



M.A. Advertising
M.A. Public Relations

GRADUATE HANDBOOK

Department of Advertising + Public Relations
Revised August 2016

MICHIGAN STATE UNIVERSITY

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Welcome to MSU

The purpose of this handbook is to provide a guide for students enrolled in the M.A. Program in Advertising or the M.A. Program in Public Relations offered by the Department of Advertising + Public Relations (ADPR) at Michigan State University (MSU). Included in this document are summaries of the relevant department-level program policies and policies of the University regarding completion of the M.A. degrees.

This handbook is designed for M.A. students in Advertising and Public Relations only. Policies for doctoral students are summarized in the Graduate Student Handbook for the Information and Media Ph.D. Program. The procedures for committee selection, funding and evaluation are different for the programs.

There are generally two reasons students seek the M.A. degrees in Advertising or Public Relations at MSU. The Masters Programs are designed to prepare students for professional careers in advertising, public relations, or related fields. Alternatively, the degrees are also used to prepare students for continued study at the doctoral level.

Both M.A. degrees, advertising and public relations, are narrowly focused upon the management and research foundations necessary for successful careers. The M.A. programs are not designed to serve students interested in becoming creative professionals, such as art directors or copywriters, yet many creative professionals have used the M.A. degrees to supplement their creative talent with management and research skills.

A common question students ask is, “How is the M.A. degree in Advertising or Public Relations different from the traditional M.B.A. program?” The M.A. degrees in Advertising and Public Relations are focused upon the strategic management of promotional processes, such as brand management, advertising, integrated marketing communication, sales promotion, and public relations. The M.B.A. degree is a broader management-based degree with substantial course work in other areas, including accounting and finance, human resources and/or supply chain management.

As a major research institution, MSU offers a wide selection of opportunities for study across departments. Students in the College of Communication Arts and Sciences have often collaborated with faculty members in other departments. In the past, students have enriched their programs by adding courses from psychology, sociology, medicine, education, agriculture, political science, and business. Combining a specialty area with training in advertising or public relations can increase opportunities for employment after graduation.

Two Degrees: Advertising or Public Relations

With the emphasis on concepts such as integrated marketing communications, relationship marketing, brand management, and social media, the lines between disciplines have been blurred in recent history. Advertising professionals rely more heavily on PR today for building brands. PR professionals include more advertising in their communication programs. However, there are differences in the main focus of study and the professional skills needed by students in the two different majors.

The M.A. in Advertising appeals to students who wish to prepare for careers related to marketing and brand management. Students have taken jobs as account executives in advertising agencies, brand managers for corporations, interactive advertising specialists, media representatives and consumer or brand researchers. Typically, these positions emphasize commercial media rather than non-paid media placement. More recently, students have focused on the integration of interactive advertising and social media in their academic programs.

The M.A. in Public Relations appeals to students who wish to prepare for careers as corporate communication directors, public relations managers, institutional development officers or communication directors for a wide range of nonprofit organizations, including philanthropic, medical and educational institutions. The Public Relations program at Michigan State encompasses the broader communication objectives and strategies for organizations as well as the day-to-day media relations required by most professional positions. This program also emphasizes the changes taking place in organizations and publics because of new social media.

Globalization has had an important influence on both M.A. degrees. The large population of International students and integration of global topics contributes to a rich environment of cultural discussions about communication and important global issues. In addition, the cadre of working professionals who are students help link important classroom theories and concepts to everyday practice in the advertising and public relations professions.

Specialization – Nonprofit Fundraising (9 credits)

The Specialization in Nonprofit Fundraising provides students with: (1) an understanding of a variety of fundraising strategies, the role of fundraising within nonprofit organizations, and the role and responsibilities of the development professional in the fundraising process; (2) an understanding of theory and research on social influence and how to employ this knowledge to promote the fundraising activities of a nonprofit organization; and (3) practice in assisting the fundraising activities of a nonprofit organization.

Courses: ADV 816, ADV 823, ADV 893

Program Structure

The M.A. degrees in Advertising or Public Relations require 30 credits in core and elective classes. The two common core classes are designed to provide fundamental concepts in management, marketing and research. The program-specific core classes add depth to and understanding for the specific needs of advertising and public relations professionals.

Strong Management/Research Curriculum

Both M.A. Programs emphasize fundamentals in marketing and research methods. The 6-credit common core of courses in the two general areas builds fundamentals for three specialized core classes in each program. Advertising majors take core courses in consumer behavior, advertising and promotion management, and advertising and society, while public relations majors take core courses in public relations management, public relations theories, and media relations. These nine credits in specialized courses build depth in the knowledge base for students.

Electives are selected to supplement specific student interests. Advertising students often take public relations classes or more advanced courses in management, marketing or communication, while public relations students may take advertising classes or specialize in a specific content area related to their job aspirations, such as health communication or political science. For example, students interested in educational public relations might take more educational administration courses. Specializing in a content area, such as technology, health, sustainability, finance or agriculture can greatly enhance the value of the M.A. degree program for potential employers.

Student Goals Determine Program Focus

Research intensive, Plan A (Thesis and Oral Defense Examination)

Plan A is recommended for students who plan to pursue the Ph.D. degree after graduating from Michigan

State University. The research and thesis option is also recommended for students interested in careers related to advertising, public relations and marketing research.

Students pursuing Plan A should select a thesis adviser and at least two other thesis committee members as soon as possible (usually in the second or beginning of the third semester) in order to plan the research project. This will help insure that adequate course work has preceded the thesis project. Because the thesis is a formal research study, COM/ADV 803 – Introduction to Quantitative Research must be taken before beginning a thesis project.

Students choosing Plan A must take Master's Thesis Research (ADV 899-I to 8 credits) as part of their elective courses. A minimum of 4 credits is required. The thesis must be prepared in accordance with the thesis requirements of The Graduate School.

See: <https://grad.msu.edu/etd>

In addition, students choosing the thesis option must have a successful oral defense of the thesis in order to meet the graduation requirements. Students should be aware of the deadlines for defense of theses during any semester because all students must be enrolled for at least one credit during the semester of the defense. Deadlines can be found on the Registrar's web site:

<http://www.reg.msu.edu>

Members of the thesis committee must have the final draft of the thesis at least two weeks before the defense date. Members of the thesis committee must be regular faculty members or those approved by the Graduate School for thesis committee service.

Professional program, Plan B (Culmination Experience)

Plan B requires more elective courses to be taken in place of the thesis credits described above. All Plan B students must complete one of the two supervised works: 1) a research paper resulting from an Independent Study, ADV 890, or other ADV 800/900 level course, or 2) an internship report, resulting from an internship with an appropriate professional company in advertising, public relations, or closely related field (ADV 893 or practicum/internship for no credit approved by the academic adviser).

During the semester of graduation, the student must prepare a poster that describes the critical portions of either the research or internship experience described above. Posters are presented on the Friday before commencement (last day of classes). Students will dress professionally and stand with their poster to answer questions from invited guests (faculty, internship company representatives, family members).

Collateral Course Work

Collateral courses may be required for incoming students whose background is deficient for successful completion of the core classes. Collateral classes do not count toward the 30 credits required for the M.A. degree. If a student has insufficient background in public relations or advertising, appropriate undergraduate courses may be required. These courses must be taken before beginning graduate course work in advertising or public relations. Students with insufficient preparation in empirical methods or research classes may be required to take a research or statistics course before taking graduate methods courses.

Dual Enrollment by Undergraduates

Dual enrollment provides an opportunity for academically talented undergraduate students to enroll in

graduate courses and conduct research towards a graduate degree while completing the last two years of their bachelor's degree(s) programs.

To be considered for dual enrollment, the student must first file an Application for Admission to Graduate Study, as indicated under Application Procedure in this section of the catalog and be admitted into a graduate program. Subsequent to admission to a graduate program, in regular status, the student must complete a Request for Dual Enrollment Status form, available from the Office of the Registrar. A student who is accepted for dual enrollment can be admitted to both the undergraduate and graduate degree program upon reaching junior standing.

Within the first semester of dual enrollment, the student's graduate degree program adviser must be identified and the appropriate graduate degree guidance committee established. The adviser and committee assist the student in developing a program of study for the graduate degree. Admission to graduate study must be approved before work to apply toward a graduate degree program is undertaken. Credits completed prior to admission to graduate study *cannot* be applied toward a graduate degree program.

A student will be classified as an undergraduate until the minimum number of credits required for a first bachelor's degree is completed. When the student is classified as a graduate student, eligibility begins for graduate assistantships, other forms of graduate student financial aid, or those services and prerogatives normally reserved for graduate students.

A student pays undergraduate tuition up to the total number of credits required for a first bachelor's degree(s) in his/her major(s), at which point graduate tuition is applicable and students are eligible for graduate fellowships and assistantships. If approved by the graduate program, a maximum of nine credits, at the 400-level or higher, from the undergraduate degree program can be applied toward the requirements for the graduate degree program for credits completed after admission to graduate study.

In semesters when the student is dually enrolled, federal financial aid designated for the first bachelor's degree (Federal Pell Grant and Federal Supplemental Educational Opportunity Grant (SEOG)) will be determined based upon the number of undergraduate credits only. Awards will be manually adjusted as necessary once the student is registered. Students are not eligible for financial aid as a graduate student until the semester after the minimum number of credits required for the first bachelor's degree has been earned.

Dual Degrees in the Department and at MSU

As a result of changes in the advertising and public relations industries some students ask about the possibility of obtaining dual degrees, i.e., simultaneous degrees in advertising and public relations. Other students may want a broader base of knowledge than only advertising or only public relations. There are three methods of meeting these educational goals.

Students may elect to do dual degrees in advertising and public relations, but only 9 credits may be counted for both degrees. Therefore, a dual degree program would require 51 credits, rather than the 30 required for the individual degrees.

Students selecting this option may have difficulty finding enough elective courses to meet the credit requirement for the dual degrees. In addition, students will probably have to complete one degree as Plan A and one degree as Plan B.

A more suitable option for students seeking training in both advertising and public relations is to select electives in the alternate area. For example advertising majors might take Public Relations Management and Media Relations as elective courses. Public Relations majors might select Consumer Behavior

Theories and Advertising and Society as electives.

Finally, the 30-credit requirement for the M.A. degrees is a minimum number of credits. Students may add courses of interest to their program in order to broaden their professional/research skills.

Academic Advisers and Graduate Thesis Guidance Committees

All students admitted to the department will be assigned an academic adviser. The role of the adviser is to monitor student progress toward their goals and to aid in selecting relevant elective courses. Advisers will also aid students in selecting Plan A or Plan B options.

Students who decide upon the research and thesis Plan A will need to select a thesis guidance committee made up of at least three regular faculty members. The academic adviser can aid in this selection process. *Form 1 - Guidance Committee form is required for Plan A. See Appendix.*

To change an adviser or thesis committee, students must find other eligible faculty members who are willing to accept the role. Then, go to the Academic Programs Coordinator in Room 425 Communication Arts Building and indicate the changes requested. The Academic Programs Coordinator will complete the adviser change. Committee changes require filling out another M.A. Thesis Form I. It is a required courtesy to tell advisers or committee members about any committee or program changes.

Plan of Study Form

All students should meet with their advisers soon after arriving at Michigan State University. Students may also contact their advisers by email. This first contact is to get acquainted and make plans for future meetings. A listing of faculty contact information is available on the departmental web site:

<http://cas.msu.edu/places/departments/advertising-pr/faculty-staff/>

During the first semester (by the end of the 8th week) students must meet with their advisers and fill out the Plan of Study form to indicate the study plan for completing the M.A. degree. Changes can be made to the Plan of Study at any time when scheduling and course availabilities change or when student goals change. *A copy of the Plan of Study form is in the Appendix of this handbook and on the program website:*

<http://cas.msu.edu/places/departments/advertising-pr/graduate-student-resources/>.

Common Core Classes – 6 Credits

Marketing Management (MKT 805-3 credits) Strategic and decision-making aspects of marketing functions. Analysis, coordination, execution of marketing programs. Development of strategies and tactics. Segmentation, marketing mix, market response modeling, and ethics in a global context. All M.A. Students must enroll for the 3-credit section of this course.

Introduction to Quantitative Research Methods (COM/ADV 803-3 credits) Introduction to quantitative social science research methods and applied analyses for understanding research reports and developing graduate level research projects.

Program-Specific Core for Advertising – 9 credits

Consumer Behavior Theories (ADV 823-3 credits) Concepts and theories from behavioral sciences. Their use for developing advertising and public relations programs. Interpersonal and mass communication influences on consumer behavior.

Advertising and Promotion Management (ADV 826-3 credits) Planning promotional strategy. Establishing policies for decision-making. Execution and evaluation of advertising and sales promotion programs.

Emphasis on case analysis.

Advertising and Society (ADV 865-3 credits) Impact of advertising on individuals, society, and the economy. Public policy issues relevant to advertising. Regulation by government and industry.

Program-Specific Core for Public Relations – 9 credits

Public Relations Management (ADV 850-3 credits) Planning, execution, and evaluation of public relations programs. Theories, techniques, and applications. Topics include media relations, government relations, and fundraising.

Theories of Public Relations (ADV 855-3 credits) Evolving and relevant theories drawn from psychology communications, sociology, education, and management that guide research and instruct the management function of effective public relations counseling.

Media Relations (ADV 860-3 credits) Theory and practice of how public relations professionals work with the news media to communicate with external publics.

Elective Courses – 15 Credits

Elective courses can help meet the students' individual goals. ADPR electives are listed below however, with the guidance of the adviser, students may select electives from other departments in the college or university.

Fundraising and Philanthropy in Nonprofit Organizations (ADV 816–3 credits) Principles, function, practice, ethics, and process of fundraising and philanthropic development. Societal role of nonprofit organizations.

Seminar in Social Marketing (ADV 830–3 credits) In-depth reading and critical thinking about theories and principles in social marketing. Application of theory and empirical research to evaluating and planning social marketing programs.

Innovations in Strategic Communication (ADV 836-3 credits) Alternative methods of advertising. Effects of non-traditional advertising strategies on consumers. Theoretical and methodological approaches.

Strategic Brand Communication (ADV 843-3 credits) Brand communication research and strategy. Applications to new media and technology. Innovation and brand development, emphasizing futures research and perceptual mapping.

Management of Media Programs (ADV 846-3 credits) Planning, execution, and control of media programs. Theory and techniques of budget allocation including marginal analysis, mathematical programming, simulation and game theory.

International Advertising (ADV 870-3 credits) International dimensions of advertising and other marketing communications. Comparative analysis of economic, cultural, and legal conditions that affect advertising activities. International and foreign media.

Independent Study (ADV 890-1 to 6 credits) Directed study under faculty supervision. There is a limit of 6 credits of Independent Study work for the M.A. degree. All Independent Study projects must be approved by the students' adviser and course work must be arranged prior to the semester of enrollment by completing the Independent Study Form, and having it signed by the adviser. Not more than 6 credits in ADV 890 and ADV 893 combined may be counted toward the requirements for the Master of Arts degree in Advertising or Public Relations.

Special Topics (ADV 892-3 credits) Emerging topics in advertising and public relations. Students may earn a

maximum of 9 credits in all enrollments in this course. Check Schedule of Courses each semester to see if ADV 892 is offered and to determine the specific class focus.

Practicum (ADV 893 – 1 to 3 credits) Supervised experience in advertising and/or public relations settings. A student secures his/her own practicum/internship but the number of credits and approval of the experience must follow a structured procedure, which is available from the student's adviser. The practicum/internship organization must supply a letter, specifying the type of experience that will be required, the number of hours of commitment by the student and a description of the evaluation process that will occur at the end of the experience. Practicums/Internships should only be done after considerable course work has been completed, to insure that the student contribution to the experience will use skills developed during graduate training. Students may not use the undergraduate internship class, Advertising and Public Relations Internship (ADV 493), as an elective for the M.A. Program. Not more than 6 credits in ADV 890 and ADV 893 combined may be counted toward the requirements for the Master of Arts degree in Advertising or Public Relations.

Advanced undergraduate course electives, i.e., 400-level courses, are sometimes allowed as electives. There are several restrictions and 400-level courses must also be approved by the student's academic adviser prior to enrollment. A maximum of **two** approved 400-level courses may count towards the M.A. degree. No 400-level course for which there is an 800-level equivalent will be allowed as an elective. For example, ADV 475-Advertising and Society would not be allowed because there is a graduate course, ADV 865-Advertising and Society. Courses with content that duplicates any of the core classes or electives in the Department will not be allowed.

Creative Classes

There are no graduate-level courses in layout and design, copywriting or production in the M.A. Programs. The focus of the department is management and research. Many students who have been art directors and writers have entered the program to supplement their creative training with advanced strategic management skills. These creative management students are assumed to have high-level professional skills when they enter the program. Management students who desire more knowledge of the strategy and tactics of message construction may take 400-level creative courses, if approved by their adviser and the course instructor. Students will be asked to demonstrate how these advanced skills courses will supplement their graduate training and ultimate career goals. Enrollment in these courses may require an entry exam or creative portfolio audition by creative faculty members.

Plan A (Thesis) or Plan B (Culmination Experience)

Plan A – Research, Thesis and Defense Examination

The M.A. thesis is a formal research project, qualitative or quantitative, that answers an important theoretical question. The M.A. thesis is NOT a research paper or case study. A student who wishes to do a practical research project or case study should incorporate these ideas into a guided Independent Study project.

For the thesis, a thesis adviser and thesis committee members should be selected for their interest and qualifications related to the students' area of research. The thesis committee must consist of at least three faculty members with tenure stream appointments at the University. Two members of the committee should be from APRR; one may be from another department. The Academic Programs Coordinator will maintain a list of faculty members who are eligible to participate on Master's Thesis Committees.

Before research begins, the thesis adviser and student must determine whether human subjects will be involved in the thesis research. If they are, then **the student must seek approval for the research study from the appropriate Institutional Review Board (IRB)** No study involving human subjects can begin without approval from the IRB. Full descriptions of the review process and application procedures can be found at: <https://hrpp.msu.edu/>

Failure to follow the procedures for human subjects review can invalidate a degree program. The IRB will not approve a project if the research process has already begun.

The student's Master's Thesis Committee must agree that the student is ready for a final examination of the thesis. The student must consult with the adviser and committee members to coordinate the timing of the examination with Department and University deadlines. Committee members must be given an unbound copy of the thesis at least two weeks before the examination period. Students should print and bring to the defense a copy of Results of Master's Thesis Examination – Form 2. See Appendix.

After completing any revisions and corrections of the unbound thesis, as approved by the adviser, the thesis is prepared for electronic submission to The Graduate School. The student must prepare the thesis, an abstract of the thesis, and title page according to The Formatting Guide—Master's Theses and Doctoral Dissertations, available from The Graduate School or online at: <https://grad.msu.edu/etd>.

In addition to the main body of a thesis or dissertation, submission of supplementary materials to ProQuest is permissible. These supplemental materials will not be reviewed by the Graduate School for formatting requirements, but they must be acceptable by ProQuest and comply with ProQuest's criteria and storage limits. All supplementary materials need the written approval of the thesis/dissertation committee chair. The MSU library may accept supplementary materials approved by the thesis/dissertation committee chair per their collection criteria. The Graduate School does not review these materials for formatting requirements. Questions about submission of these materials to the MSU library should be directed to the Assistant Director for Digital Information, currently Shawn Nicholson (nichol47@mail.lib.msu.edu).

Plan A research and thesis students must enroll for at least 4 credits of Master's Thesis Research (ADV 899). A maximum of 8 credits will be allowed for thesis research. Once the thesis with corrections has been approved, a grade for the ADV 899 credits will be recorded. **Thesis students must be enrolled for at least one credit at the university during the semester that they defend their thesis.**

Additional Thesis Considerations:

Because of the extensiveness of research for a thesis, it is not unusual for a student choosing Plan A to take from 6 months to a year after finishing coursework to complete the M.A. degree. Early planning for the thesis option will aid in the identification of a research problem and in the secondary research required for a comprehensive literature review for the topic.

Changing the focus of a thesis problem once it has begun can delay completion of the M.A. degree. Working with a faculty member on his or her ongoing research projects can be a valuable aid in the development of an area for thesis research.

Plan B - Culmination Experience

A final culmination experience consisting of a poster presentation will be held fall and spring semester. Students, who may be graduating during the summer semester, should participate in the spring presentations.

Eligibility for the culmination experience:

All core classes should be completed and students must have completed one of the two supervised works: 1) a research paper resulting from an Independent Study, ADV 890, or other ADV 800/900 level course, or 2) an internship report, resulting from an internship with an appropriate professional company in advertising, public relations, or closely related field (ADV 893 or practicum/internship for no credit approved by academic adviser).

During the semester of graduation, the student must prepare a poster that describes the critical portions of either the research or practicum/internship experience described above.

Posters will be presented on the Friday before commencement. Students will dress professionally and stand with their poster to answer questions from invited guests (faculty, internship company representatives, family members). Below is an outline of the poster content:

Research Poster	Practicum/Internship Poster
Title (research title, student name, research mentor name)	Title (student name, business name/business focus, location of internship, mentor & faculty name)
Abstract – concise summary of what was done and what was learned	Abstract – concise summary of what was done and what was learned
Introduction - one or two paragraphs explaining why the work was done and the purpose. Alternatively, the purpose may be covered in a brief section titled “objectives.”	Learning objectives – list of the objectives the student planned to achieve by completing the internship...why did the student pursue the internship?
Method - a summary of the method used to gather and analyze the data.	Description of responsibilities/activities – a summary of the major responsibilities and activities during the internship
Results/Findings - a brief discussion of major findings using bullet points or numbered sentences, and whenever possible, tables, charts and graphs. All visuals should include titles and/or legends. This is the most important focus of the poster.	Special project description – a brief discussion of the special project completed as part of the internship. Describe the objective of the project, activities necessary to complete the project and specific outcomes of the project.
Implications for practice – a paragraph or two of suggestions for how the results could help/affect practitioners and suggestions for future research.	Application of content learned in graduate courses – how did information learned in class help with the internship....what are specific class “learnings” that could be applied during the internship?
Lessons learned – what did you learn about the research process, the research question, etc. and what would you do differently on this or another research project?	Lessons learned – what did you learn about the industry, the company, the career process, yourself?

Responsible Conduct of Research and Scholarship (RCR)

Graduate Students who are involved in research funded by a Federal agency are expected to participate in 5 hours of Responsible Conduct of Research Training (RCR) seminars during their program. Training is sponsored by the College of Communication Arts & Sciences and through The Graduate School. Notification of such training opportunities are normally advertised via an email notice but can be found online at <https://grad.msu.edu/rcr>. Note: Graduate Students who participate in grants are required to renew their training yearly with additional 3 hours of workshops each year.

Application for Graduation

An application for graduation form must be submitted by the first week of the semester a student expects to complete his or her degree requirements. This form is available online at:

<https://www.reg.msu.edu/StuForms/GradApp/GradApp.asp>

Students who will complete their degree requirements in Summer semester must fill out the form by the first week of Spring semester. Students who complete their degree requirements during Spring and Summer semesters will be included in the Spring Commencement Ceremonies.

Exit Survey

There is a new short, online exit survey for all master's students. Only students who have applied for graduation will have access to the survey. The survey asks questions about educational experiences in MSU graduate programs, as well as about immediate professional plans. The Graduate School uses data from this survey when reviewing graduate programs and to guide decisions about services and initiatives for graduate students.

The identity of all respondents will be kept confidential and only aggregate (group) information will be made available to faculty and administrators. Students will receive an e-mail message from the dean of the graduate school with a link to the survey. However, students do not need to wait for that e-mail message to complete the survey after applying for graduation. It takes 5-10 minutes to complete the online survey. Below are the instructions for completing the survey and they are also available from:

<https://grad.msu.edu/etd> (see item #3 in the steps for electronic submissions)

Instructions:

- Access the following website: <https://grad.msu.edu/etd/required-paperwork-and-surveys>
- Enter MSU NetID (Login Name) and Password
- Complete all the items on the survey. When finished, click Submit.

If you cannot open this survey, please email exitsurvey@grd.msu.edu, and include your name, student ID#, degree level (PhD, MA/MS) and semester of graduation. You will then be notified when you are able to complete the survey.

Academic Standards

Students must have a 3.0 grade point average for all courses included in their M.A. program. This includes 400-level courses that may be required as collateral or prerequisites to graduate study. Any grade below a 2.0 may NOT be counted as credit and must be repeated if it is to contribute to graduation requirements. However, all grades are counted in the calculation of the grade-point average (see Academic Programs – General Information, Policies, Procedures and Regulations, Grading Systems, The Numerical System).

Following the guidelines for the College of Communication Arts and Sciences, any student who receives a **grade below 3.0 in more than two** 400-level or higher courses taken for graduate credit will be automatically withdrawn from the program. In addition, any student who has a **cumulative grade point average below 3.0 for three consecutive semesters** will be recessed from the university. A graduate student who is withdrawn must wait a minimum of one calendar year from the date of withdrawal before being eligible to apply for readmission to the graduate program. The student may be readmitted, contingent upon repeating one of the three courses in which a grade below a 3.0 was earned, and earning a 3.0 or better grade in the course. The course to be repeated may be specified by the department.

Courses below the 400-level may also be included under this regulation at the discretion of the

department. Subsequently earning a grade of 3.0 or higher does not eliminate the first earned grade in the course as one of the two allowed under the regulation. All courses that are included in a student's M.A. program, including collateral courses must be taken for a numerical grade. Courses taken as pass/fail or credit/no credit will not be counted toward the M.A. degree (except for the internship course).

Scholarly Integrity and Conflict Resolution

Integrity in Research and Creative Activities

As part of the broader MSU community, the Department of Advertising + Public Relations adheres to the procedures outlined in university guidelines referenced at the following web site:

<https://grad.msu.edu/researchintegrity>

The Research Integrity Office is an additional source of information:

<http://rio.msu.edu/about>

The policy is summarized below:

Key Principles of the guidelines outline the following procedures and practices that apply to all faculty, staff and students:

- Honesty in proposing, performing, and reporting research
- Recognition of prior work
- Confidentiality in peer review
- Disclosure of potential conflicts of interest
- Compliance with institutional and sponsor requirements
- Protection of human subjects and humane care of animals in the conduct of research
- Collegiality in scholarly interactions and sharing of resources
- Adherence to fair and open relationships between senior scholars and their coworkers

Misconduct, in the Guidelines, is defined by Federal and University policies to include fabrication (making up data and recording or reporting them), falsification (manipulating research materials, equipment or processes, or changing or omitting data such that the research is not accurately represented in the record), and plagiarism (appropriation of another persons' ideas, processes, results, or words without giving appropriate credit). Serious or continuing non-compliance with government regulations pertaining to research may constitute misconduct as well. University policy also defines retaliation against whistle blowers as misconduct. Misconduct does not include honest errors or honest differences of opinion in the interpretation or judgment of data.

Violations of University policies for misconduct can result in the termination of employment, dismissal of students, and revocation of degrees. All faculty, staff, and students are expected to understand the guidelines and report perceived acts of misconduct of which they have direct knowledge to the University Intellectual Integrity Officer, and to protect the rights and privacy of individuals making such reports in good faith.

Academic Integrity

All students are expected to adhere to principles of truth and honesty in the classroom and in the completion of examinations and assignments. Unless authorized by the instructor, students must complete coursework independently, without the assistance of others. The General Regulations for Students are available in the student handbook. See, <http://splife.studentlife.msu.edu/>

No student shall

- claim or submit the academic work of another as one's own.
- procure, provide, accept or use any materials containing questions or answers to any examination or assignment without proper authorization.

- complete or attempt to complete any assignment or examination for another individual without proper authorization.
- allow any examination or assignment to be completed for oneself, in part or in total, by another without proper authorization.
- alter, tamper with, appropriate, destroy or otherwise interfere with the research, resources, or other academic work of another person.
- fabricate or falsify data or results.

Violations of these principles can result in penalty grades in a class or failure in a course. Therefore, students should be aware of the expectations of their instructors from the beginning of the semester. Questions about expectations and grading practices should be addressed when course syllabi are distributed. Both the guidelines for integrity in research and academic integrity address plagiarism and falsification of data and results. The guidelines for academic integrity address those practices that are often called cheating. More explanations of the policies and most recent procedures related to cheating can be found on the web site for the ombudsman:

<http://www.msu.edu/unit/ombud/>

Conflict Resolution Procedures

Grading Disputes

The majority of discrepancies between student expectations of a grade in a class and the grade assigned are due to simple miscalculations by either the student or instructor. For this reason, students should keep all returned assignments until the final grade has been recorded. If you feel a grade was miscalculated, you should ask your instructor to review the grade with you. For disagreements other than miscalculations, the process for addressing grade disputes has been outlined by the Office of the Ombudsman:

<http://www.msu.edu/unit/ombud/> (Select Grades-Appeal Policies)

It is important to remember that there are time deadlines for contesting a grade. If you do not feel that your concerns were addressed adequately, you may follow the grievance procedure outlined in the bylaws of the College of Communication Arts and Sciences (CCAS), and outlined in the next section. (You may obtain a copy of these Bylaws from the College Office in Room 287 Communication Arts Building.) But, the Office of the Ombudsman recommends that if you decide to submit a grievance, you should contact the Office of the Ombudsman first.

Graduate Student Academic Grievance Hearing Procedures For the Advertising + Public Relations (AD+PR) Department

Each right of an individual places a reciprocal duty upon others: the duty to permit the individual to exercise the right. The student, as a member of the academic community, has both rights and duties. Within that community, the student's most essential right is the right to learn. The University has a duty to provide for the student those privileges, opportunities, and protections that best promote the learning process in all its aspects. The student also has duties to other members of the academic community, the most important of which is to refrain from interference with those rights of others which are equally essential to the purposes and processes of the University. (GSRR Article 1.2)

The *Michigan State University Student Rights and Responsibilities (SRR)* and the *Graduate Student Rights and Responsibilities (GSRR)* documents establish the rights and responsibilities of MSU students and prescribe procedures to resolve allegations of violations of those rights through formal grievance hearings. In accordance with the SRR and the GSRR, the **AD+PR Department** has established the following Hearing Board procedures for adjudicating graduate student academic grievances and complaints. (See GSRR 5.4.)

I. JURISDICTION OF THE AD+PR DEPARTMENT HEARING BOARD:

- A. The Hearing Board serves as the initial Hearing Board for academic grievance hearings involving graduate students who allege violations of academic rights or seek to contest an allegation of academic misconduct (academic dishonesty, violations of professional standards or falsifying admission and academic records). (See GSRR 2.3 and 5.1.1.)
- B. Students may not request an academic grievance hearing based on an allegation of incompetent instruction. (See GSRR 2.2.2)

II. COMPOSITION OF THE HEARING BOARD:

- A. The Program shall constitute a Hearing Board pool no later than the end of the tenth week of the spring semester according to established Program procedures. Hearing Board

members serve one-year terms with reappointment possible. The Hearing Board pool should include both faculty and graduate students. (See GSRR 5.1.2 and 5.1.6.)

- B. The Chair of the Hearing Board shall be the faculty member with rank who shall vote only in the event of a tie. In addition to the Chair, the Hearing Board shall include an equal number of voting graduate students and faculty. (See GSRR 5.1.2, and 5.1.5.)
- C. The Program will train hearing board members about these procedures and the applicable sections of the GSRR. (See GSRR 5.1.3.)

III. REFERRAL TO THE HEARING BOARD:

- A. After consulting with the instructor and appropriate unit administrator, graduate students who remain dissatisfied with their attempt to resolve an allegation of a violation of student academic rights or an allegation of academic misconduct (academic dishonesty, violations of professional standards or falsifying admission and academic records) may request an academic grievance hearing. When appropriate, the Department Chair, in consultation with the Dean, may waive jurisdiction and refer the request for an initial hearing to the College Hearing Board. (See GSRR 5.3.6.2.)
- B. At any time in the grievance process, either party may consult with the University Ombudsperson. (See GSRR 5.3.2.)
- C. In cases of ambiguous jurisdiction, the Dean of The Graduate School will select the appropriate Hearing Board for cases involving graduate students. (See GSRR 5.3.5.)
- D. Generally, the deadline for submitting the written request for a hearing is the middle of the next semester in which the student is enrolled (including Summer). In cases in which a student seeks to contest an allegation of academic misconduct and the student's dean has called for an academic disciplinary hearing, the student has **10** class days to request an academic grievance to contest the allegation. (See GSRR 5.3.6.1 and 5.5.2.2.)
- E. If either the student (the complainant) or the respondent (usually, the instructor or an administrator) is absent from the university during that semester, or if other appropriate reasons emerge, the Hearing Board may grant an extension of this deadline. If the university no longer employs the respondent before the grievance hearing commences, the hearing may proceed. (See GSRR 5.4.9.)
- F. A written request for an academic grievance hearing must (1) specify the specific bases for the grievance, including the alleged violation(s), (2) identify the individual against whom the grievance is filed (the respondent) and (3) state the desired redress. Anonymous grievances will not be accepted. (See GSRR 5.1 and 5.3.6.)

IV. PRE-HEARING PROCEDURES

- A. After receiving a graduate student's written request for a hearing, the Chair of the Department will promptly refer the grievance to the Chair of the Hearing Board. (See GSRR 5.3.2, 5.4.3.)
- B. Within **5** class days, the Chair of the Hearing Board will:
 - I. forward the request for a hearing to the respondent and ask for a written response;

2. send the names of the Hearing Board members to both parties and, to avoid conflicts of interest between the two parties and the Hearing Board members, request written challenges, if any, within **3** class days of this notification. In addition to conflict of interest challenges, either party can challenge two hearing board members without cause (GSRR 5.1.7.c);
 3. rule promptly on any challenges, impanel a Hearing Board and send each party the names of the Hearing Board members. If the Chair of the Hearing Board is the subject of a challenge, the challenge shall be filed with the Dean of the College, or designee (See GSRR 5.1.7.). Decisions by the Hearing Board chair or the College Dean (or designee) on conflict of interest challenges are final;
 4. send the Hearing Board members a copy of the request for a hearing and the respondent's written response, and send all parties a copy of these procedures.
- C. Within **5** class days of being established, the Hearing Board shall review the request, and, after considering all requested and submitted information:
1. accept the request, in full or in part, and promptly schedule a hearing.
 2. reject the request and provide a written explanation to appropriate parties; e.g., lack of jurisdiction. (The student may appeal this decision.)
 3. the GSRR allows the hearing board to invite the two parties to meet with the Hearing Board in an informal session to try to resolve the matter. Such a meeting does not preclude a later hearing. However, by the time a grievance is requested all informal methods of conflict resolution should have been exhausted so this option is rarely used. (See GSRR 5.4.6.)
- D. If the Hearing Board calls for a hearing, the Chair of the Hearing Board shall promptly negotiate a hearing date, schedule an additional meeting only for the Hearing Board should additional deliberations on the findings become necessary, and request a written response to the grievance from the respondent.
- E. At least **5** class days before the scheduled hearing, the Chair of the Hearing Board shall notify the respondent and the complainant in writing of the (1) time, date, and place of the hearing; (2) the names of the parties to the grievance; (3) a copy of the hearing request and the respondent's reply; and (4) the names of the Hearing Board members after any challenges. (See GSRR 5.4.7.)
- F. At least **3** class days before the scheduled hearing, the parties must notify the Chair of the Hearing Board the names of their witnesses and adviser, if any, and request permission for the adviser to have voice at the hearing. The chair may grant or deny this request. The Chair will promptly forward the names given by the complainant to the respondent and visa versa. (See GSRR 5.4.7.1.)
- G. The Chair of the Hearing Board may accept written statements from either party's witnesses at least **3** class days before the hearing. (See GSRR 5.4.9.)
- H. In unusual circumstances and in lieu of a personal appearance, either party may request permission to submit a written statement to the Hearing Board or request permission to participate in the hearing through an electronic communication channel. Written

statements must be submitted to the Hearing Board at least **3** class days before the scheduled hearing. (See GSRR 5.4.9c.)

- I. Either party to the grievance hearing may request a postponement of the hearing. The Hearing Board may either grant or deny the request. (See GSRR 5.4.8.)
- J. At its discretion, the Hearing Board may set a reasonable time limit for each party to present its case, and the Chair of the Hearing Board must inform the parties of such a time limit in the written notification of the hearing.
- K. Hearings are closed unless the student requests an open hearing, which would be open to all members of the MSU community. The Hearing Board may close an open hearing to protect the confidentiality of information or to maintain order. (See GSRR 5.4.10.4.)
- L. Members of the Hearing Board are expected to respect the confidentiality of the hearing process. (See GSRR 5.4.10.4.and 5.4.11.)

V. HEARING PROCEDURES:

- A. The Hearing will proceed as follows:
 1. Introductory remarks by the Chair of the Hearing Board: The Chair of the Hearing Board introduces hearing panel members, the complainant, the respondent and advisers, if any. The Chair reviews the hearing procedures, including announced time restraints for presentations by each party and the witnesses, and informs the parties if their advisers may have a voice in the hearings and if the proceedings are being recorded. Witnesses shall be excluded from the proceedings except when testifying. The Chair also explains:
 - In academic grievance hearings in which a graduate student alleges a violation of academic rights, the student bears the burden of proof.
 - In hearings in which a graduate students seeks to contest allegations of academic misconduct, the instructor bears the burden of proof.
 - All Hearing Board decisions must be reached by a majority of the Hearing Board, based on a "clear and convincing evidence." (See GSRR 8.1.18.)

(See GSRR 5.4.10.1 and 8.1.18.) For various other definitions, see GSRR Article 8.)
 2. If the complainant fails to appear in person or via an electronic channel at a scheduled hearing, the Hearing Board may either postpone the hearing or dismiss the case for demonstrated cause. (See GSRR 5.4.9a.)
 3. If the respondent fails to appear in person or via an electronic channel at a scheduled hearing, the Hearing Board may postpone the hearing or, only in unusual circumstances, hear the case in his or her absence. (See GSRR 5.4.9-b.)
 4. If the respondent is absent from the University during the semester of the grievance hearing or no longer employed by the University before the grievance procedure concludes, the hearing process may still proceed. (See GSRR 5.3.6.1.)

5. To assure orderly questioning, the Chair of the Hearing Board will recognize individuals before they speak. All parties have a right to speak without interruption. Each party has a right to question the other party and to rebut any oral or written statements submitted to the Hearing Board. (See GSRR 5.4.10.2.)
6. Presentation by the Complainant: The Chair recognizes the complainant to present without interruption any statements relevant to the complainant's case, including the redress sought. The Chair then recognizes questions directed at the complainant by the Hearing Board, the respondent and the respondent's adviser, if any.
7. Presentation by the Complainant's Witnesses: The Chair recognizes the complainant's witnesses, if any, to present, without interruption, any statement directly relevant to the complainant's case. The Chair then recognizes questions directed at the witnesses by the Hearing Board, the respondent, and the respondent's adviser, if any.
8. Presentation by the Respondent: The Chair recognizes the respondent to present without interruption any statements relevant to the respondent's case. The Chair then recognizes questions directed at the respondent by the Hearing Board, the complainant, and the complainant's adviser, if any.
9. Presentation by the Respondent's Witnesses: The Chair recognizes the respondent's witnesses, if any, to present, without interruption, and statement directly relevant to the respondent's case. The Chair then recognizes questions directed at the witnesses by the Hearing Board, the complainant, and the complainant's adviser, if any.
10. Rebuttal and Closing Statement by Complainant: The complainant refutes statements by the respondent, the respondent's witnesses and adviser, if any, and presents a final summary statement.
11. Rebuttal and Closing Statement by Respondent: The respondent refutes statements by the complainant, the complainant's witnesses and adviser, if any, and presents a final summary statement.
12. Final questions by the Hearing Board: The Hearing Board asks questions of any of the participants in the hearing.

VI. POST-HEARING PROCEDURES

A. Deliberation:

After all evidence has been presented, with full opportunity for explanations, questions and rebuttal, the Chair of the Hearing Board shall excuse all parties to the grievance and convene the Hearing Board to determine its findings in executive session. When possible, deliberations should take place directly following the hearing and/or at the previously scheduled follow-up meeting. (See Section IV.D above.)

B. Decision:

1. In grievance (non-disciplinary) hearings involving graduate students in which a majority of the Hearing Board finds, based on "clear and convincing evidence," that

a violation of the student's academic rights has occurred and that redress is possible, it shall recommend an appropriate remedy to the Department Chair or School Director. Upon receiving the Hearing Board's recommendation, the Department Chair or School Director shall implement an appropriate remedy, in consultation with the Hearing Board, within **3** class days. If the Hearing Board finds that no violation of academic rights has occurred, it shall so inform the Chair or Director. The Chair of the Hearing Board shall promptly forward copies of the final decision to parties and the University Ombudsperson. (See GSRR 5.4.11.)

2. In grievance (non-disciplinary) hearings involving graduate students in which the Hearing Board serves as the initial hearing body to adjudicate an allegation of academic dishonesty and, based on "clear and convincing evidence," the Hearing Board finds for the student, the Hearing Board shall recommend to the Department Chair or School Director that the penalty grade be removed, the Academic Dishonesty Report be removed from the student's records and a "good faith judgment" of the student's academic performance in the course take place. If the Hearing Board finds for the instructor, the penalty grade shall stand and the Academic Dishonesty Report regarding the allegation will remain on file, pending an appeal, if any to the College Hearing Board within **5** class days of the Hearing Board's decision. If an academic disciplinary hearing is pending, and the Hearing Board decides for the instructor, the graduate student's disciplinary hearing before either the College Hearing Board or the Dean of The Graduate School would promptly follow, pending an appeal, if any, within **5** class days. (See GSRR 5.5.2.2 and 5.4.12.3)

C. Written Report:

The Chair of the Hearing Board shall prepare a written report of the Hearing Board's findings, including recommended redress or sanctions for the complainant, if applicable, and forward a copy of the decision to the appropriate unit administrator within **3** class days of the hearing. The report shall indicate the rationale for the decision and the major elements of evidence, or lack thereof that support the Hearing Board's decision. The administrator, in consultation with the Hearing Board, shall then implement an appropriate remedy. The report also should inform the parties of the right to appeal within **5** class days following notice of the decision, or **5** class days if an academic disciplinary hearing is pending. The Chair shall forward copies of the Hearing Board's report and the administrator's redress, if applicable, to the parties involved, the responsible administrators, the University Ombudsperson and the Dean of The Graduate School. All recipients must respect the confidentiality of the report and of the hearing board's deliberations resulting in a decision. (See GSRR 5.4.12 and 5.5.2.2)

VII. APPEAL OF THE HEARING BOARD DECISION:

- A. Either party may appeal a decision by the Hearing Board to the College Hearing Board for cases involving (1) academic grievances alleging violations of student rights and (2) alleged violations of regulations involving academic misconduct (academic dishonesty, professional standards or falsification of admission and academic records.) (See GSRR 5.4.12.)
- B. All appeals must be in writing, signed and submitted to the Chair of the College Hearing Board within **5** class days following notification of the Hearing Board's decision. While under appeal, the original decision of the Hearing Board will be held in abeyance. (See GSRR 5.4.12, 5.4.12.2 and 5.4.12.3.)

- C. A request for an appeal of a Hearing Board decision to the College Hearing Board must allege, in sufficient particularity to justify a hearing, that the initial Hearing Board failed to follow applicable procedures for adjudicating the hearing or that findings of the Hearing Board were not supported by "clear and convincing evidence." The request also must include the redress sought. Presentation of new evidence normally will be inappropriate. (See GSRR 5.4.12.1, 5.4.12.2 and 5.4.12.4.)

VIII. RECONSIDERATION:

If new evidence should arise, either party to a hearing may request the appropriate Hearing Board to reconsider the case within **30** days upon receipt of the hearing outcome. The written request for reconsideration is to be sent to the Chair of the Hearing Board, who shall promptly convene the Hearing Board to review the new material and render a decision on a new hearing. (See GSRR 5.4.13.)

IX. FILE COPY:

The Chair of the Department shall file a copy of these procedures with the Office of the Ombudsperson and with the Dean of The Graduate School. (See GSRR 5.4.1.)

Approved by Faculty August 28, 2015

Financial Aid

Types of Financial Aid

Teaching Assistantships. Financial aid in ADPR is extremely limited. A very small number of teaching or research assistantships may be available in the department, but they are primarily awarded to doctoral students. Selection of students for any assistantships that become available is highly competitive. GRE scores, communication ability, and congruency between student competencies and the skills needed for the teaching/research assignment are important. To be considered for an assistantship, students must have an Application for Financial aid on file with the department. A copy of the Application for Financial Aid is in the Appendix.

Graduate Office Scholarships. Depending upon the economic climate at the University, there are usually a number of Graduate Office Scholarships to be distributed during the academic year. Awards are competitive and are generally awarded to defray costs of presenting research at academic/professional conferences. Eligible students should have good performance records in their academic programs. Students who desire to be considered must have an Application for Financial Aid on file. These scholarships are not intended to cover the full costs of conference travel or graduate study, but to provide limited financial assistance. The application for Graduate Office Scholarships, in Appendix B, is the same form used to apply for financial aid.

On-campus Employment and Assistantships. Students with specialized skills, such as public relations writing, design and layout, web design, and management skills have often found employment in other campus units. Graduate students have been employed as residence hall advisers, communication professionals for specialized units, such as the Wharton Center and the medical schools. There are other jobs available in the community for students who need to supplement their income while attending school. Heavy employment commitments can slow down progress toward degree completion.

University Fellowships and Aid. There are several sources of additional aid summarized on the Graduate School web site: <https://grad.msu.edu/funding>

Because of the broader availability of these awards across departments, they are highly competitive.

ADPR Department Scholarships. – A very limited number of ADPR department level scholarships are announced in late January or early February. At the time of announcement, the application process is described.

Availability of Financial Aid

Financial aid at the University is heavily influenced by the economic climate in Michigan. In recent years, the availability of financial aid has declined because of decreased aid to MSU by the State of Michigan. Faculty members around campus who have applied for and received outside funding may be an additional source of assistantship aid. Locating these opportunities requires resourcefulness.

Facilities and Resources

The department and college web sites provide important information about faculty, degree programs, and activities available to graduate students. Consult these sources regularly.

College Web Site – <http://www.cas.msu.edu>

Department Web Site – <http://adv.msu.edu/>

Graduate School Web Site – <https://grad.msu.edu/>

Registrar's Web Site – <http://www.reg.msu.edu>

MSU Web Site – <http://www.msu.edu>

Important Document Web Sites

Academic Programs Information –

<http://www.reg.msu.edu/AcademicPrograms/Default.asp>

Graduate Student Rights and Responsibilities (GSRR) –

<https://grad.msu.edu/gsrr>

Institutional Review Board –

<http://hrpp.msu.edu/>

Spartan Life Student Handbook –

<http://splife.studentlife.msu.edu/>

Advising and Scheduling Guidelines

The ADV and PR M.A. programs are designed to be completed in two years. However, if a student enters the M.A. program with sufficient background in advertising or public relations, it may be possible to complete the program in one calendar year (but this is not a likely scenario). To do this, a student would have to take the core courses when offered, Fall or Spring Semester. Electives would be used to fill out the schedule. *But, you must let your adviser know if you're trying to graduate in one calendar year.*

It is an unrealistic expectation for students with English Language courses or collateral courses to graduate within one calendar year. Schedules are usually more flexible for part-time students but off-campus classes are usually scheduled on a two-year rotation. If you're taking two years to complete your degree then core classes can be spread out over the two-year time span.

Courses are normally offered during the scheduled semesters in the Academic Programs descriptions. Occasionally, courses will be rescheduled to accommodate faculty sabbatical leaves, illnesses or resource issues. The table on the next page indicates the normal schedules for advertising and PR classes. Students should note that there are very few courses offered during the Summer Semester.

Work Related

Grief Absence Policy (as approved by University Council): For master's (Plan A), master's (Plan B) with research responsibilities, and doctoral students, it is the responsibility of the student to: a) notify their advisor/major professor and faculty of the courses in which they are enrolled of the need for a grief absence in a timely manner, but no later than one week from the student's initial knowledge of the situation, b) provide appropriate verification of the grief absence as specified by the advisor/major professor and faculty, and c) complete all missed work as determined in consultation with the advisor/major professor and faculty. It is the responsibility of the advisor/major professor to: a) determine with the student the expected period of absence – it is expected that some bereavement processes may be more extensive than others depending on individual circumstances, b) receive verification of the authenticity of a grief absence request upon the student's return, and c) make reasonable accommodations so that the student is not penalized due to a verified grief absence. If employed as a RA or TE, the graduate student must also notify their employer. Both employer and student will swiftly communicate to determine how the student's responsibilities will be covered during their absence. Graduate teaching assistants (TAs) should refer to the bereavement policy in the MSU GEU CBU Article 18. Students in the graduate professional colleges (CHM, COM, CVM, LAW) with their own grief absence policies are excluded from the above and should follow their own policies. Students who believe their rights under this policy have been violated should contact the University Ombudsperson.

All TAs and RAs must complete the on-line training about the Relationship Violence and Sexual Misconduct Policy. To Access the training, login to the ORA training website at: <http://goo.gl/pLh01o>. Click "Register," "Complete Registration" and then "Launch" to begin the Relationship Violence and Sexual Misconduct (RVSM) Policy - Faculty, Staff Training. (If it indicates that you have already registered, use "In Progress Training", then "Launch."). You will want to reserve approximately 30 minutes to complete all assignments. If you need assistance, contact the Helpdesk at 517-884-4600 or train@ora.msu.edu.

Graduate students traveling internationally for MSU-related work (research data collection, international professional conferences, courses, or other academic business, are strongly encouraged to sign up using the International Travelers Database (even if they are not being reimbursed for travel). This is the best way for MSU to stay in touch with our students if there is an emergency.
http://www.isp.msu.edu/travel/travelers_database.htm

Course Schedules

COURSES	FALL	SPR	SUM
MKT 805 – Marketing Management CC	X		
ADV 816 – Fundraising and Philanthropy in Nonprofit Organizations E		X	
ADV 823 – Consumer Behavior Theories AC	X		
ADV 826 – Advertising and Promotion Management AC		X	
ADV 830 – Seminar in Social Marketing E		X	
ADV 836 – Innovations in Strategic Communications E	X		
ADV 843 – Strategic Brand Communication E	X		
ADV 846 – Management of Media Programs E		X	
ADV 850 – Public Relations Management PRC	X		
ADV 855 – Theories of Public Relations PRC		X	
ADV 860 – Media Relations PRC		X	
ADV 865 – Advertising & Society AC		X	
ADV 870 – International Advertising E		X	
COM/ADV 803 – Intro to Quantitative Research Methods CC	X		X
ADV 890 – Independent Study E	X	X	X
ADV 892 – Special Topics E	X	X	
ADV 893 – Internship E	X	X	X

AC = Advertising Core; CC = Core Course; PRC = Public Relations Core; E = Elective

Appendices***Plan of Study Form for Advertising******Plan of Study Form for Public Relations******M.A. Form 1 – Thesis Committee/Thesis Proposal Form******M.A. Form 2 – Results of Thesis Examination******Departmental Application for Travel Funding******Plan A Thesis Guidelines***