**M.A. Advertising and Public Relations**

GRADUATE HANDBOOK

Department of Advertising + Public Relations Michigan State University

(Revised August 2023)

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 and 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. degree in Advertising and Public Relations at MSU. The master’s program is designed to prepare students for professional careers in advertising, public relations, and related fields. Alternatively, the degrees are also used to prepare students for continued study at the doctoral level.

The degree program is narrowly focused on the management and research foundations necessary for successful careers. The M.A. program is 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. degree to supplement their creative talent with management and research skills.

A common question students ask is: “How is the M.A. degree in Advertising and Public Relations different from the traditional M.B.A. program?” The M.A. degree in Advertising and Public Relations is 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 and/or Public Relations can increase opportunities for employment after graduation.

# Optional 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.

# Program Structure

The M.A. degree in Advertising and Public Relations requires 30 credits in core and elective classes.

*Advertising and Public Relations Program Requirements*

1. Advertising and Public Relations MA students take the following core courses for a total of 15 credits:
   1. COM 803 Introduction to Quantitative Research Methods 3
   2. ADV 800 Advertising and Public Relations Theory 3
   3. ADV 815 Ethical practice in Advertising and Public Relations 3
   4. ADV 825 Advertising and Public Relations Strategies 3
   5. ADV 835 Multimedia content creation for Advertising and Public Relations 3

**Additional Requirements for Plan A** (15 credits)

1. The following course (4 to 8 credits):

ADV 899 Master’s thesis research 4 to 8

Additional elective course work at the 400-level or above to meet the 30 credits required for the degree (6 to 12 credits). The course work must be approved by the student’s academic advisor. 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 and Public Relations. Not more than 6 elective credits may be taken from outside the College of Communication Arts & Sciences.

1. Completion of a Master’s Thesis

**Additional requirements for Plan B** (15 credits)

1. Additional elective course work at the 400-level or above to meet the 30 credits required for the degree (15 credits). The course work must be approved by the student’s academic advisor. 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 and Public Relations. Not more than 6 elective credits may be taken from outside the College of Communication Arts & Sciences.

The final certifying experience is a poster presentation during the semester of graduation.

Electives are selected to supplement specific student interests. You can create your own custom program to meet your career goals or focus on one of four rapidly growing areas of Advertising and Public Relations: **Digital strategy; Health, Science, and the**

**Environment; Social Impact; or Research and Analytics**. Our students often choose to take advanced courses in management, marketing or communication, and/or focused topical courses, 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 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 advisor 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 ensure that adequate course work has preceded the thesis project. Because the thesis is a formal research study, COM/ADV 803 – Introduction to Quantitative Research should be taken before beginning a thesis project.

Students choosing Plan A must take Master’s Thesis Research (ADV 899; 4 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. Prior to beginning data collection, students must present the research proposal to their committee for approval and sign off.

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](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.

During the semester of graduation, the student must prepare a poster that describes the critical portions of a research or internship experience during their program. Posters must be approved by a student’s academic advisor. Posters are typically presented during the last week of classes. Students will dress professionally and stand with their poster to

answer questions from invited guests (faculty, other graduate students, 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 advisor must be identified and the appropriate graduate degree guidance committee established. The advisor 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 their/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.

# Academic Advisors and Graduate Thesis Guidance Committees

All students admitted to the department will be assigned an academic advisor. The role of the advisor is to monitor student progress toward their goals and to aid in selecting relevant elective courses. Advisors 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 (M.A. Thesis Chair and two committee members). The academic advisor can aid in this selection process.

*Form 1 - Guidance Committee form is required for Plan A.*

To change an advisor or thesis committee, students must find other eligible faculty members who are willing to accept the role. Then, see the Academic Programs Coordinator (Joni Tucker) and indicate the changes requested. The Academic Programs Coordinator will complete the advisor change. Committee changes require filling out another M.A. Thesis Form 1. It is a required courtesy to tell advisors or committee members about any committee or program changes.

# Plan of Study Form

All students should meet with their advisors soon after arriving at Michigan State University. Students may also contact their advisors 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 department web site: https://comartsci.msu.edu/advertising-pr-directory

During the first semester (by the end of the 8th week), students must meet with their advisors and fill out their expected plan of study by listing courses they plan to take in the electronic GradPlan system. Changes can be made in the GradPlan at any time when scheduling and course availabilities change or when student goals change. Advisors, graduate directors/coordinators can approve the plan electronically.

# 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 advisor 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, including the M.A. Thesis Chair, 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.

Student’s advisor assigned by the Director of Graduate Studies and M.A. Thesis Chair do not have to be the same person although it commonly happens that the advisor becomes the Thesis Chair or the Chair becomes an advisor. It is important to remember that the student has the right to change the advisor and/or Thesis committee members at any time during the program.

Before research begins, the thesis advisor 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 research 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 advisor 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 advisor, 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 M.A. Thesis Committee Chair.

Students submitting a thesis to ProQuest now can request a hold/embargo of publication by ProQuest by contacting the Graduate School at [msuetds.approval@grd.msu.edu](mailto:msuetds.approval@grd.msu.edu) or calling 517 353 3220. In response to the request, the Graduate School will send directly to the student a form that needs to be completed and turned to the Graduate School prior to the document submission to ProQuest. The form needs to be signed by the student’s major professor and by the Associate Dean of the student’s college. The request for the hold/embargo may be for six months, one year or two years. Requests for a period longer than six months must include a brief justification for the length of the requested hold/embargo.

At the time of submission to ProQuest, authors now have the opportunity to create an ORCID that provides researchers with a unique identifier for linking their research outputs and activities. An ORCID:

* Improves recognition of research contributions,
* Reduces form-filling (enter data once, re-use it often),
* Works with many institutions, funders, and publishers,
* Is a requirement of many journal manuscript submission systems and grant application forms.

To learn more about ORCID go to: https://vimeo.com/237730655

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/her/their 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. We will not hold M.A. poster presentations in the summer semester. Please plan accordingly. All poster presentations must be given in person unless drastic social disruptions (e.g., a pandemic) prevent regular in-person education-related activities.

*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 advisor).

During the semester of graduation, in consultation with their/her/ his advisor, the student must prepare a poster that describes the critical portions of either the research or practicum/internship experience described above.

Posters are typically presented during the last week of classes. Students will dress professionally and stand with their poster to answer questions from invited guests (faculty, other graduate students, 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 | **Application of content learned in graduate courses** – how did information learned in class |

|  |  |
| --- | --- |
| practitioners and suggestions for future research. | help with the internship….what are specific class “learnings” that could be applied during the  internship? |
| **Lessons learn**ed – 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)

Training in the Responsible Conduct of Research is essential in the preparation of future scholars and professionals. An understanding of the issues concerning the conduct of research in an increasingly complex world has become critical in successfully navigating the research landscape. To help prepare Michigan State University graduate students for their future scholarly work, a plan for providing the foundation of responsible conduct has been developed in coordination with the Graduate School, the Vice President for Research and Graduate Studies Office, and college associate deans for graduate education. The plan is predicated on the principles that a basic understanding of issues is necessary through didactic training and a periodic reinforcement of the principles through discussion. It is the belief that this plan will provide a foundation for all graduate students as well as others pursuing a career in research and will offer the basic information to meet most, if not all, federal agency granting requirements.

**Year 1 Plan A and Plan B MA students**

All new graduate and graduate professional students will complete 4 CITI online modules within the first year of enrollment in their program: Students should log into the ABILITY information management system at <http://ora.msu.edu/train/> to complete their on-line RCR training. This is the system that must be used for proper documentation of training.

D \_Introduction to the Responsible Conduct of Research D \_Authorship

D \_Plagiarism

D \_Research Misconduct

1. **Plan A & Plan B MA students - 6 hours of Discussion-Based Training**

All graduate and graduate professional students must complete a minimum of 6 hours of discussion-based training (organized by The Graduate School) prior to receiving their degrees. These hours can be completed at any point in the graduate program, including during the first 2 years (e.g., as part of a course), or as part of the ongoing training requirement (for doctoral students). *For master’s Plan A and PhD students’ completion of this requirement will be recorded by the Department in Student Information System.*

Training is sponsored through The Graduate School. Notification of RCR training opportunities are normally advertised via an email notice but can be found online at https://grad.msu.edu/rcr. Note that the number of sessions per semester is limited. Plan accordingly.

For Plan A students, there are additional requirements:

**In addition to 1 and 2 above, Master’s plan A students will complete:**

1. **Year 2**

Within the first 2 years of enrollment in their program, Master’s plan A and doctoral students will complete 3-4 additional MSU online training modules, to be selected from the following list. Specific requirements for course selection may be defined in the individual department/program or college plan.

*Completion of this requirement will be tracked in the ABILITY management system.*

D \_CITI Collaborative Research D \_CITI Conflicts of Interest

D \_CITI Data Management

D \_CITI Financial Responsibility D \_CITI Mentoring

D \_CITI Peer Review

D \_IACUC Tutorial for Animal Care Training (in http://Train.ORA.msu.edu)

D \_Human Research Protection/ IRB Certification (in http://Train.ORA.msu.edu) D \_Rigor and Reproducibility Course

# Application for Graduation

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

https://reg.msu.edu/StuForms/GradApp/gradapp.aspx

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,](mailto: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.). For more information, use this link: Graduate Students Rights and Responsibilities (GSRR)

### JURISDICTION OF THE AD+PR DEPARTMENT HEARING BOARD:

* 1. 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.)
  2. Students may not request an academic grievance hearing based on an allegation of

incompetent instruction. (See GSRR 2.2.2)

### COMPOSITION OF THE HEARING BOARD:

* 1. 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.)
  2. 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.)
  3. The Program will train hearing board members about these procedures and the applicable sections of the GSRR. (See GSRR 5.1.3.)

### REFERRAL TO THE HEARING BOARD:

* 1. 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.)

* 1. At any time in the grievance process, either party may consult with the University Ombudsperson. (See GSRR 5.3.2.)
  2. 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.)
  3. 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.)
  4. 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.)
  5. 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.)

### PRE-HEARING PROCEDURES

* 1. 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.)
  2. Within **5** class days, the Chair of the Hearing Board will:
     1. 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);

* + 1. 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;
    2. 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.
  1. 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.)
  2. 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.
  3. 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.)

* 1. 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 advisor, if

any, and request permission for the advisor 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.)

* 1. 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.)
  2. 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.)
  3. 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.)
  4. 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.
  5. 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.)
  6. 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.)

### HEARING PROCEDURES:

* 1. 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 advisors, 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 advisors 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.)

* + 1. 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.)
    2. 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.)
    3. 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.)
    4. 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.)
    5. 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 advisor, if any.
    6. 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 advisor, if any.
    7. 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 advisor, if any.

* + 1. 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 advisor, if any.
    2. Rebuttal and Closing Statement by Complainant: The complainant refutes statements by the respondent, the respondent's witnesses and advisor, if any, and presents a final summary statement.
    3. Rebuttal and Closing Statement by Respondent: The respondent refutes statements by the complainant, the complainant's witnesses and advisor, if any, and presents a final summary statement.
    4. Final questions by the Hearing Board: The Hearing Board asks questions of any of the participants in the hearing.

### POST-HEARING PROCEDURES

* 1. 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.)

* 1. 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)
  2. 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)

### APPEAL OF THE HEARING BOARD DECISION:

* 1. 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.)
  2. 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.)

* 1. 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.)

### 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.)

### 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.

MSU candidates for TA appointments who were required to demonstrate English proficiency as a condition for regular admission to Michigan State University must also demonstrate that they meet a minimum standard of proficiency in spoken English before they can be assigned teaching work that involves oral communication with undergraduate students.

Those international teaching assistants (ITAs) may meet this requirement in one of the following ways:

* Presenting a TOEFL iBT speaking section score of 27 or higher.
* Receiving a score of 50 or higher on the MSU Speaking Test
* Taking AAE 451 or AAE 452 (ITA language support courses) and receiving a score of 50 or higher on the ITA Oral Interaction Test (ITAOI).

Those ITAs who received a waiver of the TOEFL or of other accepted tests of English proficiency for admission, must also meet the requirement of proficiency in spoken English before they are assigned to teaching work that involves oral communication with undergraduate students. To meet this requirement, those ITAs may use any

of three options listed above. Individual exceptions from these requirements (on a case-by-case basis in rare circumstances) will be considered by the Graduate School in consultation with the ELC upon the request of the department and with the endorsement of the Associate Dean of the College.

*Graduate Office Fellowships*. Depending upon the economic climate at the University, there are usually a number of Graduate Office Fellowships 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 advisors, 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. Check here: https://comartsci.msu.edu/departments/advertising-public-relations/student- experience/advertising-public-relations-0

# 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.

*M.A. Program’s Website:* https://comartsci.msu.edu/academics/academic- departments/advertising-public-relations/graduate/master-arts-advertising-and *Department Website* – https://comartsci.msu.edu/advertising-public-relations *College Web*site – https://comartsci.msu.edu/

*Graduate School Website* – https://grad.msu.edu/ *Registrar’s Website* – [http://www.reg.msu.edu](http://www.reg.msu.edu/) *MSU Website* – [http://www.msu.edu](http://www.msu.edu/)

# List of Selected Important University Policies

* Academic Programs Catalog
* Anti-Discrimination Policy (ADP)
* Code of Teaching Responsibilities
* Disability and Reasonable Accommodation Policy
* General Student Regulations
* Graduate Students Rights and Responsibilities (GSRR)
* Guidelines for Integrity in Research and Creative Activities
* Integrity of Scholarship & Grades
* Law Student Rights and Responsibilities (LSRR)
* Medical Student Rights and Responsibilities (MSRR)
* MSU Guidelines for Graduate Student Mentoring and Advising
* MSU-GEU Contract
* Policy on Relationship Violence and Sexual Misconduct
* Institutional Review Board
* Spartan Life Student Handbook

**Resources provided by the Graduate School:** Graduate Career Development; Diversity, equity, & inclusion programs; Events; Forms; Funding; Graduate life & wellness; Mentoring; Policy information; Professional development; Research integrity; Traveling scholar opportunities; University Committee on Graduate Studies

**Resources provided by university-level units** such as OISS, RCPD, Office of Spartan Experiences, the Libraries, the Olin Health Center, Institutional Diversity and Inclusion, the Burgess Institute for Entrepreneurship & Innovation, the Writing Center, and University Outreach & Engagement

# 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 advisor 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

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.

#### Relationship Violence and Sexual Misconduct Policy

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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: https://login.msu.edu/?App=Shibb-OIE-TitleIX-Training

You will need to log in with your net ID and password.

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.](mailto:train@ora.msu.edu)

#### MSU-related travel

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://oihs.isp.msu.edu/international-travelers/registration/travel-registry/>

# Appendices

***Plan of Study Form – we will keep the link to this form here for now as a back-up, but we now expect students to enter their Plan of Study information directly in the GradPlan system at MSU (student.msu.edu) and request approval of their advisors and graduate directors/coordinators electronically*** https://comartsci.msu.edu/sites/default/files/documents/student/adpr-ma-plan-of-study.docx (this is a link to download a document from this website: https://comartsci.msu.edu/advertising-public- relations-ma-forms; the link will automatically prompt to download the file without opening it in the browser)

***M.A. Form 1 – Thesis Committee/Thesis Proposal Form*** https://comartsci.msu.edu/sites/default/files/documents/student/advertising-ma-thesis-proposal- form.pdf

***M.A. Form 2 – Results of Thesis Examination*** https://comartsci.msu.edu/sites/default/files/documents/student/advertising-ma-thesis-defense- form.pdf

## Plan B Project form:

<http://comartsci.msu.edu/sites/default/files/documents/student/advertising-plan-b-project-proposal-> form.pdf

## Internship form:

https://comartsci.msu.edu/sites/default/files/documents/student/advertising-internship-application- grad-projects-best-practices.pdf

## Independent Study form

https://comartsci.msu.edu/sites/default/files/2022-08/ADV%20890%20-

%20Independent%20Study%20form%20(1).pdf

## Departmental Application for GOF Funding

https://comartsci.msu.edu/sites/default/files/2022-08/FundingRequest\_ADPRMA\_2223.docx (this is a link to download a document from this website: https://comartsci.msu.edu/advertising-public-

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relations-ma-forms; the link will automatically prompt to download the file without opening it in the browser)

***Change of Academic Advisor form*** https://comartsci.msu.edu/sites/default/files/documents/student/advertisinng-change-of-academic- advisor-form.pdf

***Waiver Request form*** https://comartsci.msu.edu/sites/default/files/documents/student/advertising-ma-waiver-request- form.pdf

***RCR Minimum Plan Requirement Flow Chart*** https://grad.msu.edu/sites/default/files/content/researchintegrity/RCR%20Minimum%20Plan%20re quirements%20flow%20chart.pdf

***Plan A Thesis Guidelines*** https://grad.msu.edu/etd https://grad.msu.edu/etd/formatting-guide