

# 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 Communication  
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 Communication 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 Communication 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 Communication:

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

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

<b>View a Program</b>		<b>Main Menu</b>
Joy Speas, RO		Wednesday, 3/20/2013
<b>Program Name: Masters in Health &amp; Risk Communication Linked to Communication BA</b> <b>Degree: LINKBAMA Sequence Number: 1</b>		Program Request ID: 2387
<b>Effective Dates: Fall 2013 - Open Status: Interim Initial Action: New</b>		
<b>Requested Date: 2/6/2013 10:45:09 AM</b>		
<p><b>1. Department/School/College:</b> 10158 .... College of Communication Arts and Sciences</p> <p><b>2. Name of Program:</b> Masters in Health &amp; Risk Communication Linked to Communication BA</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 2013</p> <p><b>6. Target student audience for the program:</b> Communication 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: 1</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,</p>		

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 funding

**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 Communication major during the semester they will earn 86 credits. Application for admission must be made prior to the final semester as an Communication 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 Communication 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 Communication 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 9:40:29 AM by Marge Barkman for Lucinda Davenport, Acting Assistant Dean

**COLLEGE LEVEL APPROVAL STATUS**

Approved: College of Communication Arts and Sciences  
3/15/2013 2:47:09 PM by Kami Silk for Pamela Whitten, Assistant Dean

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## **LINKED BACHELORS-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 another postsecondary accredited institution of comparable academic quality. 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

## **GRADUATE STUDY**

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. Students are admitted from heterogeneous education backgrounds. Therefore the first learning experiences in the program consist of acquiring basic knowledge about communication theory and research, message analysis, and methods of inquiry.

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, Communication Arts Building, 404 Wilson Road, Room 466, 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.

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

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