

**MICHIGAN STATE  
UNIVERSITY**

October 21, 2011

**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 Advertising and  
Master of Arts Degree in Advertising

For Transmittal to the University Committee on Undergraduate Studies

The request referenced above is being sent to the University Committee on Undergraduate Studies in accordance with the *Bylaws for Academic Governance*, 4.4.

Response Requested:

Please ask the committee 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 committee members.

After receiving the committee'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 16, 2011: Linked Bachelor of Arts Degree in Advertising and Master of Arts Degree in Advertising 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 Degree in Advertising** and **Master of Arts Degree in Advertising** in the Department of Advertising, Public Relations, and Retailing. The University Committee on Undergraduate Studies will consider this request. The University Committee on Graduate Studies will consider this request at its November 7, 2011 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 Advertising, Public Relations, and Retailing:

***LINKED BACHELOR'S-MASTER'S DEGREE IN ADVERTISING***  
***Bachelor of Arts Degree in Advertising***  
***Master of Arts Degree in Advertising***

The department welcomes applications from Michigan State University undergraduate Advertising majors with at least 86 credits. Admission applications must be made prior to the final semester as an Advertising 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 Advertising, Public Relations and Retailing, and an approved program of study for the master's degree at the time of admission. 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 2012.

<b>View a Program</b>		<a href="#">Main Menu</a>
Joy Speas, RO		Friday, 9/16/2011
<b>Program Name: Advertising Linked</b> <b>Degree: LINKBAMA Sequence Number: 1</b>		Program Request ID: 2045
<b>Effective Dates: Fall 2012 - Open Status: Interim Initial Action: New</b>		
<b>Requested Date: 8/18/2011 7:24:40 PM</b>		
<p><b>1. Department/School/College:</b> 10022 .... Department of Advertising, Public Relations and Retailing</p> <p><b>2. Name of Program:</b> Advertising Linked</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 2012</p> <p><b>6. Target student audience for the program:</b> Advertising undergraduates with high graduate student potential</p> <p><b>7. Enrollment:</b> <b>What is the expected enrollment per year: 5</b> <b>What is the minimum enrollment acceptable: 2</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 Faculty Senate.  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> Same</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>		

**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: no new materials required

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

Type:

Approximate amount:

**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:**

The department welcomes applications from Michigan State University undergraduate Advertising majors with at least 86 credits. Admission applications must be made prior to the final semester as an Advertising 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 Advertising, Public Relations and Retailing, and an approved program of study for the master's degree at the time of admission. 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 coursework 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.

**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".

3.5 overall grade point average

**DEPARTMENT LEVEL APPROVAL STATUS**

Approved: Department of Advertising, Public Relations and Retailing  
9/16/2011 12:11:53 PM by Linda Good for Jeffrey I. Richards, Chairperson

**COLLEGE LEVEL APPROVAL STATUS**

Approved: College of Communication Arts and Sciences  
9/16/2011 3:39:19 PM by Steve Lacy for Pamela Whitten, Assistant Dean

## DEPARTMENT of ADVERTISING, PUBLIC RELATIONS, and RETAILING

*Jeffrey I. Richards, Chairperson*

The Department of Advertising, Public Relations, and Retailing 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 promotional and retailing strategies. Students will be well-versed in theories from the social sciences, particularly in economics/business, so that they are able to innovatively 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 programs in advertising and in public relations, and for the Doctor of Philosophy degree program in a variety of interdisciplinary doctoral programs in the College of Communication Arts and Sciences.

### UNDERGRADUATE PROGRAMS

One undergraduate major is offered in this department: advertising. In addition, a Specialization in Public Relations is available.

### ADVERTISING

The undergraduate program in advertising is designed to assist students in acquiring the knowledge and skills which will help them to qualify for careers in advertising and public relations. Such careers are possible with manufacturers, advertising and public relations agencies, the mass media, government, various nonprofit organizations and many other sectors of the economy. Since a graduate degree often is important to long-term success in such careers, the undergraduate program is designed also to prepare qualified students for graduate studies in advertising, public relations and related fields.

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

The majority of each student's course work provides a broad general education for advertising and public relations in areas such as English and the humanities, natural sciences, economics, behavioral sciences, and marketing and business administra-

tion. About one-fourth to one-third of each degree program consists of courses in advertising, including advertising management, consumer research, copy writing, media planning, and social responsibility.

**The State News**, other local media, retailers, and advertisers in the Lansing area offer opportunities to obtain experience in planning and preparing advertising. Summer work in advertising and related fields often is available with media, manufacturers and advertising and public relations agencies in Detroit, Chicago, New York, Los Angeles and other cities. Opportunity for study and work in other countries is available through study abroad and the International Advertising Association. The Michigan State University Advertising Association has special activities for students, as do the Public Relations Student Society of America (PRSSA). Student teams regularly enter the American Advertising Federation national advertising campaign competition, as well as the PRSSA Bateman competition.

### Admission as a Junior

Enrollments in the Advertising program are limited. In addition to the university and college requirements, students must complete Advertising 205, Economics 201 and Psychology 101 with a combined minimum grade-point average of 2.00.

To be considered for admission, upper-division students transferring from other institutions must have completed the required courses for admission as a junior referenced above with a combined minimum grade-point average of 2.00.

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

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

The ability of the Advertising 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 major as a junior.

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

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

The University's Tier II writing requirement for the Advertising major is met by completing Advertising 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. Not more than 45 Advertising credits may be earned in the major.

#### CREDITS

- a. All of the following Advertising core courses: ..... 11
  - ADV 205 Principles of Advertising ..... 4
  - ADV 375 Consumer Behavior ..... 3
  - ADV 486 Integrated Campaigns ..... 4The completion of Advertising 486 satisfies the capstone/synthesis requirement for the Advertising major.
- b. One of the following concentrations (21 credits):  
**Creative**
  1. All of the following courses (6 credits):
    - CAS 110 Creative Processes in Media Settings ..... 2
    - CAS 111 The Digital Image ..... 2
    - CAS 112 Story, Sound and Motion ..... 2
  2. Complete a minimum of three of the following courses:
    - CAS 201 Audio and Video in Media Settings I ..... 1
    - CAS 202 Audio and Video in Media Settings II ..... 1
    - 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
    - CAS 207 Animation in Media Settings ..... 1
    - CAS 208 Interactivity in Media Settings ..... 1
  3. Complete 12 credits from the following courses (12 credits):

ADV 322	Copy Writing and Art Direction	3
ADV 324	Introduction to Creative Media	3
ADV 326	Advanced Creative: Media I	3
ADV 354	Interactive Advertising Design	3
ADV 422	Advanced Copywriting	3
ADV 428	Advanced Creative: Media II	3
ADV 450	Intensive Portfolio Workshop	3

**Management and Media**

1. The following course (3 credits):
 

ADV 475	Advertising and Society	3
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2. Complete 18 credits from the following:
 

ADV 275	Integrated Strategy	3
ADV 330	Advertising Management	3
ADV 334	International Advertising	3
ADV 342	Account Planning	3
ADV 350	Advertising Media Planning and Strategy	3
ADV 352	Media Sales	3
ADV 355	Media Research	3
ADV 360	Advanced Sales Communication	3
ADV 420	New Media Driver's License	3
ADV 430	Social Marketing: Strategy and Practice	3
ADV 436	Promotions and Scholarships	3
ADV 456	Interactive Advertising Management	3
ADV 492	Special Topics in Advertising	3
- c. Advertising electives: Additional credits in Advertising courses as needed to meet the requirement of 32 credits but not more than 45 credits of Advertising courses in the major.
- d. All of the following courses: 25 to 27

ACC 201	Principles of Financial Accounting	3
or		
ACC 230	Survey of Accounting Concepts	3
ADV 225	Writing for Public Relations	3
EC 201	Introduction to Microeconomics	3
EC 202	Introduction to Macroeconomics	3
MKT 327	Introduction to Marketing	3
PSY 101	Introductory Psychology	4

An additional writing course approved by the Department of Advertising, Public Relations, and Retailing . . . . . 3 or 4  
 An additional literature course approved by the Department of Advertising, Public Relations, and Retailing . . . . . 3 or 4
- e. A minimum of 12 additional credits, in addition to the required courses in item 3. d. listed above, must be completed in any combination from the following departments or programs: anthropology, history of art, history, music, philosophy, political science, psychology, sociology, studio art, or theatre.

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

**SPECIALIZATION IN PUBLIC RELATIONS**

The Specialization in Public Relations, which is administered by the Department of Advertising, Public Relations and Retailing, is available to students majoring in Advertising, Communication, Environmental Studies and Agriscience with a concentration in communication, Journalism, James Madison, and Retailing. Limited enrollment may be made available to other majors. With the approval of the department that administers the student's degree program, courses that are used to satisfy the requirements for the specialization may also be used to satisfy the requirements for the bachelor's degree.

The specialization is designed to provide a broad understanding of the role of public relations in contemporary society, as well as knowledge and experience in developing public relations materials for use in corporate, governmental, and nonprofit organizational settings. Areas of focus include public relations and society, writing for the media, public relations techniques, research methods, campaigns and cases, public relations strategies, portfolio development, and public relations ethics.

Students are eligible to apply for the specialization if they:

1. are of sophomore standing or higher;
2. have an overall grade-point average of 3.0;
3. have successfully completed Advertising 260;
4. have successfully completed Advertising 225 or Journalism 200.

To apply, students must submit an application stating their interest in the specialization. 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 Specialization in Public Relations

The students must complete the following (15 to 20 credits):

1. All of the following courses: ..... 9 or 10  
ADV 325 Public Relations Techniques and Ethics ..... 3  
ADV 425 Public Relations Strategy ..... 3  
COM 300 Methods of Communication Inquiry ..... 4  
Students majoring in Journalism should take Statistics and Probability 200  
(3 credits) in place of Communication 300.
2. One of the following courses: ..... 4  
ADV 486 Integrated Campaigns ..... 4  
COM 475 Communication Campaign Design and Analysis (W) ..... 4
3. Complete 2 to 6 credits from the following: ..... 2 to 6  
ADV 402 Public Relations Topics in Advertising ..... 1  
COM 402 Public Relations Topics in Communication ..... 1  
JRN 402 Public Relations Topics in Journalism ..... 1

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

*Insert ①*

### GRADUATE STUDY

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

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

#### *Master of Arts*

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

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

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

Only course work that does not apply to degree requirements may be taken on a credit-no credit or pass-no grade basis.

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

#### **Admission**

Admission to departmental programs is determined by an evaluation of information regarding the applicant's academic record, goals and motivation, experience, personal references, and other

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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.

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 needed before students can begin graduate study. Students without adequate background will be required to remedy significant deficiencies through collateral course work or individual study.

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

## ADVERTISING

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

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

	CREDITS
Requirements for Both Plan A and Plan B: .....	15
1. All of the following courses:	
ADV 823 Consumer Behavior .....	3
ADV 826 Advertising and Promotion Management .....	3
ADV 865 Advertising and Society .....	3
COM 803 Introduction to Quantitative Research Methods .....	3
MKT 805 Marketing Management .....	3
Additional Requirements for Plan A: .....	15
1. The following course (4 to 8 credits):	
ADV 899 Master's Thesis Research .....	4 to 8
2. Additional credits from the courses listed below, or in other courses, as approved by the student's academic advisor (7 to 11 credits):	
ADV 846 Management of Media Programs .....	3
ADV 870 International Advertising .....	3
ADV 890 Independent Study .....	1 to 6
Additional Requirements for Plan B: .....	15
1. Fifteen additional credits from the courses listed below, or in other courses, as approved by the student's academic advisor:	
ADV 846 Management of Media Programs .....	3
ADV 870 International Advertising .....	3
ADV 890 Independent Study .....	1 to 6

The final certifying examination is a written examination.

## PUBLIC RELATIONS

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

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

	CREDITS
Requirements for Both Plan A and Plan B: .....	15
1. All of the following courses:	
ADV 826 Advertising and Promotion Management .....	3
ADV 850 Public Relations Planning .....	3
ADV 860 Media Relations .....	3
COM 803 Introduction to Quantitative Research Methods .....	3
MKT 805 Marketing Management .....	3
Additional Requirements for Plan A: .....	15
1. The following course (4 to 6):	
ADV 899 Master's Thesis Research .....	4 to 8
2. A minimum of 4 additional credits, as approved by the student's academic advisor.	
Additional Requirements for Plan B: .....	15
1. Fifteen additional credits, as approved by the student's academic advisor.	

The final certifying examination is a written examination.

For additional information contact the Department of Advertising, Public Relations, and Retailing.