

谅解备忘录  
关于  
MSU-CUC 海南联合教育项目

之间

密西根州立大学 (MSU)  
美国密西根州东兰辛市

和

中国传媒大学(CUC)  
中国，海南

MEMORANDUM OF UNDERSTANDING  
ON  
MSU-CUC SINO-FOREIGN JOINT MASTER EDUCATION  
Program

BETWEEN

MICHIGAN STATE UNIVERSITY (MSU)  
EAST LANSING, MICHIGAN, U.S.A.

AND

COMMUNICATION UNIVERSITY OF CHINA (CUC)  
HAINAN, CHINA

本谅解备忘录（MOU）由密西根州立大学（以下或称 MSU）（地址：美国密西根州东兰辛市礼堂路 426 号，邮编：48824）和中国传媒大学（以下或称 CUC）（地址：中国海南陵水黎安国际教育创新试验区，邮编：572423）共同制定和签订。

This **MEMORANDUM OF UNDERSTANDING (MOU)** is hereby made and entered into by and between Michigan State University, hereinafter referred to as MSU (Address: 426 Auditorium Road, East Lansing, MI, USA 48824), and the Communication University of China, hereinafter referred to as CUC (Address: Li'an International Education Innovation Pilot Zone, Hainan, P.R. China. Post code: 572423).

A. 目的:

本谅解备忘录的目的是正式确定密西根州立大学和中国传媒大学之间的学术合作，即在海南和密西根州东兰辛市开展的 MSU-CUC “新媒体专业” 联合教育项目的硕士课程（以下简称项目）。双方已经于【2022】年【10】月【21】日签署了一份名为“中国传媒大学与美国密西根州立大学合作举办‘新媒体’专业中外合作办学硕士项目协议”（编号：【】，以下简称合作协议），已确认该项目并概述了双方在该项目上的义务。本谅解备忘录概述了本项目即所对应的美国密西根州立大学的两个硕士项目，合作双方在课程方面的义务，本项目为学生提供在海南学习或在海南和美国密西根州东兰辛市两地学习的选项。两个硕士项目为 1) 网络与新媒体，以及 2) 计算广告。学生可以选择仅获得中国传媒大学学位的单学位项目；或可选择获得中国传媒大学和密西根州立大学学位的双学位项目；或可选择仅获得密西根州立大学学位的单学位项目。详情见下文 E 节。

A.PURPOSE:

The purpose of this MOU is to formalize academic cooperation between MSU and CUC for the MSU-CUC “New Media” Joint Education Program (“Program”) for masters’ program running in

both Hainan and East Lansing, Michigan. The Parties on [21 October, 2022] have signed an agreement titled “Communication University of China and Michigan State University Agreement on the Sino-Foreign Joint Education Master Program on ‘New Media,’” (the “Cooperation Agreement”) establishing the joint program and outlining the obligations of the parties with respect to the Program. This MOU outlines obligations of the parties with respect to the curriculum of the two masters’ programs at MSU to which this joint education program corresponds, which offer students options to study in Hainan only or a hybrid of study in Hainan and East Lansing. The MA programs are: 1) Internet and New Media, and 2) Digital Advertising. Graduate students may choose to receive CUC degree only; to participate in the dual degree option through which CUC and MSU will both award degrees; or receive MSU degree only. Details are outlined in Section E below.

B. 互惠互利声明:

中国传媒大学的利益包括其本科生和研究生在密西根州立大学排名前列的传播艺术和科学学院的教育机会，以及充分引进密西根州立大学的优质资源。密西根州立大学将得益于中国排名最高的大学之一——中国传媒大学的杰出人才来源。两所高校均可在中国建立影响力和声誉，并通过招收有才能的学生并开展潜在的联合科研项目，实现互利共赢。

B.STATEMENT OF MUTUAL BENEFIT AND INTERESTS:

CUC’s interests include education opportunities for their undergraduate and graduate students at MSU’s highly ranked College of Communication Arts and Sciences and the opportunity to introduce high-quality education resources. MSU benefits from the prominent source of talented students from CUC, which is one of the highest ranked universities in China. Both institutions can establish their presence and reputation in China and mutually benefit from recruiting talented graduate students, and potential joint research.

C. 密西根州立大学应：

C.MSU SHALL:

1. 与中国传媒大学密切合作，共同设计课程，并提供下文 E 节中所列的课程，授予密西根州立大学学分。为成功完成培养模式 2 或 3 的相应课程的学生授予相应硕士学位。详见下文 E 节。

1. Work closely with CUC to jointly determine the curricula and deliver MSU courses listed in Section E and grant MSU credits. Award relevant MA degree to students who successfully complete the program with options 2 and 3 study modes. See Section E for details.

2. 确保校园和班级内的优质学习环境。

2. Ensure a quality study environment in its classes and on its campus.

3. 推动并协助密西根州立大学教师实施项目具体课程。

3. Facilitate and assist individual faculty from MSU with implementing the detailed program curricula.

4. 计划为赴东兰辛市学习的新生提供班级建设体验。

4. Plan for a cohort building experience for new students to East Lansing.

5. 向在校学生提供有版权许可的无障碍可获取的教材单和其他学习资料。

5. Provide students in this Program with lists of copyright approved and accessible textbooks and other learning materials necessary for their studies;

6. 为项目在校学生提供密西根州立大学内网帐号，保障其使用数字图书馆资源、网络课程资源、学科建设资源及其他教育教学资源的权利和便利。

6. Provide MSU NetIDs to enrolled students of the Program, and ensuring their access to and convenient use of digital library resources, online course resources, discipline construction resources and other educational and teaching resources.



D. 中国传媒大学应:

D.CUC SHALL:

1. 协助学生处理与密西根州立大学入学申请、签证申请和其他后勤相关的文书工作。

1.Assist and facilitate students with processing paperwork related to MSU admissions application, visa application, and other logistics.

2. 为密西根州立大学教师在海南期间提供便利和协助。

2.Facilitate and assist MSU faculty during their time in Hainan.

3. 确保校园和班级内的优质学习环境。

3.Ensure a quality study environment in its classes and on its campus.

4. 教授项目中中国传媒大学部分的课程，并授予中国传媒大学学分和相关学位。

4.Deliver CUC part of the program and award CUC credits and relevant degree.

E. 硕士项目详情:

E. GRADUATE PROGRAM DETAILS:

本项目（新媒体专业，下设两个专业方向，即对应 MSU 的两个硕士项目）将为学生提供三种培养模式选择:

This Program (New media, with two specializations: MA in Internet and New Media, MA in Digital Advertising) will be offered with three options for students:

选项 1) 3+0 模式: 学生仅在中国传媒大学学习三年，仅授予中国传媒大学学位。

Option 1) 3+0 Mode: Students will study at CUC only for three years and will receive a degree from CUC only.

选项 2) 1+1+1 模式：学生将在中国传媒大学和密西根州立大学东兰辛校区学习三年（第一年、第三年学生在中国传媒大学海南校区学习；第二年学生在密西根州立大学东兰辛校区学习），并授予中国传媒大学和密西根州立大学学位。

Option 2) 1+1+1 Mode: Students will study at both CUC and MSU East Lansing campuses for three years (the first and third year in CUC Hainan, the second year in MSU East Lansing) and will receive a degree from both CUC and MSU.

选项 3) 1+1 模式：学生将在中国传媒大学和密西根州立大学东兰辛校区学习两年（第一年学生在中国传媒大学海南校区学习；第二年学生在密西根州立大学东兰辛校区学习），仅授予密西根州立大学学位。

Option 3) 1+1 Mode: Students will study at both CUC and MSU East Lansing campus for two years (the first year in CUC Hainan, the second year in MSU East Lansing), and will receive a degree from MSU only.

新媒体硕士项目的预期招生人数预计为每年 120 人，网络与新媒体专业方向、计算广告专业方向每年各招生计划 60 人（其中分别：计划内招生 20 人，计划外招生 40 人）。对于 1+1+1 模式（由中国传媒大学和密西根州立大学授予双学位）和 3+0 模式（由中国传媒大学授予单学位），学生应纳入中国研究生招生计划，申请人应参加全国统一的研究生入学考试，并按照国家研究生招生和录取政策及双方的录取要求予以录取。下表概述了所有选项，包括拟授课程和预估费用。本文件中只列出了密西根州立大学负责的课程/学分。如根据人才培养需要需要调整专业设置，课程调整需双方最终确认，并符合《中华人民共和国中外合作办学条例》《中华人民共和国中外合作办学条例实施办法》四个“三分之一”的办学要求。

The target enrollment for MA in New Media is expected to be 120 students in total per year, with 60 students enrolled each year in Internet and New Media specialization and 60 students enrolled each year in Digital Advertising specialization (of which: 20 students of each specialization shall be

included in China's graduate enrollment plan respectively). For the 1+1+1 mode (double degrees awarded by CUC and MSU) and 3+0 mode (single degree awarded by CUC), students shall be included in China's graduate enrollment plan, and the applicants shall take the unified national graduate entrance examination and be admitted in accordance with the national graduate enrollment and admittance policy, and each institution's admissions requirements. The tables below outline all the options, including proposed curriculum and estimated costs. Only MSU courses/credits are listed in this document. If the available courses change, curriculum adjustment must be finalized by both parties and comply with the four "one-thirds" requirements following the Regulations of the People's Republic of China on Chinese-Foreign Cooperation in Running Schools, the Implementation Measures of the Regulation of the People's Republic of China on Chinese-Foreign Cooperation in Running Schools

选项 1:3+0, 仅授予中国传媒大学学位

**Option 1: 3+0, CUC Only**

- 成功完成项目者授予中国传媒大学学位。
- Students will be awarded CUC degree only upon successful completion of the program.
- 该项目为三年制全日制硕士项目，最长有效学习年限为五年。
- The program is a three-year full-time master's program. Students can take up to five years to complete.
- 学生将在海南校区完成所有课程。
- Students will take all courses at Hainan campus.
- 密西根州立大学将在该项目的前两年提供 9 个学分，课程模式融合在线课程并以现场教学的授课方式为主。

- MSU will provide 9 course credits throughout the first two years of the program, using online and primarily in-person modalities to deliver courses.

- 密西根州立大学的学分费用根据以下公布的主计长办公室网站链接上的表格计算（截至 2022 年夏季学期，密西根州立大学的研究生学分学费为每个学分 1605.75 美元）。密西根州立大学的学分费用每年更新，当前公布的费用适用。最新的收费表公布在以下网址：  
[http://www.ctrlr.msu.edu/costudentaccounts/TuitionFees/International\\_Graduate\\_Summer.aspx](http://www.ctrlr.msu.edu/costudentaccounts/TuitionFees/International_Graduate_Summer.aspx)。

- MSU’s course credit fee charge is calculated according to the tables listed on the Controller’s Office website link posted below (MSU graduate credit tuition is \$1,605.75 USD per credit as of Summer Semester 2022). MSU credit fee is updated every year and the current published fee applies. Most up to date fee schedule is published at:

[http://www.ctrlr.msu.edu/costudentaccounts/TuitionFees/International\\_Graduate\\_Summer.aspx](http://www.ctrlr.msu.edu/costudentaccounts/TuitionFees/International_Graduate_Summer.aspx).

- 中国传媒大学将支付密西根州立大学教师以及项目管理人员（以联合管理委员会成员为主）在海南任教和工作的差旅及费用（包括航班、地面交通、住宿、签证费用和每日膳食补助费用（具体补助费率按美国颁布的费率执行，参见：[Per Diem Rates | GSA: https://www.gsa.gov/travel/plan-book/per-diem-rates](https://www.gsa.gov/travel/plan-book/per-diem-rates)）。适用密西根州立大学国际商务旅行程序（<http://ctrlr.msu.edu/combp/>）。

- CUC will pay travel and expenses for MSU faculty and administrators (primarily JMC members) to teach and work in Hainan including flights, ground transportation, lodging, visa expenses, and GSA rate per diem ([Per Diem Rates | GSA: https://www.gsa.gov/travel/plan-book/per-diem-rates](https://www.gsa.gov/travel/plan-book/per-diem-rates)). MSU international business travel procedure applies (<http://ctrlr.msu.edu/combp/>).

选项 2: 1+1+1 中国传媒大学，海南+密西根州立大学，东兰辛

**Option 2: 1+1+1 CUC Hainan + MSU East Lansing**



双学位——学生在顺利完成课程并达到两所学校的学位要求后，授予中国传媒大学的硕士学位和密西根州立大学的硕士学位。

Dual degree – Students will earn a Master’s degree from CUC and a Master’s degree from MSU upon successful completion of the Program and fulfillment of the degree requirements of the respective institutions.

- 密西根州立大学将在第一年在海南校区提供 6 个学分的课程，在第二年在东兰辛校区提供 18 个学分的课程。

- MSU will provide 6 course credits taught at Hainan campus in year 1, and 18 course credits on campus in East Lansing in year 2.

- 学生在海南的第一年，密西根州立大学的课程将结合在线教学和现场教学。无论学生是在中国传媒大学海南校区还是在密西根州立大学东兰辛校区，都将以现场教学为主要授课形式。在线教学应会按照密西根州立大学的健康和安全政策进行安排。密西根州立大学在新冠期间的健康和安全政策见 <https://msu.edu/together-we-will/covid19-guidance/>

- MSU courses will be delivered with a combination of online and in-person teaching during the first year when students are in Hainan, and primarily in-person whether the students are at CUC Hainan or MSU East Lansing campus. Some online teaching may take place following MSU’s health and safety policy, please see <https://msu.edu/together-we-will/covid19-guidance/> for policy implemented by MSU during covid-19 period .

- 密西根州立大学学分费用根据主计长办公室网站上的图表计算（链接见第 9 页）。密西根州立大学学时费每年更新，适用届时公布的费用。

- MSU credit fee charge is calculated according to the tables on the Controller’s Office website (see page 9 above for the link). MSU credit hour fee is updated every year and then current published fee applies.

- 密西根州立大学将从其第二年东兰辛项目费用（第二年起 MSU 学习学生缴纳给 MSU 的学费）中向中国传媒大学支付 10% 的项目费用，作为中国传媒大学教职员工的发展基金，以支持中国传媒大学教职员工在密西根州立大学进行培训和交流。

- MSU will pay CUC 10% of the Program tuition (total tuition fee paid directly to MSU by the students who will exchange to MSU in second academic year) that MSU receives from its second year East Lansing program fee as a CUC staff development fund to support CUC faculty and staff undertaking training and exchange at MSU.

- 中国传媒大学将支付密西根州立大学教师以及项目管理人员（以联合管理委员会成员为主）在海南任教和工作的差旅及费用（包括包括航班、地面交通、住宿、签证费用和每日膳食补助费用（具体补助费率按美国颁布的费率执行，参见 [Per Diem Rates | GSA: https://www.gsa.gov/travel/plan-book/per-diem-rates](https://www.gsa.gov/travel/plan-book/per-diem-rates)）。适用密西根州立大学国际商务旅行程序。

- CUC will pay travel and expenses for MSU faculty and administrators (primarily JMC members) to teach and work in Hainan including flights, ground transportation, lodging, visa expenses, and GSA rate per diem ([Per Diem Rates | GSA: https://www.gsa.gov/travel/plan-book/per-diem-rates](https://www.gsa.gov/travel/plan-book/per-diem-rates)). MSU international business travel procedure applies.

选项 3: 1+1 中国传媒大学，海南+密西根州立大学，东兰辛

**Option 3: 1+ 1 CUC Hainan + MSU East Lansing**

与选项 2 相同，但学生在密西根州立大学东兰辛校区二年级课程结束后将不会返回中国传媒大学。学生仅授予密西根州立大学硕士学位。

Students will not return to CUC after the year two program in MSU East Lansing. Students will graduate with a MSU master's degree only. All other terms under Option 2 are applicable.

密西根州立大学单学位硕士课程的学制为两年，学生最长可学习五年。

The length of the master's degree programs with single degree from MSU is two years, and the students can be allowed to study for up to 5 years.

### 中国传媒大学/密西根州立大学联合培养专业——网络与新媒体培养方案

#### Education Planning for Internet and New Media Specialization

选项 1:3+0

#### Option 1. 3+0

下表明确了网络与新媒体专业硕士项目“3+0（仅授予 CUC 学位）模式”的课程设置，并明确了双方学校各自所承担的各门课程、课程是否为必修课以及每门课程所占学分数等。

The chart below illustrates the curriculum that will be taught for the 3+0 (CUC degree only) mode for the Internet and New Media master's degree and shows which Party is responsible for the various courses, whether the courses are compulsory or not, the number of credits for each course, etc.

类别 Type	课程号 Course Code	课程名称 Course Name	学时 Hours	学分	Semester 开课学期	Remarks 备注	
学位课 Degree Courses	公共必修 Courses (≥9Credits) Public Compulsory	1	中国特色社会主义理论与实践研究 Research on the Theory and Practice of Socialism with Chinese Characteristics	32	2	1	CUC
		2	马克思主义与社会科学方法论 Marxism and the Methodology of Social science	16	1	2	CUC
		3	学术英语 1 Academic English 1	48	3	1	MSU/ CUC
		4	网络与新媒体专业英语 2 Academic English 2	48	3	2	MSU/ CUC
	课必修专业 Major	1	研究方法 Introduction to Research Methods, Core	32	2	1	CUC



		2	学术论文写作 Academic writing, Core	32	2	2	CUC
		3	数字媒体理论 1 Theories of Digital Media 1, Core	32	2	1	MSU
		4	数字媒体理论 2 Theories of Digital Media 2, Core	16	1	2	MSU
		5	新媒介数据分析与应用 New Media data analysis and application, Core	48	3	1	CUC
		6	数字创意与产业 Digital Creativity and Entrepreneurship, Core	48	3	1	MSU
		7	了解用户 Understanding Users	48	3	3	MSU
		8	互联网产品设计与运营 Internet Product Design and Management	48	3	2	CUC
		专业选修课 (≥4credits) Major Optional Courses	1	网络与新媒体专题 Special Topics in Internet and New Media (small group research focused)	16	1	5
2	新媒体理论与实务 New Media Theory and Practice		32	2	1	CUC	
3	新媒体内容策划与管理 New Media Content Design and Management		32	2	2	CUC	
4	新媒体终端与运营 Operation and Terminal of New Media Industry		32	2	3	CUC	
5	数字营销 Digital Marketing		32	2	2	CUC	
科研训练环节 Scientific Research Training (≥6Credits)	科研活动 Academic Activities		1		CUC /MSU		
	导师指导 Tutor Guidance		1				
	参与导师制定项目 Participation in Projects Programmed by Tutor		1				
	论文写作训练 Thesis Writing		1				
	社会服务 Social Service		1				
	实习实践 Internship & Practices		1				



基本文献考试 Literature reading and exam (2Credits)	基本文献阅读与考试 Literature reading and exam		2		CUC
学位论文工作 Degree Dissertation (6Credits)	中外联合指导，完成中方毕业论文与外方毕业项目。中方 3 学分+外方 3 学分 Joint-supervisor (CUC: 3credits; MSU: 3credits)				CUC /MSU

如上表所示，密西根州立大学提供 4 门必修课（9 学分）和 1 门选修课（1 学分）。其中，三门课程是核心课程，数字媒体理论 1 和 2、数字创意与产业；其中，数字媒体理论 1 和 2 将在中国传媒大学海南校区的第一学年进行讲授。

In summary, MSU offers 4 compulsory courses (9 credits) and 1 optional course (1 credit). Among them, three courses are core, and will be taught in Year 1 in Hainan: Theories of Digital Media 1 and 2 and Digital Creativity and Entrepreneurship.

另外两门核心课程《研究方法》和《新媒介数据分析与应用》将由中国传媒大学教授。

The other two core courses, Introduction to Research Methods and New Media data analysis and application will be taught by CUC.

密西根州立大学将在海南开设四门专业课程，第一年开设数字创意与产业、数字媒体理论 1 和数字媒体理论 2，第二年开设了解用户课程。学生在海南学习的最后一年可选择研究型 1 学分选修课。

MSU will provide four specialized courses in Hainan, Digital Creativity and Entrepreneurship, Theories of Digital Media 1 and Theories of Digital Media 2 in year 1, Understanding Users in year 2. Students may choose to take research focused 1 credit optional course in their final year with MSU in Hainan.

学术英语 1 和 2 将根据密西根州立大学的英语水平要求由中国传媒大学教师授课，密西根州立大学提供相应的标准支持和教学资料等支持。

Academic English 1 and 2 will be taught by CUC faculty according to MSU's English language proficiency requirements. MSU shall provide appropriate English requirements standards and teaching/reference materials.

中国传媒大学/密西根州立大学联合培养专业——计算广告培养方案

**Education Planning for Digital Advertising Specialization**

选项 1:3+0

**Option 1. 3+0**

下表明确了计算广告专业硕士项目“3+0（仅授予 CUC 学位）模式”的课程设置，并明确了双方学校各自所承担的各门课程、课程是否为必修课以及每门课程所占学分数等。

The chart below illustrates the curriculum that will be taught for the 3+0 (CUC degree only) mode for the Digital Advertising master’s degree and shows which Party is responsible for the various courses, whether the courses are compulsory or not, the number of credits for each course, etc.

类别 Type	课程序号 Course Code	课程名称 Course Name	学时 Hours	学分 Credits	Semester 开课学期	备注 Remarks	
学位课 Degree Courses	公共必修 Courses (≥9Credits) Public Compulsory	1	中国特色社会主义理论与实践研究 Research on the Theory and Practice of Socialism with Chinese Characteristics	32	2	1	CUC
		2	马克思主义与社会科学方法论 Marxism and the Methodology of Social science	16	1	2	CUC
		3	学术英语 1 Academic English1	48	3	1	MSU/ CUC
		4	计算广告专业英语 2 Academic English2	48	3	2	MSU/ CUC
	专业必修课 Compulsory Courses (≥19Credits) Major	1	研究方法 Introduction to Research Methods, Core	32	2	1	CUC
		2	学术论文写作 Academic writing, Core	32	2	2	CUC
		3	数字媒体理论 1 Theories of Digital Media 1, Core	32	2	1	MSU

		4	数字媒体理论 2 Theories of Digital Media 2, Core	16	1	2	MSU
		5	大数据技术原理与应用 Big Data Technology Principles and Applications, Core	48	3	1	CUC
		6	数字创意与产业 Digital Creativity and Entrepreneurship, Core	48	3	1	MSU
		7	计算广告 Introduction to Computational Advertising	48	3	1	CUC
		8	数字广告与公共关系实践 Digital Advertising and Public Relations Practices	48	3	3	MSU
专业选修课 (≥4Credits) Major Optional Courses		1	数字分析专题 Special Topics in Digital Analytics	16	1	5	MSU
		2	数字营销管理与专题研究 Digital Marketing Management and Special Research	32	2	1	CUC
		3	互联网产品设计与运营 Internet Product Design and Management	32	2	1	CUC
		4	智能广告系统实践工作坊 Intelligent Advertising Platform Practice Workshop	32	2	2	CUC
		5	消费者行为学 Consumer Behavior	32	2	2	CUC
科研训练环节 Scientific Research Training (≥6Credits)		科研活动 Academic Activities			1		CUC /MSU
		导师指导 Tutor Guidance			1		
		参与导师制定项目 Participation in Projects Programmed by Tutor			1		
		论文写作训练 Thesis Writing			1		
		社会服务 Social Service			1		
	实习实践 practice			1			
基本文献考试 Literature reading and exam (2Credits)		基本文献阅读与考试 Literature reading and exam			2		CUC CUC



学位论文工作 Degree Dissertation (6Credits)	中外联合指导，完成中方毕业论文与外方毕业项目。中方 3 学分 +外方 3 学分 Joint-supervisor (CUC: 3credits; MSU: 3credits)	CUC /MSU
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如上表所示，密西根州立大学提供 4 门必修课（9 学分）和 1 门选修课（1 学分）。其中，三门课程是核心课程，数字媒体理论 1 和 2、数字创意与产业；其中，数字媒体理论 1 和 2 将在中国传媒大学海南校区的第一学年进行讲授。

In summary, MSU offers 4 compulsory courses (9 credits) and 1 optional course (1 credit). Among them, three courses are core: Theories of Digital Media 1 and 2, Digital Creativity and Entrepreneurship. Theories of Digital Media 1 and 2 will be taught in year 1 in Hainan.

另外两门核心课程《研究方法》和《大数据技术原理与应用》将由中国传媒大学教授。

The other two core courses, Introduction to Research Methods and Big Data Technology Principles and application will be taught by CUC.

密西根州立大学将在海南开设四门专业课程，第一年开设数字创意与产业、数字媒体理论 1 和数字媒体理论 2，第二年开设数字广告与公共关系实践课程。学生在海南学习的最后一年可选择研究型 1 学分选修课。

MSU will provide four specialized courses in Hainan, Digital Creativity and Entrepreneurship, Theories of Digital Media 1 and Theories of Digital Media 2 in year 1, Digital Advertising and Public Relations Practices in year 2. Students may choose to take research focused 1 credit optional course in their final year with MSU in Hainan.

学术英语 1 和 2 将根据密西根州立大学的英语水平要求由中国传媒大学教师授课，密西根州立大学提供相应的标准支持和教学资料等支持。

Academic English 1 and 2 will be taught by CUC faculty according to MSU's English language proficiency requirements. MSU shall provide appropriate English requirements standards and teaching/reference materials.

选项 2:1+1+1

**Option 2. 1+1+1**

网络与新媒体文学硕士（仅密西根州立大学课程）

**MA in Internet and New Media (MSU courses only)**

下表明确了网络与新媒体专业硕士项目“1+1+1（授予 CUC 和 MSU 双学位）模式、1+1（仅授予 MSU 学位）模式”的课程设置，并明确了 MSU 所承担的各门课程将在哪些不同校区进行授课。

The chart below illustrates the compulsory curriculum that will be taught by MSU in the 1+1+1 and 1+1 mode for the Internet and New Media master’s degree and shows at which campus the courses will be taught.

密西根州立大学课程 MSU Course	学分 Credits	学年 Academic Year	开课学期 Semester	教学模式 Teaching Modality	校区 Campus
数字媒体理论 1 Theories of Digital Media 1, Core	2	第一学年 First Academic Year	秋季学期 Fall	现场教学 In-person	海南 Hainan
数字媒体理论 2 Theories of Digital Media 2, Core	1	第一学年 First Academic Year	春季学期 Spring	现场教学 In-person	海南 Hainan
数字创意与产业 Digital Creativity and Entrepreneurship	3	第一学年 First	秋季学期 Fall	现场教学 In-person	海南 Hainan
了解用户 Understanding Users	3	第二学年 Second	秋季学期 Fall	现场教学 In-person	东兰辛 East Lansing
游戏理论与交互设计 Theories of Games and Interaction Design	3	第二学年 Second	秋季学期 Fall	现场教学 In-person	东兰辛 East Lansing
交互式可用性和可访问 性：设计和评估 Interactive Usability and Accessibility: Design and Evaluation	3	第二学年 Second	秋季学期 Fall	现场教学 In-person	东兰辛 East Lansing
媒体和信息政策 Media and Information Policy	3	第二学年 Second	秋季学期 Fall	现场教学 In-person	东兰辛 East Lansing
媒体与信息经济学 Media and Information Economics	3	第二学年 Second	秋季学期 Fall	现场教学 In-person	东兰辛 East Lansing

游戏理论与交互设计 Theories of Games and Interaction Design	3	第二学年 Second	春季学期 Spring	现场教学 In-person	东兰辛 East Lansing
机构中的媒体和信息技术 Media and Information Technologies in Organizations	3	第二学年 Second	春季学期 Spring	现场教学 In-person	东兰辛 East Lansing
研究性实习 Research Practicum	3	第二学年 Second	春季学期 Spring	现场教学 In-person	东兰辛 East Lansing
媒体与信息专题 Special Topics in Media and Information	3	第二学年 Second	春季学期 Spring	现场教学 In-person	东兰辛 East Lansing

在密西根州立大学的第二年，学生可以选修任何三门秋季课程和任何三门春季课程。第二年在密西根州立大学修满 18 学分。第一年在海南取得 6 个密西根州立大学学分。

During year 2 at MSU, students take any three fall courses and any three spring courses. 18 credits at MSU in Year 2. 6 credits in Hainan in Year 1.

计算广告学文学硕士（仅密西根州立大学课程）

### MA in Digital Advertising (MSU courses only)

下表明确了计算广告专业硕士项目“1+1+1（授予 CUC 和 MSU 双学位）模式、1+1（仅授予 MSU 学位）模式”的课程设置，并明确了 MSU 所承担的各门课程将在哪些不同校区进行授课。

The chart below illustrates the compulsory curriculum that will be taught by MSU in the 1+1+1 and 1+1 mode for the Digital Advertising master's degree and shows at which campus the courses will be taught.

密西根州立大学课程 MSU Course	学分 Credits	学年 Academic Year	开学学期 Semester	教学模式 Teaching Modality	校区 Campus
数字媒体理论 1 Theories of Digital Media 1, Core	2	第一学年 First Academic Year	秋季学期 Fall	现场教学 In-person	海南 Hainan
数字媒体理论 2 Theories of Digital Media 2, Core	1	第一学年 First Academic Year	春季学期 Spring	现场教学 In-person	海南 Hainan



数字创意与产业 Digital Creativity and Entrepreneurship	3	第一学年 First Academic Year	秋季学期 Fall	现场教学 In-person	海南 Hainan
数字广告和公共关系实 践 Digital Advertising and Public Relations Practices	3	第二学年 Second Academic Year	秋季学期 Fall	现场教学 In-person	东兰辛 East Lansing
战略品牌传播 Strategic Brand Communication	3	第二学年 Second Academic Year	秋季学期 Fall	现场教学 In-person	东兰辛 East Lansing
广告和公共关系道德规 范 Ethical Practice in Advertising and Public Relations	3	第二学年 Second Academic Year	秋季学期 Fall	现场教学 In-person	东兰辛 East Lansing
高级研究方法 (Python ) Advanced Research Methods (Python)	3	第二学年 Second Academic Year	秋季学期 Fall	现场教学 In-person	东兰辛 East Lansing
广告和公共关系的多媒 体内容创作 Multimedia Content Creation for Advertising and Public Relations	3	第二学年 Second Academic Year	秋季学期 Fall	现场教学 In-person	东兰辛 East Lansing
健康与科学广告与公共 关系 Advertising and Public Relations for Health and Science	3	第二学年 Second Academic Year	春季学期 Spring	现场教学 In-person	东兰辛 East Lansing
国际广告 International Advertising	3	第二学年 Second Academic Year	春季学期 Spring	现场教学 In-person	东兰辛 East Lansing
数字分析专题 Special Topics in Digital Analytics	3	第二学年 Second Academic Year	春季学期 Spring	现场教学 In-person	东兰辛 East Lansing
研究性实习 Research Practicum	3	第二学年 Second Academic Year	春季学期 Spring	现场教学 In-person	东兰辛 East Lansing

在密西根州立大学的第二年，学生可以选修任何三门秋季课程和任何三门春季课程。第二年在密西根州立大学修满 18 学分。第一年在海南取得 6 个密西根州立大学学分。

During year 2 at MSU, students take any three fall courses and any three spring courses. 18 credits at MSU in Year 2. 6 MSU credits in Hainan in Year 1.

F. 其他项目细节

F. ADDITIONAL PROGRAM DETAILS:

两个项目的工作时间表:

Anticipated timeline for implementation of both programs:

根据教育部的审批进程，双方再具体协商工作时间表。预计时间表如下：

In accordance with the Ministry of Education's approval process, both parties shall negotiate a exeutive timeline for the program. An anticipated timeline is:

- 申请提交——2022 年夏季
- Application submission - Summer 2022
- 中国教育部批准—— 2023 年春季
- Approval by Chinese Ministry of Education (MoE) - Spring 2023
- 试运营——2023 年秋季
- Soft launch - Fall 2023
- 招生—— 2024 年夏季
- Recruitment – Summer 2024
- 海南第一批硕士研究生——2024 年秋季
- First cohort MA in Hainan– Fall 2024
- 东兰辛第一批硕士研究生——2025 年秋季
- First cohort MA in East Lansing Fall 2025

G. 一般条款

G. GENERAL:

1. 本谅解备忘录作为双方之间的协议，所有之前的口头或书面讨论、协议和谅解均并入本谅解备忘录。对本谅解备忘录修改必须经双方书面同意方可为之。

1. This MOU serves as the agreement between the two parties, and all prior discussions, agreements, and understandings, whether verbal or in writing, are merged into this MOU. This MOU may only be amended by written consent of both parties.

2. 如果任何一方未能执行本谅解备忘录的任何规定，不构成对该规定的弃权。

2. The failure by either Party to enforce any provision of the MOU shall not constitute a waiver of such provision.

3. 双方应定期沟通，以解决与本谅解备忘录有关的任何问题。

3. The two parties shall be in regular communication to resolve any problems or issues relating to this MOU.

4. 任何一方都不得转让、转移或分包其在本谅解备忘录下的承诺。

4. Neither party may assign, transfer, or sub-contract its commitments under this MOU.

5. 双方都保留根据《合作协议》第 23.3 条或第 25 条中明确的提前终止合作协议的权利。双方就教学运行和成本管理进行商议，如双方确认提前终止项目，应签署终止合作协议。对已经录取的学生，双方应按照合作协议第 23.2 条规定尽合理努力措施，尽量让学生完成项目规定的学业。

5. Either party may terminate the Cooperation Agreement early in accordance with the Program Agreement Article 23 or 25. Both parties will discuss the operation of teaching and cost management, and sign a termination agreement. The Parties shall use reasonable efforts to allow all students enrolled in the Program at the time of termination to complete the Program in accordance with Article 23.2 of the Cooperation agreement.

6. 两所学校都奉行机会平等的政策，不因种族、肤色、性别、年龄、性取向、身高、体重、婚姻或家庭状况、种族、宗教、国籍或残疾而进行歧视。

6. Both institutions subscribe to a policy of equal opportunity and do not discriminate on the basis of race, color, gender, age, sexual orientation, height, weight, marital or familial status, ethnicity, religion, national origin, or disability.

7. 本谅解备忘录仍受两国法律法规的约束。

7. This MOU shall remain subject to the laws and regulations of both countries.

8. 各方应指定一名项目协调员，以促进项目的实施。

8. Each party shall designate a program coordinator to facilitate the programs.

9. 双方因执行本谅解备忘录或因本谅解备忘录而产生的一切争议，应本着平等互利的原则友好协商解决。双方自争议发生起 90 日内仍无法协商解决的，双方同意将争议提交中国国际经济贸易仲裁委员会（贸仲）仲裁解决。仲裁地点在北京，仲裁庭由三名仲裁员组成，双方各选一名仲裁员，第三名由双方选定的仲裁员共同推举并担任首席仲裁员；双方仲裁员达不成一致的，由贸仲主席指定第三名仲裁员担任首席仲裁员。仲裁语言为中文，但是所有仲裁员必须精通英文读写。在仲裁期间，除正在进行仲裁的部分外，双方应继续执行本协议约定的其他条款，尽合理的努力不给学生带来不利影响。



9. All disputes arising from the implementation of this MOU shall be resolved through friendly consultation between the Parties on the principle of equality and mutual benefit. If a dispute still cannot be resolved within ninety (90) days from occurrence, the Parties agree to submit the dispute to China International Economic and Trade Arbitration Commission (“CIETAC”) for arbitration. The arbitration shall be held in Beijing. The arbitration tribunal shall consist of three arbitrators, each Party shall appoint one arbitrator, and the third arbitrator shall be jointly appointed by the arbitrators appointed by each Party and will act as the chief arbitrator; if both arbitrators appointed by the Parties are not able to appoint the third arbitrator, it will be appointed by the Chairman of the CIETAC and such third arbitrator will act as the chief arbitrator. The language of the arbitration shall be Chinese; however, all arbitrators must be English proficient in reading and writing. During the arbitration period, the Parties shall continue to enforce the terms of this Agreement, except the part that is under dispute in arbitration, to make reasonable efforts to ensure that it does not adversely affect the students.

10. 本谅解备忘录以中英文书写，文本含义相同，具有同等官方效力。如有分歧，以中文版本为准。

10. This MOU is written both in English and in Chinese and the texts are hold the same meaning and are equally official. In case of discrepancy, the Chinese version shall prevail.

11. 本谅解备忘录自双方签字并加盖公章（如有）且自以下最后一个签名的日期起生效，并将每五年审查一次。

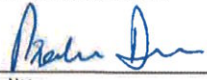
11. The MOU is effective as of the date of the last signature and the official seal is affixed hereto (if applicable) below and will be reviewed every 5 years.

12. 如果合作协议中的条款与本备忘录不一致，以合作协议中的条款为准。


12. In the event of a discrepancy between the terms in the Cooperation Agreement and this Memorandum, the terms of the Cooperation Agreement shall control.

密西根州立大学  
Signing for MSU:

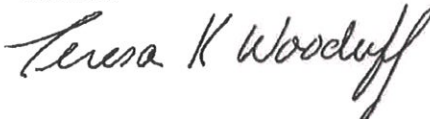
普拉布. 戴维  
传播艺术与科学学院院长  
Prabu David  
Dean of College of Communication  
Arts & Sciences

  
日期  
Date 10/19/22

史蒂文. D. 汉森  
副教务长兼国际研究与项目主任  
Steven D. Hanson  
Associate Provost and  
International Studies and Programs

  
日期  
Date 10/25/22

特蕾莎·伍德拉夫  
教务长  
Teresa Woodruff  
Provost




日期  
Date 10/19/22


By: Jacquelyn Kettel  
Office of the General Counsel  
Michigan State University  
Approved as to Form

中国传媒大学  
Signing for CUC:

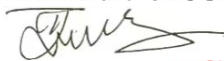
金雪涛  
海南国际学院院长  
JIN Xuetao  
Dean of Hainan International College

  
日期  
Date 2022.12.12

任孟山  
研究生院院长  
REN Mengshan  
Dean of Graduate School

  
日期  
Date 2022.12.12

段鹏  
中国传媒大学副校长  
DUAN Peng  
Vice President of CUC



日期  
Date

