

MICHIGAN STATE UNIVERSITY

August 23, 2013

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 Health and Risk Communication

For Transmittal to the University Committee on Undergraduate
Education (UCUE)

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

UCUE 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 March 15, 2013: Linked Bachelor of Arts Degree in Advertising and Master of Arts Degree in Health and Risk Communication and attachments.



University Curriculum and Catalog

Hannah Admin. Building
426 Auditorium Road
Room 151
East Lansing, MI 48824

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 Health and Risk Communication** in the College of Communication Arts and Sciences. The University Committee on Undergraduate Education (UCUE) will consider this request. The University Committee on Graduate Studies (UCGS) will consider this request at its September 9, 2013 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 in the College of Communication Arts and Sciences and Department of Advertising and Public Relations:

***LINKED BACHELOR'S-MASTER'S DEGREE IN HEALTH AND RISK COMMUNICATION
Bachelor of Arts Degree in Advertising
Master of Arts Degree in Health and Risk Communication***

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 a Advertising undergraduate. The number of students admitted to this linked program will be limited by availability. 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 or Health and Risk Communication faculty, a resume, and an approved program of study for the master's degree at the time of admission. It is recommended that students complete a special topic in the area of health and risk communication through COM 399 Special Topics. 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 Spring 2014.

View a Program		Main Menu
Joy Speas, RO	Monday, 5/13/2013	
Program Name: Masters in Health & Risk Communication Linked to Advertising BA Degree: LINKBAMA Sequence Number: 1	Program Request ID: 2388	
Effective Dates: Fall 2013 - Open Status: Interim Initial Action: New		
Requested Date: 2/6/2013 1:48:06 PM		
1. Department/School/College:		
10158 College of Communication Arts and Sciences		
2. Name of Program:		
Masters in Health & Risk Communication Linked to Advertising BA		
3. Name of Degree:		
LINKBAMA		
4. Type of Program:		
Major		
5. Effective Start Semester:		
Fall 2013 <i>Spring 2014</i>		
6. Target student audience for the program:		
Advertising Undergraduates with high Graduate Student Potential		
7. Enrollment:		
What is the expected enrollment per year: 5		
What is the minimum enrollment acceptable: 1		
8. Source of budget for the program:		
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.). Internal reallocation		
9. Projected Costs as compared to other programs in unit:		
Same		
10. Staff requirement:		
How many additional staff will be required: 0		

Who will provide the primary instruction. Describe any external linkages(industry, government, etc.):

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 reallocation

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 Masters of Health & Risk Communication welcomes applications from Michigan State University Undergraduate Advertising majors during the semester they will earn 86 credits. Application for admission must be made prior to the final semester as an Advertising undergraduate. The number of Health & Risk Communication majors admitted into this linked degree program will be limited by availability.

Admission to the program requires the following: a minimum cumulative GPA of 3.5 based on all courses taken at MSU, and a recommended background course of COM 399, Special Topics, in a Health or Risk Communication area. Students must follow the current application process for admission found online at the program website which includes: 1) MSU transcript, 2) Academic Statement, 3) Personal Statement, 4) Graduate Records Examination, 5) two letters of recommendation from Advertising or Health & Risk Communication faculty members and 6) a resume .

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 both their undergraduate and graduate degrees to earn their Masters in Health & Risk Communication.

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 program requires the following: a minimum cumulative GPA of 3.5 based on all courses taken at MSU, and a recommended background course of COM 399, Special Topics, in a Health or Risk Communication area. Students must follow the current application process for admission found online at the program website which includes: 1) MSU transcript, 2) Academic Statement, 3) Personal Statement, 4) Graduate Records Examination, 5) two letters of recommendation from Advertising or Health & Risk

Communication faculty members and 6) a resume . 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 both their undergraduate and graduate degrees to earn their Masters in Health & Risk Communication.

DEPARTMENT LEVEL APPROVAL STATUS

Approved: College of Communication Arts and Sciences
3/15/2013 9:41:24 AM by Marge Barkman for Lucinda Davenport, Acting Assistant Dean

COLLEGE LEVEL APPROVAL STATUS

Approved: College of Communication Arts and Sciences
3/15/2013 2:47:00 PM by Kami Silk for Pamela Whitten, Assistant Dean

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GRADUATE STUDY

The College of Communication Arts and Sciences offers programs leading to the master's degree in each of its academic units and, at the college level, to the Master of Arts degree in Health and Risk Communication. In addition, the college offers programs leading to the Doctor of Philosophy degree in Communicative Sciences and Disorders, in Communication, and in Media and Information Studies. Specific requirements depend upon the major area, the interests of the student, and the recommendations of the major advisor or the guidance committee. For more information, visit www.cas.msu.edu.

Graduate programs are designed to prepare students to communicate effectively the knowledge and research findings in their major fields and to acquire a deeper understanding of communication theory and process as it relates to society.

Students are encouraged to select courses in the college consistent with the requirements of their majors and consistent with their academic and career goals.

Students majoring in other colleges of the university may select courses or cognates in communication arts and sciences.

Practical experience in communication research may be obtained through participation in projects of the various academic units.

Academic standards for admission and retention; degree requirements; and residence, transfer credit and time limit requirements are in accordance with university regulations as shown in the *Graduate Education* section of this catalog.

Students who are enrolled in the master's 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.

Students who are enrolled in master's or doctoral degree programs in the college may elect an Interdepartmental Specialization in Cognitive Science. For additional information, refer to the statement on *Interdepartmental Graduate Specializations in Cognitive Science* in the *College of Social Science* section of this catalog.

Students who are enrolled in master's or doctoral degree programs in the Department of Communicative Sciences and Disorders may elect a specialization in Infancy and Early Childhood. For additional information, refer to the statement on *Interdepartmental Graduate Specialization in Infancy and Early Childhood* in the *College of Social Science* section of this catalog.

Students who are enrolled in doctoral degree programs in the college may pursue a certification in College Teaching. For additional information, visit www.msu.edu/user/gradschl/teaching.htm

Insert ①

Students who are enrolled in bachelor's degree programs in advertising, communication, journalism, and media and information may pursue a linked bachelor's-master's degree in health and risk communication.

**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.

Insert ①

**LINKED BACHELOR'S-MASTER'S DEGREE IN
PUBLIC RELATIONS**

*Bachelor of Arts Degree in Advertising
Master of Arts Degree in Public Relations*

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.

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.

LINKED BACHELOR'S-MASTER'S DEGREE IN HEALTH AND RISK COMMUNICATION
Bachelor of Arts Degree in Advertising
Master of Arts Degree in Health and Risk Communication

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 a Advertising undergraduate. The number of students admitted to this linked program will be limited by availability. 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 and Public Relations or Health and Risk Communication faculty, a resume, and an approved program of study for the master's degree at the time of admission. It is recommended that students complete a special topic in the area of health and risk communication through COM 399 Special Topics. 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.