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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 Media and Information Studies 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.

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 899-1 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: [http://www.grad.msu.edu/etd/](http://www.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. All Plan B students must complete one of the two supervised works: 1) a research paper resulting from an Independent Study, ADV 890 for 3 credits, 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 for 3 credits).

During the semester of graduation, the student must prepare a poster that describes the critical portions of one of the two experiences 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).

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 based upon their stated objectives for study at MSU. 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 make the adviser change. Committee changes require filling out another M.A. Thesis Form 1. It is common courtesy to tell advisers or committee members about any committee or program changes.

Plan of Study Form

All students should meet with their advisers immediately upon arrival 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 website:

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.

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.


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.

Internship (ADV 893 – 1 to 3 credits) Supervised experience in advertising and/or public relations
settings. A student secures his/her own internship but the number of credits and approval of the experience must follow a structured procedure, which is available from the student’s advisor. The 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 internship. Internships should only be done after considerable course work has been completed, to insure that the student contribution to the internship 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 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. 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
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:

http://www.humanresearch.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:
http://grad.msu.edu/etd/docs/formattingguide.pdf. 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 (nicho147@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 for 3 credits, 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 for 3 credits).

During the semester of graduation, the student must prepare a poster that describes the critical portions of one of the two experiences 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:

<table>
<thead>
<tr>
<th>Research Poster</th>
<th>Internship Poster</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Title</strong> (research title, student name, research mentor name)</td>
<td>Title (student name, business name/business focus, location of internship, mentor &amp; faculty name)</td>
</tr>
<tr>
<td><strong>Abstract</strong> – concise summary of what was done and what was learned</td>
<td><strong>Abstract</strong> – concise summary of what was done and what was learned</td>
</tr>
<tr>
<td><strong>Introduction</strong> - 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.”</td>
<td><strong>Learning objectives</strong> – list of the objectives the student planned to achieve by completing the internship...why did the student pursue the internship?</td>
</tr>
<tr>
<td><strong>Method</strong> - a summary of the method used to gather and analyze the data.</td>
<td><strong>Description of responsibilities/activities</strong> – a summary of the major responsibilities and activities during the internship</td>
</tr>
<tr>
<td><strong>Results/Findings</strong> - 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.</td>
<td><strong>Special project description</strong> – 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.</td>
</tr>
<tr>
<td><strong>Implications for practice</strong> – a paragraph or two of suggestions for how the results could help/affct practitioners and suggestions for future research.</td>
<td><strong>Application of content learned in graduate courses</strong> – how did information learned in class help with the internship....what are specific class &quot;learnings&quot; that could be applied during the internship?</td>
</tr>
<tr>
<td><strong>Lessons learned</strong> – what did you learn about the research process, the research question, etc. and what would you do differently on this or another research project?</td>
<td><strong>Lessons learned</strong> – what did you learn about the industry, the company, the career process, yourself?</td>
</tr>
</tbody>
</table>
Responsible Conduct of Research and Scholarship (RCR)

Graduate Students 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 http://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: http://grad.msu.edu/etd/ (see item #3 in the steps for electronic submissions)

Instructions:

- Access the following website: https://www.eigr.msu.edu/masters/survey/
- 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 contact Katey Smagur by email at 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: [http://grad.msu.edu/researchintegrity/](http://grad.msu.edu/researchintegrity/)

The Research Integrity Office is an additional source of information: [http://ww.rio.msu.edu](http://ww.rio.msu.edu)

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.

**Grievance Procedures**

In the past, the department has always used the CCAS grievance process because of the limited number of faculty members in the department. ADPR will continue to use the procedures implemented at the college level.

The CCAS hearing board is called the College Graduate Judiciary. It is made up of three faculty members and three graduate students. The three faculty members include the chairperson of the Graduate Affairs Committee, and two members of the Graduate Affairs Committee from the last College Advisory Council meeting of the academic year. Student representatives shall be identified by the graduate student representative to the College Advisory Council in consultation with graduate student representatives to the academic units.

According to CCAS Bylaws 6.2.2.2, college level grievance procedures will follow those set forth in Article 5, Section 5.4 of the Graduate Student Rights and Responsibilities document, which can be found online at:

http://splife.studentlife.msu.edu/graduate-student-rights-and-responsibilities

Any departmental grievance procedures implemented must follow Article 5, Section 5.1.2 of the Graduate Student Rights and Responsibilities document, according to CCAS Bylaws 6.2.2.3.

The grievance process as outlined in Section 5.4 Judicial Procedures of the Graduate Student Rights and Responsibilities document is briefly summarized below.

1) Hearing board is constituted according to College bylaws.
2) Procedures must proceed in a timely manner as outlined below.
3) Upon receipt of grievance, unit chair/director forwards a copy of the grievance request within 10 class days to the hearing board members and person or persons party to the grievance.
4) The grievance shall be expedited if the action threatens immediate or irreparable damage to any of the parties.
5) If immediate and irreparable damage is threatened, the hearing board can ask for a postponement of action until the grievance is heard.

6) Hearing board reviews hearing request for jurisdiction and judicial merit and may then forward request to appropriate individual(s). After considering all information, the board may:
   a) Accept the request, in full or in part, and proceed to schedule a hearing.
   b) Reject the request and provide an appropriate explanation.
   c) Invite all parties to meet with the board for an informal discussion of the issues. Such a discussion shall not preclude a later hearing.
   d) At least 6 days prior to a formal hearing, both the respondent and complainant shall be entitled to a written notification of hearing.

7) At least 6 days prior to a formal hearing, both the respondent shall be entitled to a written notification of hearing. The notice shall state:
   a) Nature of the issues and charges or conflicts.
   b) Time and place of the hearing.
   c) The body adjudicating the complaint and the names of members that make up the body, including alternate members.
   d) The names of the respondent and complainant.
   e) The names of any witnesses.
   f) The name of an advisor (if any) selected by the complainant or respondent.

8) Either complainant or respondent may request a postponement. The hearing board may grant or deny the request.

9) Both the complainant and respondent are expected to appear at the hearing and present their cases.
   a) Should the complainant fail to appear, the judiciary may postpone the hearing or dismiss the case.
   b) Should the respondent fail to appear, the judiciary may either postpone the hearing or, only in unusual circumstances, hear the case in his or her absence.
   c) The judiciary may accept written statements from a party in lieu of appearance, but only in unusual circumstances. Written statements must be submitted at least one day prior to the hearing.

10) Hearing boards shall ensure a collegial atmosphere prevails in grievance hearings. An attorney may accompany complainant or respondent under certain circumstances. Parties to a grievance will have an opportunity to state their cases, present evidence, designate witnesses, ask questions, and present a rebuttal.

11) The hearing board will prepare a written report of the findings and rationale to the parties, to the responsible administrator, to the Ombudsman, and to the Dean of the Graduate School.

The process for appeals and reconsideration can be found in sections 5.4.12 and 5.4.13 of the GSRR document. Descriptions of the outcomes and procedures for academic dismissal and academic disciplinary cases appear in Section 5.5 of GSRR. The GSRR can be found on the Graduate School web site:

http://grad.msu.edu/gsrr/
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: [http://www.grad.msu.edu/funding/](http://www.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 – http://www_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) –
http://grad.msu.edu/gsrr/
Institutional Review Board –
http://www.humanresearch.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.
<table>
<thead>
<tr>
<th>COURSES</th>
<th>FALL</th>
<th>SPR</th>
<th>SUM</th>
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<tbody>
<tr>
<td>MKT 805 – Marketing Management CC</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>ADV 823 – Consumer Behavior Theories AC</td>
<td>X</td>
<td>X</td>
<td></td>
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<td>ADV 826 – Advertising and Promotion Mgt AC</td>
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<tr>
<td>ADV 830 – Seminar in Social Marketing E</td>
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<td>X</td>
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<tr>
<td>ADV 836 – Innovations in Strategic Communications E</td>
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<td>X</td>
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<tr>
<td>ADV 843 – Strategic Brand Communication E</td>
<td></td>
<td></td>
<td>X</td>
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<tr>
<td>ADV 846 – Management of Media Programs E</td>
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<td>X</td>
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<tr>
<td>ADV 850 – Public Relations Management PRC</td>
<td>X</td>
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<td></td>
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<tr>
<td>ADV 855 – Theories of Public Relations PRC</td>
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<tr>
<td>ADV 860 – Media Relations PRC</td>
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<td>X</td>
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<tr>
<td>ADV 865 – Advertising &amp; Society AC</td>
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<tr>
<td>ADV 870 – International Advertising E</td>
<td></td>
<td></td>
<td>X</td>
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<tr>
<td>COM/ADV 803 – Intro to Quantitative Research Methods CC</td>
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<td>X</td>
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<td>ADV 890 – Independent Study E</td>
<td>X</td>
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<td>ADV 892 – Special Topics E</td>
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<tr>
<td>ADV 893 – Internship E</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

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
Directions: A completed and fully approved form must be turned into the MA Studies office by the end of the 8th week of your first semester.

Name: ___________________________________________ PID: A ____________

Email: ___________________________________________

Date Admitted: ______________ Status: ______ Provisional ______ Regular

---

**Provisional Requirements**  *These courses do not count towards your degree.*

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Credits</th>
<th>Semester</th>
<th>Grade</th>
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**Required Courses**

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<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Credits</th>
<th>Semester</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>MKT 805</td>
<td>Marketing Management</td>
<td>3</td>
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<tr>
<td>ADV 823</td>
<td>Consumer Behavior Theories</td>
<td>3</td>
<td></td>
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<tr>
<td>ADV 826</td>
<td>Advertising and Promotion Management</td>
<td>3</td>
<td></td>
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<tr>
<td>ADV 865</td>
<td>Advertising and Society</td>
<td>3</td>
<td></td>
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</tr>
<tr>
<td>COM/ADV803</td>
<td>Intro Quantitative Research Methods</td>
<td>3</td>
<td></td>
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</tr>
<tr>
<td>ADV 899</td>
<td>Master’s Thesis Research (Plan A students only, 4-8 credits)</td>
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</table>

**Total:** 15 or ___

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**Electives (15 credits from those listed below or approved by your adviser)**

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Credits</th>
<th>Semester</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>ADV 420/ADV 892</td>
<td>New Media Driver’s License</td>
<td>3</td>
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<tr>
<td>ADV 830</td>
<td>Seminar in Social Marketing</td>
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<td>Media Innovations</td>
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<td>ADV 843</td>
<td>Strategic Brand Communication</td>
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<td>ADV 846</td>
<td>Media Strategy</td>
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<tr>
<td>ADV 850</td>
<td>Public Relations Management</td>
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<tr>
<td>ADV 860</td>
<td>Media Relations</td>
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<td>ADV 870</td>
<td>International Advertising</td>
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<tr>
<td>ADV 890*</td>
<td>Independent Study</td>
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<tr>
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<td>Internship</td>
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*Limit of 6 credits in ADV 890 or ADV 893, not more than 6 credits combined may be counted towards the degree.  **Limit of 9 credits ADV 892.

**Total:** ____

Continued on other side
Plan A  Thesis (ADV 899 4-8 credits).

Thesis proposal due ______

(normally 1 semester prior to graduation)

Plan B  Culmination Experience

Supervised Course to be used for the poster presentation: _______

TOTAL CREDITS

(MUST EQUAL AT LEAST 30)

Program Schedule by Semester

<table>
<thead>
<tr>
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<th>Year</th>
<th>Courses</th>
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Academic Adviser’s Signature ___________________________ Date __________

Director of Graduate Studies Signature ___________________________ Date __________

MAKE A COPY FOR YOUR OWN RECORDS!
Directions: A completed and fully approved form must be turned into the MA Studies office by the end of the 8th week of your first semester.

Name:___________________________________________________ PID: A ___ ___ ___ ___ ___ ___ ___

Email:_________________________________________________

Date Admitted:__________________________ Status:  _________ Provisional   _________  Regular

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Total: ___

Continued on other side
Name:___________________________________________________ PID: A ___ ___ ___ ___ ___ ___ ___ ___

___ Plan A Thesis (ADV 899 4-8 credits).
   Thesis proposal due ______
   (normally 1 semester prior to graduation)

___ Plan B Culmination Experience
   Supervised Course to be used for the poster presentation: _______

TOTAL CREDITS _______
(MUST EQUAL AT LEAST 30)

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_________________________  ____________
Academic Adviser’s Signature                     Date

_________________________  ____________
Director of Graduate Studies Signature                     Date

MAKE A COPY FOR YOUR OWN RECORDS!
College of Communication Arts & Sciences
Department of Advertising + Public Relations

THESIS PROPOSAL APPROVAL FORM (6/13)

Date: __________________

Student Name: _________________________________

Student Number: _______________________________

Student Email: _________________________________

The attached thesis proposal is approved, and the candidate is accepted under Plan A status.

___________________________________   ____________ _______________________
Chairperson of Thesis Committee (Printed)      Signature    Date

___________________________________   ____________ _______________________
Second Faculty Advisor Signature (Printed)      Signature    Date

___________________________________   ____________ _______________________
Third Faculty Advisor (Printed)       Signature    Date

___________________________________   ____________ _______________________
Director of Graduate Studies (Printed)      Signature    Date

___________________________________   ____________ _______________________
Department Chairperson        Signature     Date

**Please attach a copy of the approved proposal and return to Rachel Iseler, Academic Student Services Offices for ADPR, in 425 Com Arts.**
Michigan State University  
Department of Advertising + Public Relations  
Results of M.A. Thesis Oral Examination (6/13)

Student Name:____________________________________   PID: A ___  ___  ___  ___  ___  ___  ___  ___

Major:________________________________

Title of Thesis:___________________________________________________________________________________

______________________________  Date of Defense:__________________  
(You must be enrolled for at least 1 credit)

Results

______ The thesis is satisfactory. The grade is ____________.

______ The thesis is not satisfactory, student needs to do the following:

______________________________________________________________________________

______________________________________________________________________________

______________________________________________________________________________

The thesis has been revised as instructed and is now satisfactory.

Date:____________  Grade:____________  ________________________________  
(Thesis Chair Signature)

______ Thesis is rejected. We recommend: _____________________________________________

Committee Members:

Chairperson of Thesis Committee (Printed)  
Signature  Date

Second Faculty Advisor Signature (Printed)  
Signature  Date

Third Faculty Advisor (Printed)  
Signature  Date

Director of Graduate Studies (Printed)  
Signature  Date

Department Chairperson  
Signature  Date
Department of Advertising + Public Relations
Student Request for Graduate Office Scholarship Travel Funding
Submit this application to Dr. Linda Good (309 CAS)

Student Name: ______________________     Student PID: A ___  ___  ___  ___  ___  ___  ___  ___

Date of Request: ______________   Date of Travel: ______________   Email:__________________

Name of conference:
________________________________________________________________________________

Location of conference:
________________________________________________________________________________

Are you presenting:
YES  NO

If yes, title of presentation (Please attach letter of acceptance.) :
________________________________________________________________________________

Authors (In order.):
________________________________________________________________________________

Amount you are requesting: $ _____________ (Attach budget.)

------------------------------------------------------------------------------------------------------------------------
Travel funds are available on a first come, first serve basis. * Typical amounts for travel include:
   Domestic travel, not presenting: $250
   Domestic travel, presenting: $500
   International travel, presenting: $750
* Amounts listed are an example of typical awards. All awards are individually assessed and dollar amounts may vary.

Each case is reviewed on an individual basis, and the department reserves the right to deny requests for funding. Students may apply for multiple awards for multiple conferences.

For Office Use Only:

Award Status: _____ Approved        Amount: $______________

      _____ Denied: (reason)

___________________________________________________  ______________
ADPR Chairperson  Date