

School of Media & Communication



2017 - 2018
Graduate Student Handbook
For Students in the Master of Arts in
Media and Communication Degree
With a Specialization in Strategic Communication

Table of Contents

Mission	3
Program of Study for Master of Arts in Media and Communication Degree With a Specialization in Strategic Communication	3
Time to Complete Degree Program	3
Course Load	4
Transfer of Credits/Course Waiver	4
Graduate Orientation	4
Style Guidelines	4
Forms	4
Degree Audit Report System	4
Academic Honesty Policy	4
Probation & Dismissal	5
Consensual Amorous Relationship Policy	5
Incomplete Coursework	6
Graduation	6
Advising	6
MA Comprehensive Exam Option	6
MA Project Option	8
Important Dates	10
Schedule of Courses	11
MA Program Check Sheet	12
MA Exam/Project Approval Form	13
MA Exam Schedule Form	14

Mission

The mission of the School of Media and Communication (SMC) at Bowling Green State University is to promote and extend the study of communication processes ranging from interpersonal transactions, development and health communication, rhetoric, social movements, to mass-mediated communication, emerging media, cyber culture and computer-mediated communication. The School endeavors to create a premier learning community for master's and doctoral students by promoting graduate student participation in regional, national and international conferences, forums, and journals.

The School maintains numerous partnerships to nurture collaborative teaching, innovative research, and significant public service. With a tradition of excellence in graduate study dating back to the 1950s, the faculty, staff, and students of the School of Media and Communication look forward to contributing to today's media and communication scholarship as well as its education and practice. The graduate program of the School of Media and Communication (SMC) is known for its excellent placement records; its balance in teaching, research, and service; and the diversity of its student body. The key commitment of the SMC faculty is to motivate and educate students to be independent intellectual leaders and professionals.

Master of Arts in Media and Communication Degree with a Specialization in Strategic Communication

The field of media and communication is constantly changing. Professionals who desire to continue or pursue a career in the field are expected to be aware of and informed about the latest trends in order to advance in their current positions or explore new career opportunities. The Master of Arts in Media and Communication degree with a specialization in Strategic Communication refreshes, solidifies, and upgrades the undergraduate knowledge base, allowing students to

prepare for the challenges they will encounter in their professional careers. As a result, graduates of the program will be equipped with up-to-date knowledge and skills in media and communication.

BGSU's School of Media and Communication has a long track record of successful graduate education, having produced communication managers at major corporations and faculty at colleges and universities throughout the region. It also has a strong network of alumni, as well as an advisory board composed of highly accomplished industry leaders.

The graduate program in Strategic Communication offers courses in an innovative, blended format that includes online and monthly face-to-face classes at BGSU's Levis Commons location in Perrysburg, Ohio. Monthly meetings during the first year of study are designed to maximize peer-to-peer learning and networking opportunities among professionals enrolled in the program.

The specialization is designed for media and communication professionals working in corporations, non-profit organizations and media companies as corporate communications officers, marketing communication specialists, and communication managers.

Graduates of the Master of Arts in Media and Communication Strategic Communication Specialization will have a greater appreciation for the role that communication plays in organizational life and understand research-driven strategic planning and evaluation of a public relations program. They will also understand different types of social media and their application in campaigns.

Time to Complete Degree

The Specialization in Strategic Communication is a part-time program designed to be completed in six semesters. Students can elect to complete the program full-time.

MA students must complete all their degree requirements in 6 years. After the passage of that time limit, courses taken before 6 years each for MA students must be revalidated by the Graduate College.

Course Load

Most Media & Communication (MC) classes are three credit hours. Students who are currently working their way through coursework typically enroll in 6 hours (2 courses) in the fall and spring semesters and 3 credit hours (1 course) in the summer session. Once a graduate student begins work on the master project, s/he must be continuously enrolled in project hours during fall and spring semesters until graduation. Otherwise, the student will have to apply for readmission to the Graduate College and pay for the requisite credits then.

Transfer of Credits/Course Waiver

Students are eligible to apply for up to 9 hours of transfer credit from another accredited master's program or from BGSU graduate-level classes completed as an Advanced Undergraduate or Non-Degree Graduate Student. Should a student receive a waiver for a particular course, s/he will need to complete an elective course to make up the overall credit hours required. Waivers must be requested in writing, which should be submitted with proper documentation of prior coursework to the Graduate Coordinator.

Graduate Orientation

All incoming graduate students are encouraged to participate in the SMC new student graduate orientation.

Style Guidelines

Scholarly style and convention should be followed in all written work in Media and Communication. The manual used should be appropriate to the subject matter. The latest editions of the *American Psychological Association's Publication Manual*, Turabian's *A Manual for Writers of Term Papers, Theses, and Dissertation*, the *Modern Languages Association Handbook* and *The Chicago Manual of Style* are acceptable manuals. However, if an instructor requires a specific style guide,

students should follow as required by the instructor.

Forms

All forms mentioned herein can be found on the BGSU Graduate College Website (<http://www.bgsu.edu/graduate/documents-and-forms.html>) or SMC website (<http://www.bgsu.edu/smcgrad>). All forms that go to the Graduate College must go through the Graduate Secretary in the School office. Students are strongly encouraged to keep a copy of completed and signed forms in their personal records.

Degree Audit Proposal Report System (DARS)

While completing coursework, graduate students need to make appointments with their advisor to go over their DARS report. Students should do this each semester (fall and spring). During their discussion with their advisor, students should go over the courses that they have taken, and which degree requirements that they fulfill. They should also discuss the courses that they will take in order to complete other degree requirements.

Academic Honesty Policy

The graduate program of the School of Media and Communication is committed to the University's standards on academic honesty as expressed in the University Charter and Student Code. This statement supplements those provisions. As these documents note, cheating and plagiarism are destructive to the central purpose of the University and never tolerated.

Policy Definitions

As defined in the charter and code, violations of academic honesty include:

Plagiarism: Representing the words or ideas of another as one's own in any academic exercise.

Cheating: Using or attempting to use unauthorized materials, information or study aids in any academic exercise.

Fabrication: Falsification or invention of any information or citation in any academic exercise. **Facilitating Academic**

Dishonesty: Helping or attempting to help

another commit an act of academic dishonesty.

Policy Applications for Media and Communication Graduate Students

A. Students must always be very careful to acknowledge any kind of borrowing that is included in their work, not only in words but ideas. Acknowledgment of whatever is not one's own work is the proper and honest use of sources. Ignorance of citation style is no excuse. Style manuals provide extensive information on appropriate forms of citation.

B. Unless explicitly permitted by the professor, students shall not submit any work that the student himself/herself prepared for any other purpose, including work prepared for other classes or for other degree programs.

C. Unless explicitly permitted by the professor, students must work independently on examinations. Consultations with other students or other individuals over the content of exams are forbidden. All information provided in response to examination questions that are not the student's own work must be fully credited to its source.

D. The use of professional term paper services or research services is always forbidden.

E. Students are always responsible for the data collection and analysis in works that they represent as their own, unless the work in question is explicitly credited to the source.

F. Students should take great care to comply with professional standards in regard to submission of their work to professional conferences and journals.

Enforcement & Penalties

Faculty members will report every instance of academic dishonesty to the Graduate College and keep the Graduate Coordinator informed in the process. At BGSU, students who plagiarize are subject to penalties described in the student code, ranging from failure on an assignment to dismissal from the University.

Probation & Dismissal

It is possible for a student to lose funding at the end of a semester and be placed on

academic probation (without funding) for the subsequent semester. Graduate students are required to demonstrate "satisfactory progress toward the degree" in order to maintain a teaching, administrative, or research assistantship.

Failure to make satisfactory progress normally results in academic probation and may lead to dismissal from the graduate program. Satisfactory progress means that a graduate student must maintain a cumulative GPA of 3.0 or higher. This GPA requirement applies to all graduate students at BGSU, including those who are currently enrolled as non-degree seeking students. Unsatisfactory progress is also indicated by the accumulation of two or more C's, a D, or an F. Students who are placed on or continued on probation will be notified in writing by the Graduate College.

In general, students should not remain on probation for more than two semesters; if satisfactory progress seems unlikely after one or two semesters on probation, the student is likely to be dismissed from the program.

Consensual Amorous Relationships Policy

On June 22, 2007, the Board of Trustees of BGSU approved the statement below to cover all university employees:

"The university takes seriously its duty to provide a place to study and work free of situations that may be construed as abuse of authority, an inappropriate conflict of interest, preferential treatment, or other unprofessional and unethical conduct. The policy below is established in order to avoid such instances.

1. Within the University community, supervisors and faculty are not to have supervisory, evaluative, instructional, coaching, advisory, or other relationships with students or employees with whom they have or have had a consensual amorous relationship.

2. If an amorous relationship exists or develops, the faculty or staff member of superior rank must disclose the relationship to his/her immediate supervisor in a timely manner. The supervisor will then take steps to make alternate arrangements affecting one or both parties, to effectively

discontinue any supervisory, evaluative, instructional, coaching, advisory, or other formal connections between them. If possible, such arrangements should be made in ways that respect the interest of all involved and will not be prejudicial toward or against either party.

3. The decision of an immediate supervisor may be appealed by either or both parties to the next higher administrative level.

4. Disclosure is the responsibility of those who engage in, or are about to engage in, amorous relationships within the University community. Failure to abide by this policy may result in disciplinary actions taken against any negligent party. The range of disciplinary actions would depend upon the circumstances and culpability of those involved. Disciplinary actions may include, but are not limited to, a verbal warning, a letter of warning, temporary reassignment, temporary suspension or other measures, as the case may warrant. The imposition of faculty sanctions beyond the written warning should abide by the policy on sanctions contained elsewhere in the Academic Charter. Disciplinary actions regarding administrative staff and classified staff are administered by the Office of the Executive Vice President; disciplinary actions regarding faculty are administered by the Office of the VPAA/Provost." [Source: *A Handbook of Commonly Shared Employment Policies for BGSU faculty, Administrative and Classified Staff 10/07*]

Incomplete Coursework

The School of Media and Communication follows the policy of the Graduate College regarding incomplete coursework. The policy, applied to both degree and non-degree seeking students, is as follows: An INC (incomplete) may be given only when, for some justifiable reason, a student fails to take the final examination or to fulfill a specified requirement in a course. An INC may be removed and a grade substituted if the student completes course requirements to the satisfaction of the instructor prior to the deadline established by the Graduate College. The Graduate College deadlines for removal of incomplete grades for the respective academic semesters are:

- Fall semester: June 1
- Spring semester: September 1
- Summer semester: January 1

However, an individual instructor may come to an agreement with his or her student for an earlier deadline for removal of an incomplete grade.

The graduate dean designee has the authority to extend the deadline for an incomplete. The student must petition the graduate dean designee for such consideration in writing and prior to the expiration of the deadline. The instructor's support is required for approval of the request.

For courses taken S/U, any mark of INC not removed by these deadlines will change to U. For courses taken for a letter grade, any mark of INC not removed by these deadlines will change to F. A student cannot graduate with a grade of INC.

Graduation

Students must apply for graduation early in the semester they plan to graduate. Students file the form directly with the Graduate College. Students are eligible for graduation if they have fulfilled all their academic program requirements and met all the Graduate College deadlines and have applied for graduation.

Advising

The Program Coordinator for the strategic communication specialization is the Advisor for graduate students in the program.

MA Comprehensive Exam Option

The comprehensive exam for the StratCOMM degree will be given twice a year – the first week in April and the second week in November. In preparation for the comprehension exam, students must enroll in MC 6980 during the semester in which they wish to take the comprehensive exam. The MA comprehensive examination consists of four one hour questions: One on MC 6000, one on a methods course (either MC 6300 or MC 6400), and two on MC courses the student selects in consultation with his/her advisor. Students must be tested over courses by at least three different professors. In the second year, students consult with their advisor to select

courses as the topic areas for their exams. Students need to confirm with each faculty member that they are willing to write a comprehensive exam question for them. Students should then prepare the *Examination Schedule Form*. The form needs to identify which courses the questions will cover, which faculty member will write the question, which topic, and the semester the exam will be taken. The form should be submitted first to the advisor, then to the Graduate Coordinator. Along with the schedule, students should also submit the *Comprehensive Final/Project Approval Form*. Both forms must be submitted to the office by the specified deadlines: schedules are due by Sept. 15th for a fall comprehensive exam and Feb. 15th for a spring exam if the schedule is not turned in by the deadline, it will be considered submitted for the following semester.

Preparing for the exam, students are encouraged to correspond with the faculty members writing questions to discuss the topic area and the faculty member's expectations. Faculty members writing questions have to submit their questions at least one week in advance to the Graduate Secretary. One week prior to the exam, the students should check with the Graduate Secretary to ensure that their exam questions are on file.

Questions for the comprehensive exam will be available on the MC 6980 Canvas site beginning at noon EST on the Friday of the start of the exam. Answers to the questions must be submitted on the Canvass site by noon EST on Monday. If answer submission is late (submission time is recorded by Canvas), the exam will not be graded, and the student must re-take the comprehensive exam the next semester. Opening the comprehensive exam question file counts as the first attempt. The answers to the questions will require critical thinking skills and must be addressed in adequate scope and depth for a passing grade. Answers must be supported with reference and properly cited; however, no reference page is required. Each question should be five to 10 pages double spaced. Answers will be evaluated on organization, paragraph

development, punctuation and grammar. Consultation with another person in any manner, e.g. in person, phone, text, Twitter Facebook, etc., for help answering the questions is strictly prohibited. Students may not ask questions about the exam once the exam time begins.

Under the supervision of the Graduate Coordinator, the Graduate Secretary distributes copies of the student's exam answers to the faculty readers. Faculty readers are expected to return their responses within two weeks after receipt of the exam answer.

Once the faculty readers have turned in their report/evaluation to the Graduate Secretary, students may request from the Graduate Secretary a copy of the faculty response cover sheet and to review their exams. The original exam, the faculty copies of the exam and the cover response sheet remain in the School of Media and Communication at all times.

The professor who wrote the question and at least two other faculty selected by the Graduate Coordinator will read each question. For the students to pass, a majority of the readers must vote to pass them on each of the four questions. Any student who does not pass one or more of the questions may, upon recommendation of the program's Graduate Coordinator and approval of the dean designate of the Graduate College, be granted permission to retake the second examination of the course(s) he or she failed. Upon failing a second examination, the student is dropped from the program.

The retake examination committee will consist of the original faculty body who evaluated the student's first examination. Each committee member will evaluate the answer(s) independently and report pass or fail to the Graduate Coordinator who will compile all the results and then file them with the Graduate College.

MA Project Option

The option may be elected to fulfill degree requirements by students whose professional-academic goals are more appropriately served by a project rather than an exam. Completion of the MA project demonstrates that a student is sufficiently acquainted with research/creative methods to replicate or supplement existing research, or undertake original research or creative scholarship. As an expression of graduate-level study, the project should achieve a creative or intellectual rigor that far surpasses an undergraduate “honors” or “capstone” experience.

Project Information

Timeline / Process:

- Develop a plan of action with your advisor
- Develop the project proposal with guidance from your advisor
- Present the proposal to your advisor
- Obtain advisor approval of proposal (they sign the proposal title page)
- Submit the signed title page to the graduate coordinator no later than the semester prior to graduation.
- Create project - there are a variety of formats for the final project depending on your objectives (e.g., handbook, marketing plan, and video)
- All projects also must include a written paper that contains:
 1. A rationale connecting the project to the scholarly/professional literature (e.g., a review of literature)
 2. A description of the project
 3. The results of the project
 4. An evaluation of the project outcomes
 5. A personal reflection on the experience of conducting the project.

Submission of completed project:

- Advisor submits a final draft to turnitin via Canvas
- Advisor submits a signed title page to Graduate Coordinator
- Graduate Coordinator signs and sends a Master's Plan 2 form to Graduate Office
- Upon advisor approval of the turnitin draft, submission of the error-free

project to be uploaded to Scholarworks

Project Proposal

Before proceeding with the development of a Plan II project, the student must develop and present a proposal and receive written approval to proceed. Ensure the student has properly reviewed existing literature and/or appropriate foundational material, has selected a topic that is suitable for graduate study in project form, and has designed a suitable plan to both initiate and complete the project according to SMC standards.

Project Content and Design Elements

MA projects can take various forms including, but not limited to the following: digital humanities project; documentary video; screenplay or teleplay; application of new or emerging communication or media technology; original television series or pilot; research-centered photojournalism essay; in-depth, coherent series of investigative journalism reports; an extensive community outreach project related to health care or strategic communication; comprehensive website focused on a coherent theme; an applied communication project in organizational or health communication; or work of creative scholarship, for example, that could be accepted by the Performance Studies Division of the National Communication Association, the Festival of Media Arts of the Broadcast Education Association, or a similar juried competition.

In all cases, the MA project must be significant and unique and should include theoretical/creative foundations pertinent to the topic. Although this may not be theoretical in the form of a thesis, it must still be produced within a scholastic and/or creative context and having equivalent rigor. The project requires a literature and/or media review; a statement of purpose or research question; expression of what the project intends to deliver to the field of media and communication; a consideration of the ultimate audience; the actual project elements, which may take various forms; a proposed schedule for completion; and, in

addition to the proposal and final project elements,

Master's Project Hours Enrollment

Enrollment should be done through MC 6910 (1-3 S/U) with the signatures of advisor and Graduate Coordinator. A maximum of three credit hours will count toward the degree.

Project Submission

The student should prepare an electronic copy of the final approved project and upload the copy on the [SMC MA Project section of ScholarWorks@BGSU](http://scholarworks.bgsu.edu/ms_smc/) (http://scholarworks.bgsu.edu/ms_smc/)

Important Dates & Deadlines

September 1

Spring semester incomplete grade due

September 15

Fall comprehensive exam application due

September 18

Last day to apply for December graduation

2nd Friday of November 10th (noon) through Monday, November 13th (noon)

Fall MA comprehensive exams

December 15

Commencement

January 1

Summer semester incomplete grade due

January 26

Last Day to apply for May graduation

February 15

Spring comprehensive exam application due

1st Saturday of April 6th (noon) through Monday, April 9th (noon)

Spring MA comprehensive exams

May 4

Commencement

June 1

Fall semester incomplete grade due

Courses for 2017-2018 & 2018-2019
(Courses are subject to change)

Fall 2017:

- MC 5040: Communication & Conflict
- MC 5080: Intercultural Communication
- MC 5090: International Communication
- MC 5610: Audience Research
- MC 5630: Media Programming
- MC 6000: Introduction to Media & Communication
- MC 6400: Humanistic Research Methods (Hybrid; at Levis Commons)
- MC 6530: Interpersonal Communication
- MC 6550: Organizational Communication
- MC 6552: Social Media Seminar
- MC 6980 Comprehensive Exam (100% online)

Spring 2018:

- MC 5040: Communication & Conflict
- MC 5080: Intercultural Communication
- MC 5090: International Communication
- MC 5640: Practicum in Interactive & Online Media
- MC 5700: Electronic Surveillance & Privacy
- MC 6300: Social Scientific Research Methods (Hybrid; at Levis Commons)
- MC 6551: Public Relations Research & Practice
- MC 6553: Advertising Research & Practice
- MC 6910 Master's Project Research (100% online)
- MC 6980 Comprehensive Exam (100% online)

Summer 2018:

- MC 6000 Intro to Media & Communication (Hybrid; at Levis Commons)
- MC Electives TBA

Fall 2018:

- MC 5040: Communication & Conflict
- MC 5080: Intercultural Communication
- MC 5090: International Communication
- MC 6300: Social Scientific Research Methods (Hybrid; at Levis Commons)
- MC 6552: Social Media Seminar
- MC 6980 Comprehensive Exam (100% online)

Spring 2019:

- MC 5040: Communication & Conflict
- MC 5080: Intercultural Communication
- MC 5090: International Communication
- MC 6100: Philosophical Foundations
- MC 6400: Humanistic Research Methods (Hybrid; at Levis Commons)
- MC 6551: Public Relations Research & Practice
- MC 6553: Advertising Research & Practice
- MC 6910 Master's Project Research (100% online)
- MC 6980 Comprehensive Exam (100% online)

Summer 2019:

- TBA

MA Program Study Check Sheet

Taken	Semester	Hours	Course Title
<input type="checkbox"/>	_____	3	MC 6000: Introduction to Media & Communication (Blended)
<input type="checkbox"/>	_____	3	MC 6300: Social Scientific Methods (Blended)
<input type="checkbox"/>	_____	3	MC 6400: Humanistic Methods (Blended)
<input type="checkbox"/>	_____	3	MC 6550: Organizational Communication
<input type="checkbox"/>	_____	3	MC 6551: Public Relations Research & Practice
<input type="checkbox"/>	_____	3	MC 6552: Social Media Seminar
<input type="checkbox"/>	_____	3	MC 6553: Advertising Research & Practice
<input type="checkbox"/>	_____	3	MC Elective _____
<input type="checkbox"/>	_____	3	MC Elective or any other Graduate 6000 Course
<input type="checkbox"/>	_____	3	MC 6910 Master Project, OR MC 6980 Comprehensive Exam
		_____	TOTAL HOURS COMPLETED (30 minimum)

The Master of Arts in Media and Communication Degree with a Specialization in Strategic Communication comprises 30 credit hours, which can be earned by taking three required courses (MC 6000; MC 6300; MC 6400), four specialization courses (MC 6550; MC 6551; MC 6552; MC 6553), and two elective courses (one MC course; one BGSU graduate course), as well as completing one MA project (MC 6910) or MC 6980 Comprehensive Exam.

**MASTER'S PLAN II REPORT
(COMPREHENSIVE EXAM/PROJECT APPROVAL)**

Name: _____

Field of Study: _____ **BGSU ID:** _____

Degree: _____ Select from drop down menu: _____

Results of the Comprehensive Exam Date of Examination: _____

Passed

Failed

First Attempt

Second Attempt

Approval of Special Project Date of Project Approval: _____

Departmental _____
Approval (Graduate Coordinator) Date

DEFINITIONS AND EXPLANATIONS

Note 1: See the *Graduate Catalog* for complete regulations pertaining to the Master's, degree.

Note 2: In all instances, the signature of the departmental graduate coordinator indicates that appropriate departmental policies and procedures have been followed.

At the conclusion of the comprehensive examination or after the special project has been completed, the committee determines if the student has passed or failed and submits this completed document to the Office of Registration and Records, 110 Administration Building.

**EXAMINATION SCHEDULE
SCHOOL OF MEDIA and COMMUNICATION**

M.A. COMPREHENSIVE EXAM

Student: _____ Adviser: _____

Semester: _____ Local Phone #: _____

OTHER FORMS ARE REQUIRED FOR SCHOOL AND GRADUATE COLLEGE OFFICES.

Faculty/Testers: If faculty member is providing two questions, list that person twice. List course or area of test and time allotted for each question.

Faculty (Instructor of Record):

Course: (ex: MC6000 – Intro to Media and Communication)

