

SUBCOMMITTEE C – AGENDA

Via Teams
October 3, 2024
1:30 p.m.

PART I – NEW ACADEMIC PROGRAMS AND PROGRAM CHANGES

COLLEGE OF ARTS AND LETTERS

1. Request to change the requirements in the **Master of Arts** degree in **Linguistics** in the Department of Linguistics, Languages, and Cultures. The University Committee on Graduate Studies (UCGS) will consider this request at its October 21, 2024 meeting.

a. Under the heading **Additional Requirements for Plan B** add the following sentence to item 2.:

Ph.D. students who have successfully defended their first comprehensive examination paper can use it in lieu of the M.A. Plan B examination and file for M.A. in passing.

Effective Spring 2025.

2. Request to change the requirements in the **Doctor of Philosophy** degree in **Linguistics** in the Department of Linguistics, Languages, and Cultures. The University Committee on Graduate Studies (UCGS) will consider this request at its October 21, 2024 meeting.

a. Under the heading **Requirements for the Doctor of Philosophy Degree in Linguistics** make the following changes:

(1) Delete item 3.

(2) Renumber item 4. to item 3., and add the following new item 4.:

Ph.D. students who have successfully defended their first comprehensive examination paper can use it in lieu of the M.A. Plan B examination and file for M.A. in passing.

Effective Spring 2025.

3. Request to change the requirements in the **Minor in Italian** in the Department of Romance and Classical Languages.

a. Under the heading **Requirements for the Minor in Italian** in item 2. delete the following course:

ROM	355	French, Italian, Portuguese or Spanish Cinema	4
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Effective Summer 2025.

4. Request to change the requirements for the **Minor in Classical and Ancient Mediterranean Studies** in the Department of Romance and Classical Studies.

a. Under the heading **Requirements for the Minor in Classical and Ancient Mediterranean Studies** make the following changes in item 2.:

(1) Under **Latin** delete the following courses:

LTN	305	Third-year Latin: Major Authors I	3
LTN	405	Fourth-year Latin: Major Authors II	3

Add the following courses:

LTN	211	Livy and Roman Historiography	3
LTN	221	Virgil and Latin Poetry	3
LTN	290	Independent Study	1 to 3
LTN	490	Independent Study	1 to 3
LTN	499	Senior Thesis	1

- (2) Under **Greek** delete the following courses:

GRK	101	Elementary Classical Greek I	4
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Add the following courses:

GRK	102	Elementary Classical Greek II	4
GRK	290	Independent Study	1 to 3
GRK	421	Senior Seminar: Sophocles (W)	3
GRK	490	Independent Study	1 to 3

- (3) Under **Classical Texts in Translation** delete the following course:

ENG	324	Readings in Epic	3
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- (4) Under **Archaeology/Anthropology** delete the following course:

ANP	451	European Archaeology	3
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Effective Summer 2025.

ELI BROAD COLLEGE OF BUSINESS

1. Request to change the requirements for the **Master of Business Administration** degree in the Eli Broad College of Business. The University Committee on Graduate Studies (UCGS) will consider this request at their October 21, 2024 meeting.

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

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

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

MBA	823	Information Technology Strategy	1.5
MBA	846	Executive Lecture Series	1 to 2

- (2) In item 1. b., add the following concentration:

Corporate, Social Responsibility and Sustainability

Effective Spring 2025.

COLLEGE OF COMMUNICATION ARTS AND SCIENCES

1. Request to establish a **Master of Arts** degree in **International Digital Advertising** in the Department of Advertising and Public Relations. The University Committee on Graduate Studies (UCGS) recommended approval of this request at its September 16, 2024 meeting.

- a. **Background Information:**

The Master of Arts degree in International Digital Advertising will be offered in partnership with the Communication University of China and has been in development for more than five years. It began as an opportunity for both institutions to increase enrollment of master's degree students, to leverage the mutual strengths of our top-ranked programs and to give Chinese students greater access to master's level training. Additionally, the partnership is expected to create opportunities for research collaboration and will give faculty an opportunity to teach abroad. Offering the program jointly allows Chinese students access to a program partially based in their home country

(minimizing costs) and increases international enrollment in Communication Arts and Sciences programs. MSU has a similar arrangement with Nanjang Agricultural University through our College of Agriculture and Natural Resources. This is the only other such MSU program we are aware of. This arrangement is not subject to any regulations at the state or federal levels. However, the Office for International Students and Scholars (OISS) is required to update Michigan State University's certification to host international students under the F-1 visa program whenever a new program of study is approved by the university. MSU's certification update must be approved by the U.S. Department of Homeland Security (DHS) before the Office of International Student Services can issue immigration documents for students enrolling in the new program.

The program is designed to provide rigorous professional preparation for students interested in the fields of digital media and digital advertising. The program course work and culminating experiences focus on the interaction between theory and practice. Students will work closely with research faculty, professors of practice, and practitioners in industry, learning toward the key educational outcomes outlined below. As such, the program is well aligned with the core strengths in the college, in terms of bridging theory and practice and the arts and sciences of the communication industries. This program will also help advance both MSU's and CUC's goals to support students in developing international perspective. Key educational objectives include: (1) understanding how multiple academic disciplines inform our knowledge of persuasion and consumer behavior online; (2) understanding and describing the central arguments of theories relevant to digital consumers; (3) In-depth practical knowledge of digital advertising practices and their latest trends through discussion, design, and application; (4) learning and applying research methods in the context of digital advertising; (5) practicing the art of creative storytelling in the context of digital advertising; (6) using data analysis to develop strategy and evaluate campaigns in the context of digital advertising; and (7) developing intercultural competencies to prepare for engagement in a global workforce.

b. **Academic Programs Catalog Text:**

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.

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 students program of study must be approved by the students 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.

Effective Spring 2025.

2. Request to establish a **Dual Degree in International Digital Advertising** in the Department of Advertising and Public Relations. The University Committee on Graduate Studies (UCGS) recommended approval of this request at its September 16, 2024 meeting.

a. Background Information:

The Master of Arts degree in International Digital Advertising will be offered in partnership with the Communication University of China and has been in development for more than five years. It began as an opportunity for both institutions to increase enrollment of master's degree students, to leverage the mutual strengths of our top-ranked programs and to give Chinese students greater access to master's level training. Additionally, the partnership is expected to create opportunities for research collaboration and will give faculty an opportunity to teach abroad. Offering the program jointly allows Chinese students access to a program partially based in their home country (minimizing costs) and increases international enrollment in Communication Arts and Sciences programs. MSU has a similar arrangement with Nanjang Agricultural University through our College of Agriculture and Natural Resources. This is the only other such MSU program we are aware of. This arrangement is not subject to any regulations at the state or federal levels. However, the Office for International Students and Scholars (OISS) is required to update Michigan State University's certification to host international students under the F-1 visa program whenever a new program of study is approved by the university. MSU's certification update must be approved by the U.S. Department of Homeland Security (DHS) before the Office of International Student Services can issue immigration documents for students enrolling in the new program.

The program is designed to provide rigorous professional preparation for students interested in the fields of digital media and digital advertising. The program course work and culminating experiences focus on the interaction between theory and practice. Students will work closely with research faculty, professors of practice, and practitioners in industry, learning toward the key educational outcomes outlined below. As such, the program is well aligned with the core strengths in the college, in terms of bridging theory and practice and the arts and sciences of the communication industries. This program will also help advance both MSU's and CUC's goals to support students in developing international perspective. Key educational objectives include: (1) understanding how multiple academic disciplines inform our knowledge of persuasion and consumer behavior online; (2) understanding and describing the central arguments of theories relevant to digital consumers; (3) In-depth practical knowledge of digital advertising practices and their latest trends through discussion, design, and application; (4) learning and applying research methods in the context of digital advertising; (5) practicing the art of creative storytelling in the context of digital advertising; (6) using data analysis to develop strategy and evaluate campaigns in the context of digital advertising; and (7) developing intercultural competencies to prepare for engagement in a global workforce.

b. **Academic Programs Catalog Text:**

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 students program of study must be approved by the students 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.

Effective Spring 2025.

COLLEGE OF EDUCATION

1. Request to delete the curriculum and degree requirements for the **Graduate Certificate** degree in **Applied Behavior Analysis in Special Education** in the Department of Counseling, Educational Psychology and Special Education. The University Committee on Graduate Studies (UCGS) will provide consultative commentary to the Provost after considering this request. The Provost will make a determination after considering the consultative commentary from the University Committee on Graduate Studies.

No new students are to be admitted to the program effective Summer 2021. No students are to be readmitted to the program effective Summer 2021. Effective Fall 2024, coding for the program will be discontinued and the program will no longer be available in the Department of Counseling, Educational Psychology and Special Education. Students who have not met the requirements for the Graduate Certificate in Applied Analysis in Special Education through the Department of Counseling, Educational Psychology and Special Education prior to Fall 2024 will have to change their certificate.

Note: This program has been in moratorium since Summer 2021.

PART II - NEW COURSES AND CHANGES

COLLEGE OF ARTS AND LETTERS

- ENG 323 Readings in Non-Fiction
Spring of every year. 3(3-0) A student may earn a maximum of 6 credits in all enrollments for this course. P: {Completion of Tier I Writing Requirement} or (ENG 210 or ENG 211H) RB: 3 credits in literature R: Not open to freshmen.
- REINSTATEMENT Extensive reading in major forms of literary nonfiction in English.
Effective Spring Semester 2025
- REL 325 East Asian Buddhism
Spring of every year. 3(3-0) P: Completion of Tier I Writing Requirement RB: REL 101
- REINSTATEMENT Buddhist traditions of East Asia, including China, Tibet, Korea, and Japan, as well as Mahayana and Vajrayana.
Effective Spring Semester 2025

COLLEGE OF COMMUNICATION ARTS AND SCIENCES

- ADV 402 Public Relations Topics in Advertising
Fall of every year. Spring of every year. 1(1-0) A student may earn a maximum of 6 credits in all enrollments for this course. ~~R: Open to undergraduate students in the Public Relations Specialization. A student may earn a maximum of 6 credits in any or all enrollments in ADV 402, COM 402, or JRN 402.~~ R: Open to undergraduate students. A student may earn a maximum of 6 credits in any or all enrollments in ADV 402, COM 402, or JRN 402.
Current topics related to the practice of public relations.
Effective Spring Semester 2025
- ADV 413 Issues in Contemporary Advertising
Fall of every year. Spring of every year. 1 to 3 credits. A student may earn a maximum of 9 credits in all enrollments for this course. R: Not open to freshmen.
Current issues in advertising and related disciplines.
Request the use of the Pass-No Grade (P-N) system.
Effective Spring Semester 2025
- ADV 436 Promotions and Sponsorships
Spring of every year. 3(3-0) P: ADV 375 or concurrently R: Open to undergraduate students in the Advertising major or in the Retailing major or in the Food Industry Management major.
Corporate communication activities used to elicit consumer response to a product and service mix. Non-traditional advertising strategies, cross-promotion strategies, and strategies for non-profit organizations.
SA: ADV 336
DELETE COURSE
Effective Spring Semester 2025

COLLEGE OF MUSIC

- MUS 436 Popular Music of Black America
Fall of even years. 2(2-0) P: MUS 211 or MUS 212 R: Open to juniors or seniors in the College of Music or approval of college.
- REINSTATEMENT Black popular music from 1945 to the present. Influence on American popular music. Rhythm and blues, soul, funk, disco, rap, and their derivative forms. Role of African-American performers, songwriters, and producers in the development of a multibillion-dollar music industry.
Effective Spring Semester 2025