

# MICHIGAN STATE UNIVERSITY

September 18, 2017

## MEMORANDUM

TO: Dr. R. Sekhar Chivukula, Associate Provost for Undergraduate Education and Dean of Undergraduate Studies

FROM: Dr. John Gaboury, Associate Provost for Academic Services, Enrollment Management, and Academic Initiatives

RE: Request for a New Linked Bachelor of Science Degree in Advertising Management and Master of Arts Degree in Public Relations

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 September 11, 2017: Linked Bachelor of Science Degree in Advertising Management and Master of Arts Degree in Public Relations and attachments.



## University Curriculum and Catalog

Hannah Admin. Building  
426 Auditorium Road  
Room 439  
East Lansing, MI 48824

517-355-8420  
Fax: 517-355-9601

s:\share\ucueadvmgtpubrelbsmalinked

## **COLLEGE OF COMMUNICATION ARTS AND SCIENCES**

1. Request to establish a **Linked Bachelor of Science Degree in Advertising Management and Master of Arts Degree in Public Relations** in the Department of Advertising and Public Relations. The University Committee on Undergraduate Education (UCUE) will consider this request. The University Committee on Graduate Studies (UCGS) will consider this request at its October 9, 2017 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 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. Some colleges with programs that require more than 30 credits for the master's degree may apply more than 9 credits toward the master's degree but not more than 30% of the total number of credits required for 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 Department of Advertising and Public Relations:

***LINKED BACHELOR'S-MASTER'S DEGREE IN PUBLIC RELATIONS  
Bachelor of Science Degree in Advertising Management  
Master of Arts Degree in Public Relations***

The department welcomes applications from Michigan State University undergraduate Advertising Management majors with at least 86 credits. Admission applications must be made prior to the final semester as an Advertising Management 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 and Public Relations 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, is 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 Summer 2017.

(/)

Michigan State University Office of the Registrar

**Main Menu**

(ProgramsMenu.aspx)

Program Name: Public Relations	Program Request ID: 3525
Degree: LINKBSMA      Sequence Number: 1	

Effective Dates: Summer 2018 - Open	Status: Interim	Initial Action: New
-------------------------------------	-----------------	---------------------

**Requested Date:** 7/18/2017 11:35:17 AM

**1. Department/School/College:**  
10022 .... Department of Advertising and Public Relations

**2. Name of Program:**  
Public Relations *Linked*

**3. Name of Degree:**  
LINKBSMA

**4. Type of Program:**  
Major

**5. Effective Start Semester:**  
Summer 2018

**6. Target student audience for the program:**  
Advertising Management undergraduates with high graduate student potential.

**7. Enrollment:**  
What is the expected enrollment per year: 5  
  
What is the minimum enrollment acceptable: 2

**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.).

**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.):  
ADPR faculty

**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:

**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:**

Effective Fall 2017, the Department of Advertising and Public Relations split the Advertising BA degree into two degrees: BA in Advertising Creative and BS in Advertising Management. Both undergraduate programs are linked with the two MA programs in the department: 1) Advertising and 2) Public Relations. When we processed the curriculum changes during the 2016-2017 academic year, we failed to ADD new Linked programs for the Advertising Management majors, so we wish to do that now, as follows:

***Bachelor of Science Degree in Advertising Management***

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

The department welcomes applications from Michigan State University undergraduate Advertising Management majors with at least 86 credits. Admission applications must be made prior to the final semester as an Advertising Management 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 and Public Relations, 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, is 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 and Public Relations  
9/11/2017 8:40:21 AM by Linda Good for Jeffrey I. Richards, Chairperson

#### COLLEGE LEVEL APPROVAL STATUS

Approved: College of Communication Arts and Sciences  
9/11/2017 8:43:33 AM by Ann Hoffman for Prabu David, Dean

---

Call us: (517) 355-3300

[Contact Information \(/contact.aspx\)](/contact.aspx) | [Site Map \(/sitemap.aspx\)](/sitemap.aspx) | [Privacy Statement \(/privacy.aspx\)](/privacy.aspx) |

[Site Accessibility \(/siteaccessibility.aspx#\)](/siteaccessibility.aspx#)

---

Call MSU: (517) 355-1855 | Visit: [msu.edu](http://msu.edu) (<http://msu.edu>)

MSU is an affirmative-action, equal-opportunity employer. | [Notice of Nondiscrimination \(http://oie.msu.edu\)](http://oie.msu.edu)

SPARTANS WILL. | © Michigan State University

**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 and Public Relations 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, is 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 Science Degree in Advertising Management***  
***Master of Arts Degree in Public Relations***

The department welcomes applications from Michigan State University undergraduate Advertising Management majors with at least 86 credits. Admission applications must be made prior to the final semester as an Advertising Management 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 and Public Relations 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, is 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.