATION

#### Master of Arts

The Master of Arts degree in Communication offers two concentrations. The Predoctoral concentration (Plan A with thesis) is designed to prepare students for entry into a doctoral program in communication. The Career-Oriented concentration (Plan B without thesis) is designed to meet the needs of those who find their ability to communicate, or their ability to develop and implement appropriate communication strategies are critical to their professional performance.

Both concentrations will assist students in improving their ability to (1) identify the key communication variables which affect a person's attitudes and behaviors; (2) develop communication strategies to address a variety of health, organizational, political, or other goals; and (3) critically evaluate and synthesize results from research on any question related to communication.

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

#### Admission

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

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

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

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

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

The student must complete the requirements for Plan A (with thesis) or Plan B (without thesis) as specified below:

**Predoctoral (Plan A)**  
30  
Only Plan A (with thesis) is available to students in the master's degree program in communication who elect the predoctoral concentration. The student must complete at least 30 credits for the degree including:

1. All of the following courses (13 credits):

- |         |   |   |
|---------|---|---|
| COM 803 | Introduction to Quantitative Research Methods   | 3 |
| COM 820 | Communication Theory and Process  | 3 |
| COM 830 | Applied Communication Research II   | 3 |
| COM 899 | Master's Thesis Research  | 4 |
| 2.      | Nine to eleven additional credits in Communication courses approved by the student's academic advisor.              |   |
| 3.      | Six to eight credits in courses outside the Department of Communication approved by the student's academic advisor. |   |
| 4.      | Completion of a master's thesis.  |   |

One of the following concentrations (Plan B):

**Knowledge Utilization**  
30  
Only Plan B (without thesis) is available to students in the master's degree program in communication who elect the knowledge utilization concentration. The student must complete at least 30 credits for the degree including:

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

COM 803	Introduction to Quantitative Research Methods	3
COM 820	Communication Theory and Process	3
2. Nine to 17 additional credits in Communication courses approved by the student's academic advisor.
3. Seven to 15 credits in courses outside the Department of Communication approved by the student's academic advisor.

The final certifying examination is a written and oral examination that focuses on the student's course work.

#### Communication Science Research and Analytics

Only Plan B (without thesis) is available to students in the master's degree program in communication who elect the communication science research and analytics concentration. The student must complete at least 30 credits for the degree including:

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

COM 803	Introduction to Quantitative Research Methods	3
COM 820	Communication Theory and Process	3
COM 830	Applied Communication Research II	3
COM 893	Practicum	3

The practicum is arranged with approval from the student's advisor and the MA Director and can include a semester-long project conducted with an outside group or substantial work conducted with a Communication faculty-led research team.
2. Complete 9 credits from the following. It is strongly recommended that students take at least one course from each group. Students who opt to substitute a different course for each of the Groups listed should receive approval from their advisor and the MA Director prior to enrollment.

#### Communication Survey Design and Implementation

COM 804 Survey Design for Communication Research 3

#### Biobehavioral Communication Research Methods

CAS 892 Special Topics  
Section: Media Neuroscience and Behavioral Communication Research 3

#### Computational Communication Research

CAS 892 Special Topics  
Section: Computational Social Science: Principles and Applications 3  
CSE 842 Natural Language Processing 3  
CSE 881 Data Mining 3

3. Nine to 17 additional credits in Communication courses approved by the student's academic advisor.

The final certifying examination is a written and oral examination that focuses on the student's course work to be completed in the final semester in program.

#### Doctor of Philosophy

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

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

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

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, research methods and analysis. Much of this work is taught by the faculty and engages the full-time curricular energies of the students. Students without background in communication or social science research may be advised to take some preparatory course work.

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

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

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

### Admission

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

Students are admitted from heterogeneous educational backgrounds.

### Requirements for the Doctor of Philosophy Degree in Communication

CREDITS

The student must:

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

COM 801	Communication Research I	4
COM 802	Communication Research II	4
COM 901	Communication Research Design I	4

- |         |                                  |   |
|---------|----------------------------------|---|
| COM 902 | Communication Research Design II | 4 |
|---------|----------------------------------|---|
3. Earn a grade-point average of 3.25, or the student will be eligible for elimination from the program.
  4. Earn no two grades below 3.0 in any of the evaluative structures the department uses to evaluate doctoral students, including course work, research team, or faculty evaluations of student teaching, or the student will be eligible for elimination from the program.
  5. Earn a minimum of an additional 26 credits of course work agreed upon and approved by the student's guidance committee.
  6. Complete a minimum of 24 credits and no more than 36 credits, of COM 999 Doctoral Dissertation Research.
  7. Write and successfully defend a preliminary research paper or comprehensive exam.
  8. Write and successfully orally defend the dissertation.

### GRADUATE SPECIALIZATION IN NONPROFIT FUNDRAISING

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

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

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

### Requirements for the Graduate Specialization in Nonprofit Fundraising

CREDITS

Students must complete the following courses (9 credits):

1. Complete the following course (3 credits):

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

ADV 800	Advertising and Public Relations Theory	3
COM 860	Persuasion	3
3. One of the following courses (3 credits):

ADV 893	Practicum	3
COM 893	Practicum	3

## SCHOOL of JOURNALISM

*Tim P. Vos, Director*

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

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

### UNDERGRADUATE PROGRAMS

School of Journalism graduates provide the written and visual storytelling that inform, entertain, and challenge people every day. Using a state-of-the-art newsroom and studios students produce content for multiple platforms – from news publications to television to social media to film to streaming services. Students learn valuable storytelling skills, become critical thinkers, excellent writers, and superb visual communicators. Students work in various student-produced media, become members of student organizations, have internships, win professional awards, and get job offers. They are prepared for the future of media and will be leaders in the field because of their knowledge, skill, and flexibility.

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

### DIGITAL STORYTELLING

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

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

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

The **Audio Storytelling Concentration** is focused on storytelling through the art and science of production through audio. Students gain hands-on experience producing stories through sound for audio-based models such as terrestrial broadcast radio, satellite radio and web-based distribution and podcasts. Students will learn the fundamentals of audio technology, delivery and presentation, sound design and theory, and industry organization and business concepts.

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

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

The **Minor in Documentary Production** introduces undergraduates to the history, theory, and production of documentary media. Documentary production focuses on issues of media, representation, and reality. It engages directly with the fundamental understanding of how the world is presented, represented, distorted, structured, and shaped. Interpretation and representation of reality constitutes a central axis of inquiry and debate. By integrating production and analysis, students in this minor produce theoretically informed work and develop a cutting-edge understanding of the challenges inherent in representing reality.

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

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

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

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

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

3. The following requirements for the major:

#### CREDITS

a. All of the following core courses with a minimum grade of 2.0 or higher in each course (12 credits):

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CAS 112	Story, Sound and Motion	3
DS 103	Media History	3
DS 113	Story, Sound and Motion II	3
JRN 108	The World of Media	3
b. Complete a concentration or minor (12 to 15 credits):		
<b>Animation</b>		
1. Complete the following courses (9 credits):		
JRN 212	2D Animation Storytelling	3
JRN 312	Stop Motion Animation Storytelling (W)	3
JRN 413	3D Animation Storytelling	3
2. One of the following courses (3 credits):		
JRN 412	Scoring for Moving Pictures	3
MI 337	Compositing and Special Effects	3
<b>Audio Storytelling</b>		
1. Complete three of the following courses (9 credits):		
DS 243	Audio Storytelling	3
DS 343	Podcasting	3
DS 344	Sound Design for Storytelling	3
JRN 412	Scoring for Moving Pictures	3
2. Complete the following course (3 credits):		
DS 443	Advanced Audio Design (W)	3
<b>Filmmaking</b>		
1. Complete the following courses (9 credits):		
DS 241	Filmmaking I: Basics of Film Production	3
DS 341	Filmmaking II: Creating Short Films	3
DS 441	Filmmaking III: Advanced Filmmaking Capstone (W)	3
2. One of the following courses (3 credits):		
DS 311	Introduction to Documentary Filmmaking	3
DS 351	Producing for Cinema and Television	3
DS 409	Advanced Lighting and Camera Techniques	3
DS 440	Advanced Video Editing	3
FLM 334	Introduction to Screenwriting (W)	3
<b>Multicam Production</b>		
1. Both of the following courses (6 credits):		
DS 242	Multicam Production I	3
DS 342	Multicam Production II	3
2. Two of the following courses, one of which must be DS 442A, DS 442B, or DS 442C:		
DS 442A	Multicam Production for Arts (W)	3
DS 442B	Multicam Production for Sports (W)	3
DS 442C	Multicam Production for News (W)	3
THR 411	Stage Lighting Design	3
THR 416	Stage Sound Design	3
Students may choose to complete one of the following minors (15 credits):		
Documentary Production or Fiction Filmmaking. Students should consult the Academic Programs catalog statement in the department that administers the minor to learn the requirements.		
c. Complete a minimum of 12 elective credits of courses from the following:		
DS 202	Writing for Digital Storytelling	3
DS 211	Documentary Film History and Theory	3
DS 241	Filmmaking: Basics of Film Production	3
DS 242	Multicam Production I	3
DS 243	Audio Storytelling	3
DS 311	Introduction to Documentary Filmmaking	3
DS 341	Filmmaking: Creating Short Films II	3
DS 342	Multicam Production II	3
DS 343	Podcasting	3
DS 344	Sound Design for Storytelling	3
DS 351	Producing for Cinema and Television	3
DS 409	Advanced Lighting and Camera Techniques	3
DS 411A	Advanced Documentary Filmmaking I (W)	3
DS 411B	Advanced Documentary Filmmaking II (W)	3
DS 435A	Creating the Fiction Film I	3
DS 435B	Creating the Fiction Film II (W)	3
DS 440	Advanced Video Editing	3
DS 481	Indian Film and Media Production	8 to 12
DS 492	Digital Storytelling Special Topics	3
DS 492A	Digital Storytelling Special Topics in Animation	3
DS 492B	Digital Audio Storytelling Special Topics	3
DS 492C	Special Topics in Filmmaking	3
DS 492D	Special Topics in Multicam Production	3
FLM 301	History of Film after Midcentury	3
JRN 206	Video Storytelling with Phones	3
JRN 212	2D Animation Storytelling	3
JRN 310	Photojournalism	3
JRN 312	Stop Motion Animation Storytelling (W)	3
JRN 412	Scoring for Moving pictures	3

JRN 483	Photo Communication in Europe	6
JRN 486	British and Irish Mass Media Education Abroad	6
JRN 487	Creative Journey Education Abroad	6
MI 337	Compositing and Special Effects	3

Courses chosen to complete this requirement may not be used to fulfill the requirements of a concentration or minor.

- d. Digital Storytelling majors must complete a minimum of 72 credits in courses outside of the School of Journalism, and mass communication. Digital Storytelling majors may complete up to 48 credits in digital storytelling, journalism, and mass communication areas of study.

## JOURNALISM

Journalism is a profession and set of skills for gathering, investigating, producing, and disseminating news. Thus, journalism is an essential feature of democratic societies – providing truthful information that aids individual and collective decision-making. Whether focusing on political, sports, business, environmental, science, or international topics, the journalism major provides students with the professional preparation to serve society's needs. Graduates are prepared to work in a range of traditional and innovative journalism-related occupations and platforms.

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

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

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

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

	CREDITS
a. All of the following core courses (19 to 24 credits):	
JRN 108 The World of Media	3
JRN 200 Writing and Reporting News	3
JRN 203 Visual Storytelling	3
JRN 300 Multimedia Writing and Reporting (W)	3
JRN 325 Journalism History	3
JRN 430 News Media Law and Ethics	3
JRN 493 Journalism Professional Field Experience	1 to 6
Students must achieve a minimum grade of 2.0 or higher in Journalism 200 and 300 in all credits attempted.	
b. One of the following courses (3 credits):	
CAS 110 Creative Thinking	3
CAS 111 Design and Layout	3
CAS 112 Story, Sound and Motion	3
CAS 114 Creativity and Innovative Entrepreneurship	3
CAS 116 Media Sketching and Graphics	3
c. Complete a concentration or minor (12 to 15 credits).	
Students may choose from the following concentrations (12 credits). Students may select special topics to fulfill concentration requirements with advisor approval.	
<b>Broadcast Journalism</b>	
All of the following courses:	
JRN 206 Video Storytelling with Phones	3
JRN 306 Broadcast News I: Intro to Reporting	3
JRN 403 Broadcast News II: Intermediate Reporting	3
One of the following courses (3 or 4 credits):	
JRN 303 On-Air Announcing, Interviewing and Hosting	3
JRN 406A Broadcast News III: Advanced Reporting	4
JRN 406B Broadcast News Producing	4
<b>Environment, Science and Health Reporting</b>	
Both of the following courses:	
JRN 372 Environment, Science and Health Journalism Special Topics	3
JRN 472 Environmental, Science and Health Reporting	3
Complete 6 credits from the following:	
JRN 372 Environment, Science and Health Journalism Special Topics	3
JRN 472 Environmental, Science and Health Reporting	3

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JRN 485	Environmental Communication Education Abroad	3
JRN 488	Visual Storytelling in Kenya	4
A 300-level or above environment-relevant non-Journalism course with advisor approval.		

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

### Information Graphics

All of the following courses:

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

Complete 3 credits from the following:

JRN 336	Designing for Media	3
JRN 487	Creative Journey Education Abroad	6
JRN 488	Visual Storytelling in Kenya	4

### International Reporting

All of the following courses:

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

Complete 3 credits from the following:

JRN 365	International News and Government Dynamics	3
JRN 483	Photo Communication in Europe	6
JRN 484	Sports Journalism Education Abroad	6
JRN 485	Environmental Communication Education Abroad	6
JRN 486	British and Irish Mass Media Education Abroad	6
JRN 487	Creative Journey Education Abroad	6
JRN 488	Visual Storytelling in Kenya	4

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

### Media Design

All of the following courses:

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

Complete 3 credits from the following:

JRN 338	Information Graphics	3
JRN 487	Creative Journey Education Abroad	6
JRN 488	Visual Storytelling in Kenya	4

### Media Relations

All of the following courses:

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

Complete at least 2 credits from the following:

ADV 402	Public Relations Topics in Advertising	1
COM 402	Public Relations Topics in Communication	1
JRN 345	Images and Messages	3
JRN 402	Public Relations Topics in Journalism	1
JRN 488	Visual Storytelling in Kenya	4

Students who reenroll in ADV 402, COM 402, or JRN 402 must select a different topic than previously taken. ADV 402 and COM 402 are only open to students that have been accepted to the Minor in Public Relations.

### Photojournalism

All of the following courses:

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

Complete 3 credits from the following:

CAS 110	Creative Thinking	3
CAS 112	Story, Sound and Motion	3
JRN 483	Photo Communication in Europe	3
JRN 488	Visual Storytelling in Kenya	4

### Sports Journalism

All of the following courses:

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

### Writing, Reporting and Editing

All of the following courses:

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

One of the following courses:

JRN 420	Capital News Service	3
JRN 472	Environmental, Science and Health Reporting	3
JRN 486	British and Irish Mass Media Education Abroad	6

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

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

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

(1) <b>Literature:</b> One course (3 credits)	
(2) <b>Civics:</b> One of the following courses (3 credits)	
PLS 100 Introduction to American Politics	3
PLS 302 Urban Politics	3
PLS 304 Minority Politics	3
PLS 313 American Public Policy	3
PLS 320 Judicial Politics	3
PLS 324 Congress	3
PLS 325 The Presidency	3
PLS 334 Campaigns and Elections	3

e. Journalism majors must complete a minimum of 60 credits in courses outside of the College of Communication Arts and Sciences.

## Other Programs

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

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

## Suggestions for Program Success

Students should pursue the University's Integrative Studies requirements during their first and second years. Students should complete Journalism 108 in the first year and Journalism 200, 203 and 300 before the end of the sophomore year.

Journalism majors are also required to complete an internship for credit, under JRN 493. Internships are an important part of bridging classroom work to the world of work. Our most successful graduates complete multiple internships before graduating.

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

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

## MINOR IN ANIMATION AND COMICS STORYTELLING IN MEDIA

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



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immersive 2D/3D animation, comics, graphic novels, and cartoons.

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

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

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

Complete 15 credits from the following:

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

### MINOR IN BROADCAST JOURNALISM

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

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

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

### Requirements for the Minor in Broadcast Journalism

	CREDITS
Complete 16 credits from all of the following courses:	
JRN 206 Video Storytelling with Cell Phones	3
JRN 303 On-Air Announcing, Interviewing and Hosting	3
JRN 306 Broadcast News I: Introduction to Reporting	3
JRN 403 Broadcast News II: Intermediate Reporting	3
Complete one of the following courses (3 or 4 credits):	
JRN 406A Broadcast News III: Advanced Reporting	4
JRN 406B Broadcast News Producing	4

### MINOR IN DIGITAL STORYTELLING

The Minor in Digital Storytelling, which is administered by the School of Journalism, prepares students for a media-focused world and provides them with the tools and techniques needed

for creative, entrepreneurial and analytical processes and production. Students gain the marketable skills necessary to pursue career paths in film, television, corporate communications, digital advertising, new media and other fields that use sound and image to entertain, inform and/or educate.

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

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

### Requirements for the Minor in Digital Storytelling

Complete 15 credits from the following:

	CREDITS
1. Both of the following Core courses (6 credits):	
CAS 112 Story, Sound and Motion	3
DS 113 Story, Sound and Motion II	3
2. Complete 9 credits from the following:	
DS 202 Writing for Digital Storytelling	3
DS 211 Documentary Film History and Theory	3
DS 241 Filmmaking I: Basics of Film Production	3
DS 242 Multicam Production I	3
DS 243 Audio Storytelling	3
DS 311 Introduction to Documentary Filmmaking	3
DS 341 Filmmaking II: Creating Short Films	3
DS 342 Multicam Production II	3
DS 343 Podcasting	3
DS 344 Sound Design for Storytelling	3
DS 351 Producing for Cinema and Television	3
DS 409 Advanced Lighting and Camera Techniques	3
DS 440 Advanced Video Editing	3
DS 441 Filmmaking III: Advanced Filmmaking Capstone (W)	3
DS 442A Multicam Production for Arts (W)	3
DS 442B Multicam Production for Sports (W)	3
DS 442C Multicam Production for News (W)	3
DS 443 Advanced Audio Design (W)	3
JRN 212 2D Animation Storytelling	3
JRN 312 Stop Motion Animation Storytelling (W)	3
JRN 412 Scoring for Moving Pictures	3
JRN 413 3D Animation Storytelling	3

### MINOR IN DOCUMENTARY PRODUCTION

The Minor in Documentary Production introduces undergraduates to the history, theory, and production of documentary media. Documentary production focuses on issues of media, representation, and reality. It engages directly with the fundamental understanding of how the world is presented, represented, distorted, structured, and shaped. Interpretation and representation of reality constitutes a central axis of inquiry and debate. By integrating production and analysis, students in this minor produce theoretically informed work and develop a cutting-edge understanding of the challenges inherent in representing reality.

The Minor in Documentary Production is administered by the School of Journalism within the College of Communication Arts and Sciences. The minor is available as an elective to students who are enrolled in bachelor's degree programs at Michigan State University. Students in the Film Studies program in the Department of English; the School of Journalism; the Department of Media and Information; and the Department of Writing, Rhetoric, and American Cultures may find this minor of particular interest.

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Students who are interested in the minor are eligible to apply if they are in good academic standing. Students will apply for the minor in the spring of their sophomore year by submitting an application available through the School of Journalism. Applications will be reviewed prior to annual enrollment.

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

### **Prerequisite:**

DS 211 Documentary Film History and Theory 3

### **Requirements for the Minor in Documentary Production**

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

1. The following course (3 credits):  
DS 311 Introduction to Documentary Filmmaking 3
2. Complete at least 6 credits from one of the following areas:  
**Audio/Video**  
DS 341 Filmmaking II: Creating Short Films 3  
DS 344 Sound Design for Storytelling 3  
DS 409 Advanced Lighting and Camera Techniques 3  
DS 440 Advanced Video Editing 3  
MI 337 Compositing and Special Effects 3  
**Broadcast News**  
JRN 306 Broadcast News I: Intro to Reporting 3  
JRN 403 Broadcast News II: Intermediate Reporting 3  
JRN 406B Broadcast News Producing 4  
**Film Studies**  
FLM 260 Introduction to Digital Film and Emergent Media 4  
FLM 334 Introduction to Screenwriting (W) 3  
FLM 460 Seminar in Digital Film and Emergent Media (W) 3  
**Multimedia**  
CSUS265 Exploring Environmental and Sustainability Issues and Policy Using Film 3  
JRN 203 Visual Storytelling 3  
WRA 225 Introduction to Composing Digital for Video 3  
**Photography**  
One of the following, either (1), (2), or (3):  
(1) JRN 310 Photojournalism 3  
JRN 410 Advanced Photojournalism Documentary 3  
(2) JRN 483 Photo Communication in Europe 6  
(3) JRN 488 Visual Storytelling in Kenya 4  
JRN 310 Photojournalism 3  
or  
JRN 410 Advanced Photojournalism Documentary 3  
**Producing**  
DS 351 Producing for Cinema and Television 3  
JRN 450 Media Innovation and Entrepreneurship 3  
MI 301 Bringing Media to Market 3  
**Web**  
JRN 336 Designing for Media 3  
JRN 436 Designing for the Web and Mobile Devices 3  
MI 349 Web Design and Development 3  
**Writing**  
ENG 223 Introduction to Creative Non-Fiction Writing 3  
ENG 423 Advanced Creative Non-Fiction Writing 3  
JRN 300 Multimedia Writing and Reporting (W) 3  
JRN 432 Magazine, Feature and Freelance Writing 3
3. The following capstone courses (6 credits):  
DS 411A Advanced Documentary Filmmaking I (W) 3  
DS 411B Advanced Documentary Filmmaking II (W) 3

### **MINOR IN MEDIA PHOTOGRAPHY**

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

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

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

### **Requirements for the Minor in Media Photography**

Complete 15 credits from the following:

CREDITS

1. All of the following core courses (9 credits):  
JRN 310 Photojournalism 3  
JRN 345 Images and Messages 3  
JRN 410 Advanced Photojournalism: Documentary 3
2. Complete 6 credits from the following courses:  
CAS 110 Creative Thinking 3  
CAS 111 Design and Layout 3  
CAS 112 Story, Sound and Motion 3  
CAS 205 Photography in Media Settings 1  
JRN 203 Visual Storytelling 3  
JRN 206 Video Storytelling with Phones 3  
JRN 336 Designing for Media 3  
JRN 483 Photo Communication in Europe 6  
JRN 488 Visual Storytelling in Kenya 4  
JRN 492 Journalism Special Topics 3  
Students enrolling in JRN 492 must have advisor approval to ensure appropriate content. Students who reenroll in JRN 492 must select a different topic for each enrollment.

### **MINOR IN PUBLIC RELATIONS**

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

### **MINOR IN SPORTS JOURNALISM**

The Minor in Sports Journalism, which is administered by the School of Journalism, provides students a strong foundation and marketable skills necessary to conceptualize, develop, research, interview, create and deliver traditional, multimedia, broadcast, and social media sports journalism. Sports journalism content includes news issues, events, narrative and linear journalistic storytelling techniques, history, global sports and media relationships, social media, sports terminology, game play, rules, equipment and processes, and impact on society at all levels. Students demonstrate critical thinking, enabling professional content, context and ethics across global media platforms and audiences.

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

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

### Requirements for the Minor in Sports Journalism

CREDITS

Complete 15 credits from the following:

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

JRN 218 Sports in Contemporary Media	3
JRN 317 Sports Journalism	3
JRN 416 Sports Multimedia Content Management	3
JRN 418 Advanced Sport Reporting	3
  2. One of the following courses (3 or 6 credits):

JRN 303 On-Air Announcing, Interviewing and Hosting	3
JRN 404 Sports Broadcast and Production	3
JRN 432 Magazine, Feature and Freelance Writing	3
JRN 484 Sports Journalism Education Abroad	6
JRN 492 Journalism Special Topics	3
- JRN 492 special topics courses may count towards the concentration, if applicable and with advisor approval. Students who re-enroll in JRN 492 must select a different topic than previously taken.

## GRADUATE STUDY

The School of Journalism offers several graduate options. A Master of Arts degree (M.A.) for students with a background in journalism or related professions and for those whose degrees are in areas other than journalism or who have not worked professionally in the field. For exceptional MSU students (those whose GPA is 3.5 or above) who want to combine their undergraduate education with an M.A. degree in journalism, the School of Journalism offers a dual bachelor's-master's program. The School also offers a graduate certificate in journalism that help professionals and graduates update their knowledge of the field of journalism and also offers a graduate certificate in documentary film. A Doctor of Philosophy (Ph.D.) degree in Information and Media focuses on research in journalism and news, audiences, media technology, media effects or other subjects of students' choice related to journalism and media. They learn how media and society influence each other.

### Master of Arts

The Master of Arts degree program provides students with the exciting opportunity to acquire lifelong skills and knowledge as critical thinkers, excellent writers, and visual communicators in preparation for journalism careers in new media technologies and traditional media anywhere in the world. It provides flexibility to adapt to the needs of individuals for advanced study or for those without prior media experience or journalism education. It also encourages students to gain expertise in an area of study outside journalism that coincides with their future goals.

The program appeals to applicants who seek employment in related areas of innovative journalism, including mobile or online media, radio and TV news, documentaries,

newspapers, magazines, photojournalism and other visual communication, media management, public relations, and journalism for domestic or international markets. It serves applicants who seek fundamental, advanced and specialized courses in journalism and related fields, who wish to pursue doctoral study, who are professional journalists planning to advance in the industry, and those who will seek opportunities in fields such as environmental journalism and international journalism.

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

### Admission

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

1. An official transcript of all undergraduate and graduate work.
2. Three letters of recommendation from persons who are familiar with the applicant's academic and professional work.
3. A 750-word autobiography.
4. A 1000-word statement of goals for the master's degree.

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

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

CREDITS

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

All of the following courses (10 credits):

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

#### Additional Requirements for Plan A

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

JRN 803 Introduction to Quantitative Research Methods	3
JRN 816 Applied Research Methods in Journalism	3
JRN 899 Master's thesis Research	6
2. Complete 9 additional credits of elective course work approved by a program plan committee which may include a 9 credit concentration in: Environmental, Science, and Health Journalism; or International Journalism.

#### Additional Requirements for Plan B

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

JRN 800 Multiple Media Reporting I	3
JRN 801 Multiple Media Reporting II	3
JRN 896 Journalism Professional Project	6
2. Complete 9 additional credits of elective course work approved by a program plan committee which may include a 9 credit concentration in: Environmental, Science, and Health Journalism; or International Journalism.

#### Optional Concentrations

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

#### Environmental, Science and Health Journalism

All of the following courses (9 credits):

JRN 872 Environment, Science and Health Reporting Topics	3
JRN 873 Environment, Science and Health Journalism Seminars	3

Any advisor approved environmental, science, health or risk course.

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### **International Journalism**

Select 9 credits from the following:

JRN 475	International News and Government Dynamics	3
JRN 875	Global Affairs Reporting	3
JRN 887	Journalism Study Abroad Topics	6

Any advisor approved international course.

### **Doctor of Philosophy**

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

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

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

### **Journalism/Law Institute**

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

### **GRADUATE CERTIFICATE IN DOCUMENTARY FILM**

The Graduate Certificate in Documentary Film provides graduate students with the history, theories and frameworks needed to design, develop, produce and distribute documentaries that they create using video, audio, still photography, web design, and print media. Students will engage in the preproduction, production and post-production phases and gain experience as a director, producer, cinematographer, audio specialist, researcher or other integral member of a documentary film team.

#### **Admission**

To be considered for admission to the Graduate Certificate in Documentary Film, students must:

1. Have a completed bachelor's degree.
2. Submit an academic statement of no more than 500 words that clearly describes the applicant's reasons for pursuing the certificate and the goals that the certificate will help them attain.

For additional information, refer to the Admission section in the Graduate Education section of this catalog.

#### **Requirements for the Graduate Certificate in Documentary Film**

##### **CREDITS**

Students must complete 9 credits from the following:

1. Students must complete 6 credits, spread across two semesters in the following courses:

JRN 811A	Advanced Documentary Filmmaking I	3
JRN 811B	Advanced Documentary Filmmaking II	3
2. Complete 3 credits from the following:

JRN 403	Broadcast News II: Intermediate Reporting	3
JRN 404	Sports Broadcast and Production	4

JRN 406A	Broadcast News III: Advanced Reporting	4
JRN 406B	Broadcast News Producing	4
JRN 407	Advanced Reporting	3
JRN 418	Advanced Sports Reporting	3
JRN 412	Scoring for Moving Pictures	3
JRN 413	3D Animation Storytelling	3
JRN 800	Multiple Media Reporting I	3
JRN 801	Multiple Media Reporting II	3
JRN 810	Visual Journalism	3
DS 409	Advanced Lighting and Camera Techniques	3
DS 435A	Creating the Fiction Film I	3
DS 440	Advanced Video Editing	3
DS 441	Filmmaking III: Advanced Filmmaking Capstone (W)	3
DS 442A	Multicam Production for Arts (W)	3
DS 442B	Multicam Production for Sports (W)	3
DS 442C	Multicam Production for News (W)	4
DS 492C	Digital Storytelling Special Topics in Filmmaking	1 to 6

### **GRADUATE CERTIFICATE IN JOURNALISM**

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

#### **Admission**

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

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

##### **CREDITS**

Students must complete a minimum of 9 credits, through selection of a minimum of three JRN courses at the 800-level, in consultation with the academic advisor.

## DEPARTMENT of MEDIA and INFORMATION

### **Michael Stern, Chairperson**

The Department of Media and Information is an interdisciplinary and energetic community of researchers, creators, and teachers united by a passion for all aspects of media and information. As one of the leading departments in this growing field and a member of the global iSchools Consortium, our department is known for innovative research and creative work. The department offers an environment of engaged learning and scholarship in which students and faculty design, explore and study the next media and information technologies, applications, and content.

The department offers undergraduate and graduate degrees that prepare students for rewarding careers in a wide range of employment opportunities across new and traditional media, including games and interactive media (design and development of games for entertainment and learning, virtual

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and extended reality, web development), and information industries (human-centered technology design, user experience, social media, mobile applications and services). In addition, several Minors are offered jointly with other departments on campus: Game Design and Development (gamedev.msu.edu), Information Technology (itminor.msu.edu), and Information and Communication Technology for Development.

### UNDERGRADUATE PROGRAMS

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

#### GAMES AND INTERACTIVE MEDIA

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

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

#### Admission

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

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

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

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

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 Games and Interactive Media.

The University's Tier II writing requirement for the Games and Interactive Media major is met by completing one of the following courses: Media and Information 402, 430, 447, 477, 482, 486, 495, or 498. Those courses are referenced in item 3. below.

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

3. The following requirements for the major (36 credits):  
CREDITS

- a. All of the following courses (12 credits):

CAS 117	Games and Interactivity	3
MI 101	Understanding Media and Information	3
MI 103	Practical Computing for Interactive Media	3
MI 339	Games and Society	3

- b. Two of the following courses (6 credits):

MI 111	Game Literacy	3
MI 201	Introduction to Information Science	3
MI 220	Methods for Understanding Users	3
MI 301	Bringing Media to Market	3
MI 305	Media and Information Policy	3
MI 320	Reasoning with Data	3
MI 355	Media and Information Research	3

- c. Six courses with four courses from the same focus area and at least one course from a different focus area (18 credits):

##### Game Design

DS 344	Sound Design for Storytelling	3
MI 230	Game Design	3
MI 330	Game Level Design	3
MI 332	Game Interface Design	3
MI 334	eSports and Online Broadcasting	3
MI 402	Topics in Game Studies (W)	3
MI 430	Game Writing (W)	3
MI 445	Game Design and Development I	3
MI 455	Game Design and Development II	3
MI 482	Building Virtual Worlds (W)	3
MI 486	Serious Game Design (W)	3
MI 495	Game and Interactive Media Projects (W)	3
MI 497	Game Design Studio	3
MI 498	Collaborative Game Design (W)	3

##### Game Graphics and Animation

MI 227	Concept Design for Games, Film, and TV	3
MI 247	Three-Dimensional Graphics and Design	3
MI 327	Advanced Concept Design for Games, Film, and TV	3
MI 337	Compositing and Special Effects	3
MI 347	Advanced Three-Dimensional Computer Animation	3
MI 377	Advanced 3D Modeling	3
MI 447	Graphics and Animation Portfolio (W)	3
MI 477	Advanced 3D Character Modeling (W)	3
MI 495	Game and Interactive Media Projects (W)	3

##### Game Development

CSE 231	Introduction to Programming I	4
CSE 232	Introduction to Programming II	4
MI 231	Game and Interactive Media Development	3
MI 349	Web Design and Development	3
MI 431	Advanced Game Development	3
MI 449	Advanced Web Development and Database Management	3
MI 482	Building Virtual Worlds (W)	3
MI 484	Building Innovative Interfaces (W)	3
MI 495	Game and Interactive Media Projects (W)	3
MTH 314	Matrix Algebra with Computational Applications	3

- d. **Media and Information (MI) Electives.**

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

### INFORMATION SCIENCE

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

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This degree uniquely prepares graduates by focusing on: 1) understanding and harnessing the power of media through interdisciplinary artistic, qualitative, and quantitative methodological approaches and theoretical perspectives, 2) using the design process to inform the creative act and fuel innovation using current and emerging media technologies, 3) using media to address pressing social issues and other meaningful themes, 4) gaining fluency with the tools, practice, and techniques used in the creation of current and emerging mediated experiences, and 5) interpreting and critiquing media in the context of audiences, users, historical precedents, socio-cultural patterns of use, and ethical implications of technologies.

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

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 Information Science.

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

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

3. The following requirements for the major:

#### CREDITS

a. All of the following core courses (9 credits):

MI 101	Understanding Media and Information	3
MI 201	Introduction to Information Science	3
MI 304	Information and Society	3

b. Two of the following methods courses (6 credits):

MI 220	Methods for Understanding Users	3
MI 320	Reasoning with Data	3
MI 355	Media and Information Research	3
MI 425	Advanced Data Analysis	3

c. Six courses from the following focus areas with at least four courses in the same focus area and at least one course from a different focus area (18 credits):

#### Human-Centered Technologies

MI 250	Introduction to Applied Programming	3
MI 349	Web Design and Development	3
MI 350	Evaluating Human-Centered Technology	3
MI 420	Interactive Prototyping	3
MI 449	Advanced Web Development and Database Management	3

MI 450	Creating Human-Centered Technology (W)	3
MI 484	Human Robot Interaction (W)	3

#### Media and Information

ITM 444	Information Technology Project Management	3
MI 349	Web Design and Development	3
MI 360	Media and Information Management	3
MI 361	IT Network Management and Security	3
MI 401	Topics in Information Science (W)	3
MI 449	Advanced Web Development and Database Management	3

MI 452	Media Entrepreneurship and Business Strategies	3
MI 462	Social Media and Social Computing	3
MI 472	Digital Business and Commerce	3

#### Information and Society

MI 239	Digital Footprints: Privacy and Online Behavior	3
MI 302	Networks, Markets, and Society	3
MI 305	Media and Information Policy	3
MI 401	Topics in Information Science (W)	3
MI 462	Social Media and Social Computing	3
MI 480	Information and Communication Technologies and Development	3

MI 484	Human Robot Interaction (W)	3
MI 488	Information and Communication Technology Development Project (W)	3

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

Additional credits in department courses can be taken as electives. Special topics (MI 491) and internships (MI 493) are encouraged for

experiential learning opportunities. Students interested in pursuing a minor should contact the Academic and Students Affairs Office in the College of Communication Arts and Sciences.

### MINOR IN GAME DESIGN AND DEVELOPMENT

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

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

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

To apply, students must submit an application stating their interest in the minor and a portfolio demonstrating their expertise in media design, computer science, or art. Applications are due by the tenth week of the spring semester. Depending on the number of students applying, oral interviews may be requested. Academic performance will also be considered.

Students accepted into the minor may begin the minor in the subsequent fall semester. The advisor for the game design and development minor must approve the student's program of study.

#### Prerequisites

1. The following course (3 credits):

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

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

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

Complete all of the following courses (15 credits):

#### CREDITS

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

MI 445	Game Design and Development I	3
MI 455	Game Design and Development II	3
MI 497	Game Design Studio	3
MI 498	Collaborative Game Design (W)	3

2. Complete one of the following courses (3 credits):

CSE 422	Computer Networks	3
CSE 435	Software Engineering	3
CSE 440	Introduction to Artificial Intelligence	3
CSE 471	Media Processing and Multimedia Computing	3

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CSE 472	Computer Graphics	3
CSE 476	Mobile Application Development	3
CSE 477	Web Application Architecture and Development	3
CSE 480	Database Systems	3
GD 460	Graphic Design II: Visual Communication	3
GD 462	Spatial Design	3
GD 468	Interaction Design	3
MI 327	Advanced Concept Design for Games, Film, and TV	3
MI 337	Compositing and Special Effects	3
MI 431	Advanced Game Development	3
MI 344	Sound Design for Cinema, Television, and Games	3
MI 347	Advanced Three-Dimensional Computer Animation	3
MI 349	Web Design and Development	3
MI 377	Advanced 3D Modeling	3
MI 401	Topics in Media Information and Society (W)	3
MI 447	Three-Dimensional Graphics and Animation Portfolio (W)	3
MI 449	Advanced Web Development and Database Management	3
MI 482	Building Virtual Worlds	3
MI 484	Building Innovative Interfaces	3
STA 301	Advanced Comic Art and Graphic Novels	3
STA 350	Figure Modeling	3
STA 351	Mixed Media and Installation	3
STA 380	Electronic Art	3
STA 384	Experiments in Digital Video	3
STA 385	Interactive Environments and Digital Fabrication	3

### MINOR IN INFORMATION AND COMMUNICATION TECHNOLOGY AND DEVELOPMENT

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

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

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

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

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

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

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

CREDITS

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

CSE 422 Computer Networks

3

CSE 425	Introduction to Computer Security	3
CSE 429	Interdisciplinary Topics in Cyber Security	3
CSE 471	Media Processing and Multimedia Computing	3
ECE 404	Radio Frequency Electronic Circuits	4
ECE 442	Introduction to Communication Networks	3
ECE 457	Communication Systems	3
ECE 458	Communication Systems Laboratory	1
MI 201	Introduction to Media and Information Technologies and Industries	3
MI 361	IT Network Management and Security	3
MI 349	Web Design and Development	3
MI 362	Web Administration	3
MI 449	Advanced Web Development and Database Management	3
MI 462	Social Media and Social Computing	3
MI 472	Digital Business Commerce	3

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

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

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

Students selecting Communication 391 or 399 to fulfill this requirement must enroll in a section on intercultural or international communication.

3. The following courses (6 credits):

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

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

## GRADUATE STUDY

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

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

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

## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

### MEDIA AND INFORMATION

#### Master of Arts

The Master of Arts program in Media and Information prepares students for a broad range of professional positions in the fast-growing media and information sector. The flexible curriculum allows students to put together a customized program of study or to focus in one of three high-demand careers: user experience, management of media and information industries, and transmedia production (with an emphasis on film and/or games). The degree program also prepares students for further study at the doctoral level. Upon completion of this degree program graduates should possess a broad disciplinary base in the theory, methods, technology, design, and management of media and information in organizations and society.

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

#### Admission

Admission is determined by an evaluation of information regarding the applicant's academic record, goals and interests, experience, personal references, and other materials submitted as indicators of intellectual promise.

A bachelor's degree is required. As an interdisciplinary program, multiple backgrounds are suitable for admission to this program. Although evidence other than grades influences the admission decision, the department uses the following guideline: students whose grade-point averages for the third and fourth years of undergraduate study are 3.25 or better are admitted to regular status. Students whose grade-point averages are below 3.25 may be admitted to provisional status. Students whose grade-point averages are below 3.00 are rarely admitted.

Students may enter the program either during fall or the spring semester. However, it is highly recommended that students start their program in the fall. Additional current information may be obtained from the department's general Web site ([www.mi.msu.edu](http://www.mi.msu.edu)) or its dedicated Web site for the graduate program ([gradstudies.mi.msu.edu](http://gradstudies.mi.msu.edu)) or the Director of Graduate Studies.

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

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

	CREDITS
1. The following core course (1 credit):	
MI 810 Media and Information Seminar	1
2. At least one of the following theories courses (3 credits):	
MI 820 Theories of Media and Information	3
MI 831 Theories of Games and Interaction Design	3
3. At least one of the following methods courses (3 credits):	
MI 803 Introduction to Quantitative Research Methods	3
MI 841 Advanced Methods of Understanding Users	3
4. At least three of the following specialization classes (9 credits):	
MI 839 Game and Project Design Studio I	3
MI 844 Interaction Design	3
MI 845 Interactive Usability and Accessibility: Design and Evaluation	3

MI 846	Game and Project Design Studio II	3
MI 847	Special Topics in Games	3
MI 850	Media and Information Policy	3
MI 851	Analytical Research Methods for User Generated Content	3
MI 861	Media and Information Technologies in Organizations	3
MI 862	Media and Information Project Management	3
MI 875	Information and Communication Technology and Development	3
MI 891	Special Topics in Media and Information (any section)	3

#### Additional Requirements for Plan A

MI 899	Master's Thesis Research	4 to 6
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#### Additional Requirements for Plan B

- One of the following:

MI 898	Master's Project	4 to 6
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or  
Completion of a comprehensive examination.

### USER EXPERIENCE

The Master of Science degree in User Experience program will prepare students for many kinds of careers in human-computer interaction, user experience design, and human-centered research. The online Master of Science in User Experience program is designed to accelerate career prospects of early and mid-career professionals for leadership roles within information technology environments. The program will provide advanced user experience design training that integrates foundational human-computer interaction (HCI) knowledge with industry-relevant methods and social responsibility, which are necessary in the dynamic, agile IT development environment of the 21st century global workplace.

#### Admission

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

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

- Have earned a bachelor's degree from a recognized, accredited educational institution.
- Present evidence of competency in English, assessed with TOEFL, IELTS, or MELAB scores, if English is not the first language.
- Submit a letter of recommendation.
- Submit official transcripts.
- Submit a resume/CV and portfolio (optional).
- Submit a 1-2 page statement describing the applicant's background and interest in the program.
- Submit both departmental and university application forms.

#### Requirements for the Master of Science Degree in User Experience

The program is available only online and under Plan B (without thesis). The student must complete a total of 30 credits for the degree.

- |  |   |
|--|---|
| 1. The following course (3 credits):       |   |
| UX 800 User Research and Design            | 3 |
| 2. Complete 24 credits from the following: |   |



## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

UX 802	Current Topics in UX	3
UX 805	Quantitative Analysis and Insights in UX	3
UX 810	Social Science for Design	3
UX 815	Programming Fundamentals for UX	3
UX 820	Usability Evaluation	3
UX 825	Visual Design Fundamentals	3
UX 830	Design for Interactivity	3
UX 835	Accessibility and Design	3
UX 840	UX and Society	3
3. The following capstone/practicum course (3 credits):		
UX 898	UX Capstone	3
4. Completion of a final examination or evaluation.		

### GRADUATE CERTIFICATE IN SERIOUS GAME DESIGN AND RESEARCH

The Graduate Certificate in Serious Game Design and Research is designed for game industry professionals already versed in game design who want to expand their knowledge to the domain of serious games, professional educators and educational technology specialists who want to understand how and why games can be used for learning, and graduate students who would like to add expertise in serious games to their courses of study. The certificate program exposes students to the state of the art in different strands of serious games such as games for learning, corporate training, newsgames, games for health, exergames, military games, and games for social change; distribution; industry structure; and theories and methods of game design.

#### Admission

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

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

	CREDITS
Students must complete the following (9 credits):	
1. All of the following course (9 credits):	
MI 830 Foundations of Serious Games	3
MI 831 Theories of Games and Interaction Design	3
MI 841 Understanding Users	3

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

### GRADUATE SPECIALIZATION IN MANAGEMENT OF INFORMATION TECHNOLOGY

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

The specialization is intended for students who want to study the management of information technology, based upon a cooperation between the Department of Media and

Information, and the Department of Accounting and Information Systems in the Eli Broad College of Business.

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

#### Admission

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

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

	CREDITS
Students must complete 15 credits from the following:	
1. All of the following courses (9 credits):	
ACC 821 Enterprise Database Systems	3
MI 861 Media and Information Technologies in Organizations	3
MI 862 Managing Digital Enterprises	3
2. Two courses selected from the following (6 credits):	
ACC 822 Information Systems Project Management	3
ACC 823 Advanced Enterprise Database Systems	3
ACC 825 Object-Oriented Business Information Systems	3
ACC 826 Enterprise Information Systems	3
ACC 843 Value Chain Accounting and Analytics	3
ACC 890 Independent Study	3
ITM 881 Network Analytics	3
MKT 829 Marketing Technology and Analytics	3

#### Doctor of Philosophy

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