

MICHIGAN STATE UNIVERSITY

December 8, 2014

MEMORANDUM

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

FROM: Dr. John Gaboury, Associate Provost for Academic Services

RE: Request to Phase Out and Discontinue the Bachelor of Science
Degree in Media and Communication Technology

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 UCUE 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 UCUE members.

After receiving UCUE's consultative response, the Provost will make a determination to discontinue or not to discontinue this program. If the Provost determines that the program will be discontinued, the request will be forwarded to the University Committee on Curriculum for deletion 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 Discontinue an Academic Program form dated March 26, 2014: Bachelor of Arts 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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COLLEGE OF COMMUNICATION ARTS AND SCIENCES

1. Request to delete the curriculum and degree requirements for the **Bachelor of Science** degree in **Media and Communication Technology** in the Department of Telecommunication, Information Studies and Media. The University Committee on Undergraduate Education (UCUE) will provide consultative commentary to the Provost after considering this request. The Provost will make a determination after considering the consultative commentary from the University Committee on Undergraduate Education.

No new students are to be admitted to the program effective Spring 2012. No students are to be readmitted to the program effective Spring 2012. Effective Fall 2016, coding for the program will be discontinued and the program will no longer be available in the Department of Telecommunication, Information Studies and Media. Students who have not met the requirements for the Bachelor of Arts degree in Media and Communication Technology through the Department of Telecommunication, Information Studies and Media prior to Fall 2016 will have to change their major.

| View a Program | | Main Menu |
|--|--------------------------|---------------------------|
| Joy Speas, RO | Monday, 12/8/2014 | |
| Program Name: Media and Communication Technology Degree: BS Sequence Number: 3 | Program Request ID: 2665 | |
| Effective Dates: Spring 2017 Status: Interim Initial Action: Deleted | | |
| Requested Date: 3/26/2014 5:13:16 PM | | |
| <p>1. Department/School/College: 10830 Department of Media and Information</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 2017 <i>Fall 2016</i></p> <p>Effective End date: Fall 2016</p> <p>Will the proposed change(s) have a negative impact on students? If so, which ones?: The original request for the moratorium occurred because the Department of Telecommunication, Information Studies and Media was developing a revised curriculum based on new technologies and industry trends. Students were continually informed about the changes and those students with 56 credits or more were given the opportunity to either pursue the old curriculum or the new curriculum. The majority of these students have already complete their program and by summer 2016, all of the students will have been given ample opportunity to complete their degree.</p> <p>Describe impact and explain what accommodations will be made: A moratorium was placed on the curriculum that was being phased out. CAS advisors worked with each student to communicate degree requirements. By summer 2016, all students will have had the opportunity to complete their degree.</p> <p>Reason(s) for change(s): New curriculum has been in place for a few years and has replaced the old curriculum.</p> | | |
| <p>DEPARTMENT LEVEL APPROVAL STATUS</p> <p>Approved: Department of Media and Information 3/26/2014 5:15:37 PM by Janet Lillie for Johannes Bauer, Chairperson</p> | | |
| <p>COLLEGE LEVEL APPROVAL STATUS</p> <p>Approved: College of Communication Arts and Sciences 3/26/2014 5:15:44 PM by Janet Lillie for Janet Lillie, Associate Dean</p> | | |

~~MEDIA AND COMMUNICATION TECHNOLOGY~~

2

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.

*Been in moratorium since SS12 -
New majors already in place*

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:

CREDITS

- 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
 - 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.~~

**Enrollments and Awards By Program
Communication Arts and Sciences**

| Program - Description | Span | | FY05 | FY06 | FY07 | FY08 | FY09 | FY10 | FY11 | FY12 | FY13 | FY14 | Total | 10 yr Diff. |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|--------------------|
| 1465 - Media Arts and Technology | FS08-FS11 | Enrollments | 0 | 0 | 0 | 0 | 366 | 573 | 725 | 436 | 216 | 60 | 2,376 | 60 |
| | | Awards | 0 | 0 | 0 | 0 | 0 | 32 | 136 | 125 | 135 | 44 | 472 | 44 |
| | | % | 0% | 0% | 0% | 0% | 0% | 6% | 19% | 29% | 63% | 73% | 20% | 73% |
| 1467 - Media Arts and Technology - Second Degree | FS08-FS11 | Enrollments | 0 | 0 | 0 | 0 | 20 | 53 | 65 | 48 | 23 | 9 | 218 | 9 |
| | | Awards | 0 | 0 | 0 | 0 | 0 | 4 | 7 | 15 | 9 | 7 | 42 | 7 |
| | | % | 0% | 0% | 0% | 0% | 0% | 8% | 11% | 31% | 39% | 78% | 19% | 78% |
| 1439 - Telecomm, Info Studies & Media | FS04-US08 | Enrollments | 825 | 810 | 786 | 781 | 405 | 127 | 25 | 2 | 0 | 0 | 3,761 | -825 |
| | | Awards | 184 | 212 | 183 | 186 | 182 | 94 | 20 | 2 | 0 | 0 | 1,063 | -184 |
| | | % | 22% | 26% | 23% | 24% | 45% | 74% | 80% | 100% | 0% | 0% | 28% | -22% |
| 1441 - Telecomm, Info Studies & Media - Second Degree | FS04-US08 | Enrollments | 39 | 45 | 42 | 35 | 24 | 9 | 1 | 1 | 0 | 0 | 196 | -39 |
| | | Awards | 6 | 13 | 8 | 10 | 7 | 7 | 0 | 1 | 0 | 0 | 52 | -6 |
| | | % | 15% | 29% | 19% | 29% | 29% | 78% | 0% | 100% | 0% | 0% | 27% | -15% |
| 1420 - Telecommunication | FQ75-US04 | Enrollments | 365 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 365 | -365 |
| | | Awards | 64 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 64 | -64 |
| | | % | 18% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 18% | -18% |
| 1424 - Telecommunication - Second Degree | FQ75-US04 | Enrollments | 16 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 16 | -16 |
| | | Awards | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | -1 |
| | | % | 6% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 6% | -6% |
| BS - Bachelor of Science | | | | | | | | | | | | | | |
| → 1460 - Media and Communication Tech | FS08-FS11 | Enrollments | 0 | 0 | 0 | 0 | 159 | 232 | 245 | 146 | 70 | 16 | 868 | 16 |
| | | Awards | 0 | 0 | 0 | 0 | 3 | 32 | 62 | 56 | 52 | 11 | 216 | 11 |
| | | % | 0% | 0% | 0% | 0% | 2% | 14% | 25% | 38% | 74% | 69% | 25% | 69% |
| 1462 - Media and Communication Tech - Second Degree | FS08-FS11 | Enrollments | 0 | 0 | 0 | 0 | 13 | 18 | 20 | 9 | 5 | 1 | 66 | 1 |
| | | Awards | 0 | 0 | 0 | 0 | 1 | 3 | 2 | 4 | 4 | 0 | 14 | 0 |
| | | % | 0% | 0% | 0% | 0% | 8% | 17% | 10% | 44% | 80% | 0% | 21% | 0% |

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.

6/9/2014

Page 12 of 18