

MICHIGAN STATE UNIVERSITY

October 14, 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 Moratorium on Admission to the Bachelor of Science
Degree in Media and Communication Technology

For Transmittal to the University Committee on Undergraduate Studies
(UCUS)

The request referenced above is being sent to you for action by the University
Committee on Undergraduate Studies (UCUS).

UCUS Response Requested:

Please ask the UCUS 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 UCUS members.

The request is to impose the moratorium effective Spring 2012 through Summer 2016.

The UCUS alone will consider this request and its consultative commentary will be sent
to the Provost for determination.

If you have any questions about this memorandum or the attached materials, please
contact Joy Speas, University Curriculum Administrator, at 5-8420.

Thank you.

Attachments:

1. Request for a Moratorium form dated October 14, 2011; Bachelor of
Science Degree in Media and Communication Technology and
attachments.
2. Student Enrollments by Program; Student Awards by Programs (for the
request referenced above).

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University Curriculum and Catalog

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View a Program		Main Menu
Joy Speas, RO	Friday, 10/14/2011	
Program Name: Media and Communication Technology Degree: BS Sequence Number: 2	Program Request ID: 2078	
Effective Dates: Spring 2012 - Summer 2016 Status: Interim Initial Action: Moratorium		
Requested Date: 10/13/2011 1:17:08 PM		
<p>1. Department/School/College: 10830 Department of Telecommunication, Information Studies and Media</p> <p>2. Name of Program: Media and Communication Technology</p> <p>3. Name of Degree: BS</p> <p>4. Type of Program: Major</p> <p>5. Effective Start Semester: Spring 2012</p> <p>Reason for Moratorium Request: The Department of Telecommunication, Information Studies and Media has revised its curriculum and this program has been incorporated into the new program in BS in Media and Information. The new program which started fall 2011 consolidates the former MAT BA and MCT BS into one common program in Media and Information.</p> <p>Effective End Term: Summer 2016</p> <p>Students who will be affected by the proposed change(s): All currently admitted students have been given the opportunity to complete their MCT program. Additionally, if they would like they can change into the new Media and Information program which offers the topics that were in MCT in a more comprehensive way.</p> <p>Suggested alternative major and major code for new admits: BS option in Media and Information</p>		
DEPARTMENT LEVEL APPROVAL STATUS		
Approved: Department of Telecommunication, Information Studies and Media 10/14/2011 7:23:18 AM by Chip Steinfield for Charles Steinfield, Chairperson		
COLLEGE LEVEL APPROVAL STATUS		
Approved: College of Communication Arts and Sciences 10/14/2011 7:45:05 AM by Janet Lillie for Janet Lillie, Associate Dean		

Student Enrollments By Program

Lvl	Program - Description	Span	FY01	FY02	FY03	FY04	FY05	FY06	FY07	FY08	FY09	FY10	Total
Communication Arts and Sciences - Continued													
<i>Journalism - Continued</i>													
	MNSE - Teaching Minor Sec Endorsement												
TE	1414-Journalism		14	12	13	14	14	13	20	21	20	16	157
	Total - Journalism		660	667	721	759	805	844	843	782	750	718	7,549
Telecomm, Info Studies, and Media													
ADDU - Additional Major Undergraduate													
UN	1461-Media and Communication Tech	FS08-	0	0	0	0	0	0	0	0	1	1	2
UN	1466-Media Arts and Technology	FS08-	0	0	0	0	0	0	0	0	11	10	21
UN	1440-Telecomm, Info Studies & Media	FS04-US08	0	0	0	0	14	21	20	29	15	8	107
UN	1423-Telecommunication	FQ75-US04	17	15	16	18	8	0	0	0	0	0	74
BA - Bachelor of Arts													
UN	1465-Media Arts and Technology	FS08-	0	0	0	0	0	0	0	0	366	573	939
UN	1467-Media Arts and Technology - Second Degree	FS08-	0	0	0	0	0	0	0	0	20	53	73
UN	1439-Telecomm, Info Studies & Media	FS04-US08	0	0	0	0	825	810	786	782	405	127	3,735
UN	1441-Telecomm, Info Studies & Media - Second Degree	FS04-US08	0	0	0	0	39	45	42	34	23	8	191
UN	1420-Telecommunication	FQ75-US04	1,002	1,079	1,078	1,010	365	0	0	0	0	0	4,534
UN	1424-Telecommunication - Second Degree	FQ75-US04	68	76	69	44	16	0	0	0	0	0	273
BS - Bachelor of Science													
UN	1460-Media and Communication Tech	FS08-	0	0	0	0	0	0	0	0	159	232	391
UN	1462-Media and Communication Tech - Second Degree	FS08-	0	0	0	0	0	0	0	0	13	18	31
CNCU - Concentration Undergraduate													
UN	1469-Games, Web, & Interactive Media	FS08-	0	0	0	0	0	0	0	0	108	190	298
UN	1464-Info and Communication Tech	FS08-	0	0	0	0	0	0	0	0	105	165	270
UN	1463-Media Management and Research	FS08-	0	0	0	0	0	0	0	0	41	50	91
UN	1468-TV, Cinema, and Radio	FS08-	0	0	0	0	0	0	0	0	222	366	588
MA - Master of Arts													
GR	1438-Telecomm, Info Studies & Media	FS04-	0	0	0	0	66	60	55	65	75	74	395
GR	1418-Telecommunication	FQ75-US04	98	99	97	96	28	0	0	0	0	0	418
GR	1433-Telecommunication-Urban Std	FS92-SS03	0	1	4	4	3	0	0	0	0	0	12

Fiscal Year (FY) counts are distinct student counts within the Summer, Fall, and Spring terms.
 e.g. FY07=distinct student count within Summer 06, Fall 06, and Spring 07.
 If a student changed majors within the FY, he/she is counted under both majors.

Student Awards By Program

Lvl Program - Description	Span	FY01	FY02	FY03	FY04	FY05	FY06	FY07	FY08	FY09	FY10	Total
Communication Arts and Sciences - Continued												
<i>Journalism - Continued</i>												
MNSE - Teaching Minor Sec Endorsement												
TE 1414-Journalism		95	98	99	115	166	161	150	157	145	167	1,353
Total - Journalism		95	98	99	115	166	161	150	157	145	167	1,353
Telecomm, Info Studies, and Media												
APDU - Additional Major Undergraduate												
UN 1461-Media and Communication Tech	FS08-											
UN 1466-Media Arts and Technology	FS08-											
UN 1440-Telecomm, Info Studies & Media	FS04-US08	0	0	0	0	1	1	1	1	2	2	8
UN 1423-Telecommunication	FQ75-US04	1	0	3	4	1	0	0	0	0	0	9
BA - Bachelor of Arts												
UN 1465-Media Arts and Technology	FS08-	0	0	0	0	0	0	0	0	0	32	32
UN 1467-Media Arts and Technology - Second Degree	FS08-	0	0	0	0	0	0	0	0	0	4	4
UN 1439-Telecomm, Info Studies & Media	FS04-US08	0	0	0	0	184	212	183	184	182	93	1,038
UN 1441-Telecomm, Info Studies & Media - Second Degree	FS04-US08	0	0	0	0	6	13	8	10	7	7	51
UN 1420-Telecommunication	FQ75-US04	182	223	247	260	63	0	0	0	0	0	975
UN 1424-Telecommunication - Second Degree	FQ75-US04	9	12	20	16	1	0	0	0	0	0	58
BS - Bachelor of Science												
UN 1460-Media and Communication Tech	FS08-	0	0	0	0	0	0	0	0	3	32	35
UN 1462-Media and Communication Tech - Second Degree	FS08-	0	0	0	0	0	0	0	0	1	3	4
CNCU - Concentration Undergraduate												
UN 1469-Games, Web, & Interactive Media	FS08-	0	0	0	0	0	0	0	0	0	19	19
UN 1464-Info and Communication Tech	FS08-	0	0	0	0	0	0	0	0	4	29	33
UN 1463-Media Management and Research	FS08-	0	0	0	0	0	0	0	0	0	4	4
UN 1468-TV, Cinema, and Radio	FS08-	0	0	0	0	0	0	0	0	0	17	17
MA - Master of Arts												
GR 1438-Telecomm, Info Studies & Media	FS04-	0	0	0	0	26	23	18	17	16	23	123
GR 1418-Telecommunication	FQ75-US04	37	33	28	29	12	0	0	0	0	0	139
GR 1433-Telecommunication-Urban Std	FS92-SS03	0	0	0	0	3	0	0	0	0	0	3

Fiscal Year (FY) counts are counts of awards conferred during the Summer, Fall, and Spring terms.
e.g. FY07=count of awards conferred during Summer 06, Fall 06, and Spring 07.

Academic Programs

College of Communication Arts and Sciences Department of Telecommunication, Information Studies and Media Undergraduate Program Media and Communication Technology

We live in a time of unprecedented proliferation of new media of communication, which are built upon innovations in communication technologies that augment human communication in both anticipated and unanticipated ways. New media do not displace those that came before, but as they appear, the landscape of the media and information industries is altered and communication practices at home, in schools, and in the workplace adapt. The major in media and communication technology recognizes that this continuing evolution stresses the ability of individuals and families, communities and organizations, and societies and nations to make socially beneficial and economically productive use of the plethora of current and new media.

The purpose of this major is to train tomorrow's media and communication technology leaders and to prepare them to make informed decisions about how to apply, manage, and evaluate many forms of media products, applications, and services. In addition to the core program, two concentrations are available to media and communication technology majors, both of which are built upon a fundamental understanding of communication principles as they apply to current and new media, the communication technologies that make current and new services possible, historical development of current and new media, and political and economic forces that shape this development. Students will be required to complete one concentration.

Media Management and Research Concentration

This concentration prepares students for the challenge of evaluating how people use current and new media, how current and new media interact in the media marketplace, and the implications of these issues for media companies and societies. Students learn principles of media management, media business strategy, media research skills, media theory, media policy, and the basic economic forces shaping media industries. Students who select this concentration will be prepared to help tomorrow's broadcasting, cable, telephone, and Internet companies as well as media research agencies make informed decisions about the opportunities being generated by current and new media. The concentration will be noted on the student's transcript.

Information and Communication Technologies Concentration

This concentration prepares students to implement and manage new information and communication technologies for use in organizations and communities. It emphasizes hands-on and practical application of web and Internet-based information and communication systems, group communication systems, wireless and other personal communication technologies, e-commerce technologies and other emerging forms of information and communication technologies. Students learn theories of human computer interaction, technological foundations and applications, project management principles, and the social and organizational impact of information and communication technologies. Students who select this concentration will help tomorrow's organizations improve the way their employees communicate with near and distant co-workers, market their products to customers, and work with suppliers and other stakeholders using the Web as well as voice and video applications. The concentration will be noted on the student's transcript.

Requirements for the Bachelor of Science Degree in Media and Communication Technology

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

The University's Tier II writing requirement for the Media and Communication Technology major is met by completing any one of the following courses: Telecommunication 449, 450, 452, 458, 462A, 462B, 462C, 464, 465, 476, or 477. Those courses are referenced in item 3. below.

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

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

TC	100	The Information Society	3
TC	110	Understanding Media	3
TC	201	Introduction to Media and Communication Technology	3
TC	210	Media and Communication Policy	3

- b. One of the following concentrations (15 to 21 credits):

Media Management and Research

1. The following courses (9 credits):

TC	300	Economics of Media	3
TC	356	Marketing Media Content and Services	3
TC	376	Media Research	3

2. Three of the following courses. One of the three must be selected from Telecommunication 452, 458, 476, or 477 (10 to 12 credits):

TC	339	Digital Games and Society	3
TC	340	Introduction to Video and Audio	3
TC	375	Social Impacts of New Media	3
TC	381	Media Consumer Behavior	3
TC	452	Media Strategy (W)	4
TC	458	Project Management (W)	3
TC	476	Advanced Media Research (W)	4
TC	477	Global Media (W)	4

Information and Communication Technologies

1. The following courses (6 credits):

TC	331	Introduction to Interactive Media Design	3
TC	361	Information and Communication Technology Management	3

2. Three of the following courses. One of the three must be selected from Telecommunication 449, 450, 458, 462A, 462B, 462C, or 465. (9 to 12 credits):

TC	349	Client-Side Web Development	4
TC	362	Web Administration	3
TC	365	Introduction to Network Management	3
TC	449	Server-Side Web Development	4
TC	450	Human Computer Interaction and User Experience Design (W)	4
TC	458	Project Management (W)	4
TC	462A	Wireless Networks and Applications (W)	4
TC	462B	Social Computing (W)	3

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|----|-------------------------------------|---|
| TC | 463C Electronic Commerce (W) | 3 |
| TC | 464 Network Security | 3 |
| TC | 465 Advanced Network Management (W) | 3 |
- c. Telecommunication electives: additional credits in telecommunication courses as needed to meet the requirement of at least 30, but not more than 52, credits in courses in the major. Not more than 12 credits in Telecommunication independent study and internship courses combined, and not more than 7 credits in either telecommunication independent study or internship courses, may be counted toward the requirements for the Media and Communication Technology major.
- d. The following courses outside the Department of Telecommunication, Information Studies and Media (18 to 30):
1. One of the following courses (0 to 4 credits):

CSE	101 Computing Concepts and Competencies	3
CSE	131 Technical Computing and Problem Solving	3
CSE	231 Introduction to Programming I	4

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 or 231.
 2. One of the following courses (3 or 4 credits):

EC	201 Introduction to Microeconomics	3
PSY	101 Introductory Psychology	4
 3. One of the following courses (3 or 4 credits):

ADV	205 Principles of Advertising	4
ADV	260 Principles of Public Relations	3
COM	100 Human Communication	3
COM	225 An Introduction to Interpersonal Communication	3
COM	275 Effects of Mass Communication	3
JRN	108 Introduction to Mass Media	3
RET	261 Introduction to Retailing	3
 4. A cognate selected from one of the following: the arts, biological and physical sciences, social sciences, business, or an approved university specialization. A list of appropriate cognates is available from the advising office. If business is selected, students must select from the following courses: Economics 201 and 202, Accounting 230, General Business and Business Law 323, Finance 320, Management 325, and Marketing and Supply Chain Management 313 and 327. A list of appropriate departments and courses is available from the advising office.

Each cognate must:

- a. be a minimum of 18 credits
- b. include three courses at the 300-400 level
- c. be approved upon admission to the major or attainment of junior standing, whichever is earlier.

Only credits in courses graded on the numerical or Pass–No Grade system may be counted toward the requirements for the Media and Communication Technology major. Media and Communication Technology major students may not enroll in courses required for the major, including courses in other departments, on a Credit–No Credit basis.

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.