



Master's Degree in Media and Communication

with a specialization in

Strategic Communication and Social Media

2019-2020 Graduate Catalog

1. [Bowling Green State University](#)
2. [Graduate College](#)
3. [Catalogs, Policies, and Procedures](#)
4. [2018-2019 Graduate Catalog](#)
5. Media and Communication - 2018-19 Graduate Catalog

Director: Laura Stafford

Graduate Coordinator: Emily Anzicek

Address: 306 Kuhlin Center

Phone: 419-372-8349

E-mail: smcgrad@bgsu.edu

Program Web Page: [Media and Communications Program Website](#)

Mission

The School of Media and Communication brings together three distinct, synergistic intellectual disciplines, through research, teaching, and service, to be a leader in developing the knowledge, skills, and values critical to civic and global engagement. The School connects and enhances undergraduate and graduate educational experiences to prepare students for lifelong growth and leadership. Its mission is to offer quality education -- enriched by co-curricular opportunities and evolving communication technologies -- that prepares students to achieve professional success, communicate effectively, contribute to their communities, and engage globally in relationships with individuals, governments, businesses, and non-profit and civic organizations.

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 with a Specialization in Strategic Communication and Social Media

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.

Course work 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 and Social Media offers courses in BGSU's ecampus program. All courses are 100% online.

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

Candidates must complete a minimum of 30 hours of graduate credit, including a minimum of three hours of comprehensive exam options and need to pass a written comprehensive examination. In the comprehensive examination for the master's degree, candidates are expected to demonstrate apt knowledge of the discipline of media and communication. The

Specialization in Strategic Communication is a part-time program designed to be completed in five or 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 the six year mark must be revalidated by the Graduate College.

Course Load

All Media & Communication (MC) classes are three credit hours. Students typically enroll in 6 hours (2 courses) in the fall, spring semesters and summer session. MC 6980 (readings for comprehensive exams) is also 3 credit hours.

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 BGSU's orientation events.

Forms

All forms mentioned can be found on the BGSU Graduate College Website (<http://www.bgsu.edu/graduate/documents-and-forms.html>) or SMC website (<https://www.bgsu.edu/arts-and-sciences/media-and-communication/downloads-forms.html>).

Degree Audit Proposal Report System (DARS)

Graduate students review their DARS report each semester. They should consult with the academic advisor of the program before registering for classes. Students will receive an email from e-campus with a special registration app for e-campus students

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

Funding is not typically available for this program. However, if a student was awarded funding, 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.

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.

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.

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

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

The comprehensive exam will be given twice a year – the second weekend in April and the second weekend 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 questions: One on MC 6001, one on a methods course (either MC 6301 or MC 6401), and two MC courses of your choosing. However, students must be tested over courses by at least three different professors.

Students should then prepare the *Examination Schedule Form*. The form needs to identify which courses the questions will cover, the faculty member you took the course with, and the semester the exam will be taken. The form should be submitted to the graduate secretary. 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.

Students should 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* (found on the SMC website). 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 to the graduate secretary. 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 either be available on the MC 6980 Canvas site or be emailed directly to the students beginning at noon EST on the Friday of the start of the exam. Answers to the questions must be submitted by noon EST on Monday. If answer submission is late (submission time is recorded by Canvas or email received by the graduate secretary), the exam will not be graded, and the student must re-take the comprehensive exam the next fall or spring semester. In the comprehensive examination for the master's degree, candidates are expected to demonstrate apt knowledge of the discipline of media and communication.

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 one other faculty member selected by the Graduate Coordinator will read each question. For students to pass, both readers must recommend a passing score for every question. If the readers are split in their grade, a third reader is selected by the Graduate Coordinator. 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 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.

Coursework

Required Courses (3 credit hours each):

- MC 6001: Strategic Communication
- MC 6301: Quantitative Methods for Strategic Communication
- MC 6401: Qualitative Methods for Strategic Communication
- MC 6551: Public Relations Research & Practice
- MC 6553: Advertising Research & Practice
- MC 6550 Organizational Communication
- MC 6552 Social Media Seminar
- MC 6980 Comprehensive Exam

Electives:

- Six credit hours of electives must be completed. Three of those six hours must be MC courses. Electives should be chosen in consultation with the program coordinator.

