

# MICHIGAN STATE UNIVERSITY

October 22, 2010

## MEMORANDUM

TO: Dr. Douglas Estry, Associate Provost for Undergraduate Education  
and Dean of Undergraduate Studies

FROM: Dr. Linda O. Stanford, Associate Provost for Academic Services

RE: Request for a New Linked Bachelor of Arts Degree in Communication  
and Master of Arts Degree in Communication

For Transmittal to the University Committee on Academic Policy  
(UCAP)

The request referenced above is being sent to the University Committee on Academic Policy (UCAP) in accordance with the *Bylaws for Academic Governance*, 4.4.

### UCAP Response Requested:

Please ask the UCAP to consider the request referenced above and provide consultative commentary. Please mail the related materials referenced under the heading Attachments at the end of this memorandum to the UCAP members.

After receiving UCAP's consultative response, the Provost will make a determination to forward or not to forward the request to the University Committee on Curriculum for its approval of curriculum and degree requirements.

If you have any questions, please call Joy Speas, University Curriculum Administrator, at 5-8420.

Thank you.

### Attachments:

1. Request to Establish a New Academic Program form dated September 1, 2010: Linked Bachelor of Arts Degree in Communication and Master of Arts Degree in Communication and attachments.



## University Curriculum and Catalog

176 Administration Bldg.  
East Lansing, MI  
48824-1046

517-355-8420  
Fax: 517-353-1935

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## COLLEGE OF COMMUNICATION ARTS AND SCIENCES

1. Request to establish a Linked **Bachelor of Arts** and **Master of Arts** degree in **Communication** in the Department of Communication. The University Committee on Academic Policy will consider this request at their November 4, 2010 meeting. The University Graduate Council (UGC) will consider this request at its November 8, 2010 meeting.

Per University policy:

A candidate for a Linked Bachelor's-Master's Degree from Michigan State University may request the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, are applied toward the credit requirement of the master's degree. Credits applied to the Linked Bachelor's-Master's Program are not eligible to be applied to any other graduate degree program.

- a. Add the following statement to the Department of Communication:

***LINKED BACHELOR'S-MASTER'S DEGREE IN COMMUNICATION***  
***Bachelor of Arts Degree in Communication***  
***Master of Arts Degree in Communication***

The department welcomes applications from Michigan State University Communication undergraduate students with at least 86 credits. Admission applications must be made prior to the final semester as a Communication undergraduate. Admission to the program requires a minimum undergraduate grade-point average of 3.50, a statement of goals for the master's degree, Graduate Record Examination scores, at least two letters of recommendation from faculty in the Department of Communication, and an approved program of study for the master's degree at the time of admission. Applicants must have already completed Communication 225, 240, 275, and 300 obtaining a grade of at least 3.0 in each of these courses. The number of Communication majors admitted into the linked degree program will be limited by availability. Admission to the Linked Bachelor's-Master's Program allows the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, are applied toward the credit requirement of the master's degree. No 400-level courses with a grade lower than 3.0 will count toward the master's degree. Credit obtained from 400-level pass-fail courses and internships will not count toward the degree. Credits applied to the Linked Bachelor's-Master's Program are not eligible to be applied to any other graduate degree program.

Effective Fall 2011.

View a Program		Main Menu
Joy Speas, RO	Wednesday, 9/1/2010	
<b>Program Name: Communication Linked BA/MA Program</b> <b>Degree: LINKBAMA Sequence Number: 1</b>		Program Request ID: 1738
<b>Effective Dates: Fall 2011 - Open Status: Interim Initial Action: New</b>		
<b>Requested Date: 4/15/2010 9:31:27 AM</b>		
<p><b>1. Department/School/College:</b> 10162 .... Department of Communication</p> <p><b>2. Name of Program:</b> Communication Linked BA/MA Program</p> <p><b>3. Name of Degree:</b> LINKBAMA</p> <p><b>4. Type of Program:</b> Major</p> <p><b>5. Effective Start Semester:</b> Fall 2011</p> <p><b>6. Target student audience for the program:</b> Seniors in Communication major</p> <p><b>7. Enrollment:</b> <b>What is the expected enrollment per year: 10</b> <b>What is the minimum enrollment acceptable: 5</b></p> <p><b>8. Source of budget for the program:</b> To align academic planning and curricular change, ALL requests for NEW funds must be included in the College's annual planning letter. Provost approval of new funds and the effective date for the new program must align. If funding is not approved, then the program request will not be forwarded to Academic Council.  Internal reallocation  If new funds, was this request included in the College's annual planning letter? Indicate yes or no. If no, then this is a department or college fund reallocation (If the program is implemented, no additional resources are required.).</p> <p><b>9. Projected Costs as compared to other programs in unit:</b> Lower</p> <p><b>10. Staff requirement:</b> How many additional staff will be required: 0  Who will provide the primary instruction. Describe any external linkages(industry, government, etc.):</p>		

Current faculty

**11. Will additional equipment be required:**

Approximate cost: 0

Source of funding:

**12. Will additional library materials be required:**

Approximate cost: 0

Source of funding: Internal funding

**13. Will additional space be required:**

Type:

Approximate amount: 0

**14. If the program requirements contain a named concentration, do you wish for the concentration to be noted on the student's transcript?:**

No

**15. Detailed Description:**

Communication-Masters of Arts

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

Linked Bachelor of Arts in Communication and Masters of Arts in Communication

The department welcomes applications from Michigan State University Communication majors with at least 86 credits. Application for admission must be made prior to the final semester as a Communication undergraduate major.

Admission to the program requires the following: a minimum cumulative GPA of 3.5 based on all courses taken at MSU, a statement of goals for the MA degree, Graduate Record Examination scores, at least two (2) letters of recommendation from faculty in the Department of Communication, and an approved program of study for the MA degree at the time of admission. Applicants must have already completed COM 225, COM 240, COM 275 and COM 300 obtaining a grade of at least a 3.0 in each of these courses. The number of Communication majors admitted into this linked degree program will be limited by availability.

Admission to the Linked Bachelor's-Master's program allows the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at Michigan State University. No 400 level courses with a grade lower than 3.0 will count toward the MA degree. Credit obtained from 400 level pass/fail courses and internships will not count toward the degree. The number of approved credits (from 7 to 9 credits not to exceed 9 credits), is applied toward the credit requirements of the master's degree. Students admitted to this program must complete all the requirements for either the thesis or final examination track.

Communication majors meeting eligibility requirements should contact Dr. Mary Bresnahan, Coordinator of the MA Program in Communication, email: [bresnah1@msu.edu](mailto:bresnah1@msu.edu), phone: 517-432-1285.

**16. Are there admissions requirements for this program?:**

Grade or grade-point average requirements and if so in which course(s), portfolio requirement, audition, essay, etc. If there are not admission requirements other than those required by the University policy indicate "none".

Admission to the linked BA/MA program allows the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at Michigan State University. No 400 level courses with a grade lower than 3.0 will count toward the MA degree. Credit obtained from 400 level pass/fail courses and internships will not count towards the MA degree. The number of approved credits, from 7 to 9 credits not to exceed 9 credits, is applied toward the credit requirements of the master's degree. Students admitted to this program must all complete the requirements for either the thesis or final examination track.

**DEPARTMENT LEVEL APPROVAL STATUS**

Approved: Department of Communication  
9/1/2010 9:36:51 AM by Marge Barkman for Charles K. Atkin, Chairperson

**COLLEGE LEVEL APPROVAL STATUS**

Approved: College of Communication Arts and Sciences  
9/1/2010 9:56:55 AM by Steve Lacy for Pamela Whitten, Assistant Dean

# DEPARTMENT of COMMUNICATION

*Charles K. Atkin, Chairperson*

## UNDERGRADUATE PROGRAM

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

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

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

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

Ordinarily, students will not be permitted to pursue additional majors and second bachelor's degree majors in the Department of Communication. Students seeking admission to a second bachelor's degree program or an additional major must meet the requirements for admission as a junior to the College of Communication Arts and Sciences.

## Requirements for the Bachelor of Arts Degree in Communication

1. The University requirements for bachelor's degrees as described in the *Undergraduate Education* section of the catalog, 120 credits, including general elective credits, are required for the Bachelor of Arts degree in Communication.  
The University's Tier II writing requirement for the Communication major is met by completing any one of the following courses: Communication 425, 440, 475. Those courses are referenced in item 3. b. (3) below.
2. The requirements of the College of Communication Arts and Sciences for the Bachelor of Arts degree.
3. The following requirements for the major:

### CREDITS

- a. The following courses outside the Department of Communication: . . . . . 24 to 30
  - (1) The following course (3 credits):  
Philosophy 130.
  - (2) One of the following courses (3 credits):  
Computer Science and Engineering 101 or 131.  
Students who pass a waiver examination for Computer Science and Engineering 101 will not be required to complete Computer Science and Engineering 101 or 131.
  - (3) A required cognate in the behavioral and social sciences that consists of six courses from at least three of the following five departments: Anthropology, Economics, Political Science, Psychology, and Sociology (18 to 24 credits).

- b. The following Communication courses: . . . . . 30 to 45
- (1) A grade of 2.0 or higher must be achieved in each of these courses: Communication 200 (4 credits), 225 (3 credits), 240 (4 credits), and Communication 275 (3 credits); each of these 4 courses *must* be completed prior to enrolling in any 300–400 level Communication courses.
  - (2) Communication 391 (4 credits), a course emphasizing topics in culture and diversity.
  - (3) One of the following communication specializations (7 credits):  
Interpersonal: Communication 325 and 425.  
Mass Media: Communication 375 and 475.  
Organizational: Communication 340 and 440.  
The completion of the four–hundred level course in any one of the specializations satisfies the capstone/synthesis requirement for the communication major.
  - (4) Communication electives: additional credits in Communication courses as needed to meet the requirement of at least 30, but not more than 45, credits in courses in the major.

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 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.

Students who are enrolled in the communication major are encouraged to structure their programs to include courses in one of the following concentrations: business, telecommunication, mediation and dispute resolution, culture and diversity theory and research, or prelaw. Students who pursue a concentration in business must complete the following courses: Accounting 230, Economics 201 or 202, General Business and Business Law 323, Management 325, and Marketing and Supply Chain Management 327. Students should contact their academic advisors for additional information.

### **SPECIALIZATION IN SALES COMMUNICATION**

The Specialization in Sales Communication 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 specialization 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 Specialization in Sales Communication is administered by the Department of Communication in the College of Communication Arts and Sciences 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, excluding The School of Hospitality Business. as space permits, students from other colleges desiring the specialization will be considered on an individual basis. Students who are interested in the specialization must contact the Department of Communication in the College of Communication Arts and Sciences. 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 specialization 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 specialization.

## Admission

To be considered for admission, a student must have been formally admitted to a bachelor's degree program at Michigan State University. Admission is competitive. Students must be enrolled in or have completed Marketing and Supply Chain Management 313, Personal Selling and Buying Processes, and achieved a passing grade. Other admission criteria include performance on a sales aptitude test, work experience, and a statement of purpose. Each applicant will be interviewed by a faculty program administrator and each student's application will be rank ordered.

To apply to the program, students should complete an application after the midterm in Marketing 313 and submit it to the sales communication specialization coordinator in the Department of Communication.

Students must:

1. provide their midterm grade in Marketing 313;
2. provide their overall grade-point average in their major;
3. provide a statement of purpose indicating why they want to enter the specialization;
4. provide their score on a sales aptitude test that measures sales, job, and personal skills;
5. participate in a personal interview to determine their interest in joining the specialization in which performance in the interview will be assessed.

## Requirements for the Specialization in Sales Communication

### CREDITS

Students must complete 18 credits from the following courses:

1. All of the following courses (13 credits):
  - COM 225 An Introduction to Interpersonal Communication . . . . . 3
  - COM 360 Advanced Sales Communication . . . . . 3
  - COM 483 Practicum in Sales Communication . . . . . 1
  - MSC 313 Personal Selling and Buying Processes . . . . . 3
  - MSC 383 Sales Management . . . . . 3
2. Two of the following courses (5 to 7 credits):
  - ADV 352 Media Sales . . . . . 3
  - ADV 375 Consumer Behavior . . . . . 4
  - COM 315 Information Gathering and Interviewing Theories . . . . . 3
  - COM 325 Interpersonal Influence and Conflict . . . . . 3
  - COM 340 Leadership and Group Communication . . . . . 3
  - MSC 302 Consumer and Organizational Buyer Behavior . . . . . 3
  - MSC 371 Procurement and Supply Management . . . . . 3
  - MSC 474 Negotiations . . . . . 2
3. Completion of any combination of the following activities and experiences: sales internship, participation in collegiate level sales presentation competition, active member of a professional student organization, service as an executive officer of a professional student organization, participation in a commercial sales training program, shadow salesperson or manager for a day, interaction with a sales mentor for one semester, or attendance at two meetings of a professional sales organization. Students should see the advisor for the specialization to have their selected activities or experience pre-approved.

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

## SPECIALIZATION 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 Specialization in Public Relations. For additional information, refer to the *Specialization in Public Relations* statement.



## GRADUATE STUDY

Insert ①

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.

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, 466 Communication Arts Building, Michigan State University, East Lansing, MI 48824-1212.

Students who are enrolled in Master of Science degree programs in the Department of Communication may elect a Specialization in Food Safety. For additional information, refer to the statement on the specialization in the *College of Veterinary Medicine* section of this catalog.

## COMMUNICATION

### Master of Arts

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

### Admission

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: [www.comm.msu.edu/programs/masters.html](http://www.comm.msu.edu/programs/masters.html).

**LINKED BACHELOR'S-MASTER'S DEGREE IN COMMUNICATION*****Bachelor of Arts Degree in Communication******Master of Arts Degree in Communication***

The department welcomes applications from Michigan State University Communication undergraduate students with at least 86 credits. Admission applications must be made prior to the final semester as a Communication undergraduate. Admission to the program requires a minimum undergraduate grade-point average of 3.50, a statement of goals for the master's degree, Graduate Record Examination scores, at least two letters of recommendation from faculty in the Department of Communication, and an approved program of study for the master's degree at the time of admission. Applicants must have already completed Communication 225, 240, 275, and 300 obtaining a grade of at least 3.0 in each of these courses. The number of Communication majors admitted into the linked degree program will be limited by availability. Admission to the Linked Bachelor's-Master's Program allows the application of up to 9 credits toward the master's program for qualifying 400-level and above course work taken at the undergraduate level at Michigan State University or an external accredited institution. The number of approved credits, not to exceed 9, are applied toward the credit requirement of the master's degree. No 400-level courses with a grade lower than 3.0 will count toward the master's degree. Credit obtained from 400-level pass-fail courses and internships will not count toward the degree. Credits applied to the Linked Bachelor's-Master's Program are not eligible to be applied to any other graduate degree program.

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

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

	CREDITS
<b>Predoctoral</b> .....	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 800 Applied Communication Research I .....	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.	
<b>Knowledge Utilization</b> .....	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 800 Applied Communication Research I .....	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.	

### Doctor of Philosophy

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

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

### Admission

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

Students are admitted from heterogeneous educational backgrounds.

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

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

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

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

and conduct of research is increased as competence develops. Each student must present at least one major report of original research which has been conducted independently.

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

### ***Graduate Minors in Communication***

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