

DIVISION OF BUSINESS AND PROFESSIONAL STUDIES



DEPARTMENT OF BUSINESS (ACC, BUS, CIS, FIN, HRM, MGT, MKT, SMG)

MISSION STATEMENT

The mission of the Department of Business is to prepare young men and women for lives of ethical service and professional achievement in a competitive world. We achieve this mission by providing a challenging and innovative business program to compliment a liberal arts education in an environment that reflects Christian principles and high moral and ethical standards.

ACADEMIC OPPORTUNITIES

Students who seek the Bachelor of Business Administration degree may choose a major in accounting, business management, or sports management. The BBA provides a broad base of business training and the opportunity to focus on a particular discipline. A business concentration is also available under the Bachelor of Science degree in interdisciplinary studies. Minors in business, management, marketing, human resources, finance, and sports management are also available for most majors.

CAREER OPPORTUNITIES

The Rochester College BBA pays big dividends. Whether it's at a Fortune 500 multinational or a small business, professionals who hold the BBA are well-prepared to succeed in modern business. A business internship provides practical development and useful network contacts that lead to the right job after graduation.

Admission to the Department of Business

The following criteria for admission to the department of business apply only to students who first enrolled at Rochester College in the Fall 2010 semester or later. All students seeking a degree with a major in business must apply for and be admitted to the Department of Business. This process is separate from and in addition to the general admittance to Rochester College.

The following must be documented at the time of application:

- Minimum cumulative CGPA of 2.50 for all course work completed prior to application. (Transfer students: for purposes of admission to the School of Business, all grades from previous institutions will be calculated in the cumulative grade point average.)
- Completed a minimum 54 hours, including the following courses:
 - MGT 2603 Principles of Management
 - MKT 2503 Principles of Marketing
 - BUS 3003 Business Communication
 - BUS 2403 Macroeconomics
 - BUS 2413 Microeconomics
 - ACC 2113 Accounting I
 - ACC 2123 Accounting II
 - MAT 1103 Intermediate Algebra (or any higher level MAT)
 - MAT 2413 Statistics

- Must complete the Business Core courses listed above with a minimum CGPA of 2.50 or higher.
- Completed the Personal Background and Professional & Educational Goals sections of the portfolio

Application Process

1. Obtain the Application for Admission to the Department of Business form from your academic adviser.
2. Return application to the Business Department Chair before the appropriate application deadline.
 - Fall – Monday after Thanksgiving
 - Spring – Second Monday of April
3. The Admissions Subcommittee will review all candidates. All applicants will be notified of their admission status through a letter from the Department of Business.

Enrollment Prior to Application Processing

In order to register for upper-level business courses before your application has been fully processed, you must complete a Conditional Agreement to Register. This form may be obtained from your academic adviser.

DEGREE REQUIREMENTS

Business Core - All Business majors are required to take the business core in addition to their major or concentration course requirements.

Business Core	42
ACC 2113/2123 Accounting I& II	6
ACC 3223 Managerial Accounting	3
BUS 2403/2413 Macro and Microeconomics	6
BUS 3003 Business Communication	3
BUS 3033 International Business	3
BUS 3303 Business Law	3
BUS 4823 Business Strategy and Policy	3
BUS 4943 Ethics in Business	3
FIN 3203 Principles of Finance	3
MAT 2413 Elementary Statistics	3
MGT 2603 Principles of Management	3
MKT 2503 Principles of Marketing	3

BBA with Accounting Major

Students may choose a specialized career path in the accounting field. Options include preparation for the Certified Managerial Accountant Exam, Internal Auditor Exam, or continued education for the Certified Public Accountant Exam.

REQUIREMENTS FOR THE BBA IN ACCOUNTING	
General Education Core	46
Business Core (as defined on previous page)	42
Accounting Major	27
ACC 3113/3123 Intermediate Accounting I& II	6
ACC 3143 Cost Accounting	3
ACC 3213 Auditing	3
ACC 3313 Taxation	3
ACC 4133 Advanced Accounting	3
ACC 4223 Accounting Seminar	3
ACC 4313 Accounting Theory	3
CIS 2443 Advanced Business Applications	3
Electives (BUS 4813, COM 3533, PSY 2013, or other recommended)	13
TOTAL FOR ACCOUNTING MAJOR	128

MINORS FOR ACCOUNTING MAJORS

Business Management Minor – Requires the following 18 hours: MGT 2603, MKT 2503, MGT 3603, HRM 3613, HRM 3653, MGT 3713

Sports Management Minor – Requires the following 18 hours: SMG 2223, 2263, 3003, 3283, 4113 and 4253.

BBA with Business Management Major

Prepares students to achieve a high level of success in entry-level business jobs. Business Management students benefit from a broad base of accounting, economics, marketing, and management. Our Business Management students are well prepared to pursue employment after graduation or continue toward an MBA or other graduate program in a business discipline. Our students are encouraged to choose electives such as internship, foreign language, emerging nations to further enhance their business core.

REQUIREMENTS FOR THE BBA IN BUSINESS MANAGEMENT		
General Education Core		46
Business Core (as defined on previous page)		42
Business Management Major		27
MGT 3603 Organizational Behavior	3	
HRM 3613 Human Resource Management	3	
MGT 3713 Operations Management	3	
MKT 3533 Consumer Behavior	3	
MKT 3543 Integrated Marketing Communications	3	
MKT 4513 Marketing Management	3	
FIN 3253 Risk Management	3	
HRM 3653 Leadership Theory	3	
CHOOSE FROM ONE COURSE BELOW		
MGT 3683 Small Business and Entrepreneurship MGT 3703 Management Information Systems	3	
Electives (BUS 4813, COM 3533, PSY 2013, or other recommended)		13
TOTAL FOR MANAGEMENT MAJOR		128

MINORS FOR BUSINESS MANAGEMENT MAJORS:

Accounting Minor – Requires the following 18 hours: ACC 2113, ACC 2123, ACC 3113, ACC 3123, ACC 3223, ACC 3143.

Sports Management Minor – Requires the following 18 hours: SMG 2223, 2263, 3003, 3283, 4113 and 4253.

BBA with Sports Management Major

Prepares students for careers in fitness center management, sports public relations, recreation management, sports promotions, sports marketing, event management, and commercial/professional sports administration.

REQUIREMENTS FOR THE BBA IN SPORTS MANAGEMENT		
General Education Core		46
Business Core (as defined on page 111)		42
Sports Management Major		27
SMG 2223 Principles and Practices of Sports Administration	3	
SMG 2263 Managing Sports Organizations	3	
SMG 3003 Sports Marketing	3	
SMG 3283 Practicum in Sports Management	3	
SMG 4113 Legal Aspects of Sports	3	
SMG 4243 Ethics in Sports Management	3	
SMG 4253 Facility Design and Event Management	3	
Choose two from the following: SMG 3013 History and Philosophy of Sports SMG 3023 Recreation Management SMG 3033 Theory in Coaching SMG 3613 Emerging Issues in Sports Management SMG 3623 Special Topics in Sports	6	
Electives (BUS 4813, COM 3533, PSY 2013, or other recommended)		13
TOTAL FOR SPORTS MANAGEMENT MAJOR		128

MINORS FOR SPORTS MANAGEMENT MAJORS

Accounting Minor – Requires the following 18 hours: ACC 2113, ACC 2123, ACC 3113, ACC 3123, ACC 3223, ACC 3143.

Business Management Minor – Requires the following 18 hours: MGT 2603, MKT 2503, MGT 3603, HRM 3613, HRM 3653, MGT 3713

MINORS FOR NON-BUSINESS MAJORS

Business Management Minor – Requires the following 18 hours: ACC 2113, ACC 2123, MGT 2603, MKT 2503, MGT 3603, HRM 3613

Accounting Minor – Requires the following 18 hours: ACC 2113, ACC 2123, ACC 3113, ACC 3123, ACC 3223, ACC 3143

Sports Management Minor – Requires the following 18 hours: SMG 2223, 2263, 3003, 3283, 4113 and 4253.

DEPARTMENT OF TEACHER EDUCATION (EDU, RDG)

MISSION STATEMENT

The mission of the teacher education program at Rochester College is to prepare teachers with Christian values who can effectively serve in the diverse and challenging schools and global communities of the twenty-first century. Graduates of the program are teachers of understanding because they have gained a rich liberal arts education, acquired specialized knowledge in academic content areas, and completed a Professional Studies program. They are teachers with integrity because they have developed Christian values and high ethical standards. Lastly, they have hearts to serve because they have developed the attitudes and dispositions necessary to act as change agents in the diverse and challenging schools and communities in the twenty-first century.

ACADEMIC OPPORTUNITIES

Rochester College is authorized by the Michigan Department of Education to recommend teacher candidates to the state for certification. Candidates for Elementary Certification may major in one or more of the following content areas: Integrated Science Education, Language Arts Education, Elementary Math Education, and Social Studies Education. Secondary candidates may receive certification in one or more of the following content areas: Biology Education, English Education, History Education, Secondary Math Education, and Social Studies Education.

CAREER OPPORTUNITIES

Graduates who receive Elementary Certification may teach all subject areas in grades K-5 or in their major content areas in grades 6-8, and all subject areas in grades K-8 in self-contained classrooms. Graduates who receive Secondary Certification may teach in grades 6-12 in their major and/or minor content areas.

PROFESSIONAL CERTIFICATION

Since the process of becoming a teacher includes both a baccalaureate degree and professional certification, students must declare their intent as early as possible in order to plan with an education adviser. The advising process is a critical aspect of teacher preparation; for example, with some courses, it is possible to meet both General Education and Teacher Education requirements at the same time.

	Elementary	Secondary	
	Major	Major	Minor
Biology		x	x
English		x	x
History			x
Integrated Science	x		
Language Arts	x		
Mathematics	x	x	x
Social Studies	x	x	

Education advisers ensure that students have met all teacher preparation requirements, and work with each student to plan appropriate progress toward the completion of the majors and minors. Students who wish to pursue other content area majors and minors recognized by MDE should contact an education academic adviser to determine the best way to complete requirements. Endorsements in the content areas listed above are offered to post baccalaureate students seeking teacher certification. Post baccalaureate students must also meet all of the MDE's Standards, Rules, and Guidelines for Elementary and Secondary Provisional Certification. Students must complete the college's Christian Values requirement, a teachable major and/or minor and all coursework and field experiences in the Professional Studies component.

The Professional Studies component consists of 39-42 semester hours of coursework and field experiences that recognize the continuum of professional development from novice to master teacher. This component is offered in four sequentially structured phases that guide prospective teachers through the pre-service levels of the teaching profession.

PHASE 1: PRE-ADMISSION TO THE TEACHER EDUCATION PROGRAM

All students seeking Michigan Provisional Teacher Certification must apply for and be admitted to the teacher education program. The following must be documented at the time of application to Phase 1 for pre-admission:

- Completion of 60 hours with a minimum cumulative GPA of 2.70, with no grade below a "C" in the major, minor, and professional studies.
- Satisfactory completion of EDU 2202 Introduction to Education and EDU 2243 Educational Psychology with a minimum grade of C.

Criteria for admission to phase one of the Teacher Education Program include:

- Completion of an Application for Admission to Teacher Education.
- Demonstration of competency in writing.
- Submission of a completed Criminal Record Disclosure.

- Passing of the MTTC (Michigan Test for Teacher Certification) Basic Skills Tests in reading, writing, and mathematics and submission of scores to the Teacher Education Office.
- Submission of two evaluations to be completed by faculty in two of the following areas: education, major or minor area.
- Completion of an interview with the Education Admission Committee.
- Successful field placement evaluations from EDU 2201 Introduction to Education Field Experience and EDU 2241 Educational Psychology Field Experience.
- Compliance with all standards expected of the Rochester College campus community, as outlined in the Student Handbook and the College Catalog.

The application package will be reviewed by the Admission Subcommittee. All recommended candidates for pre-admission to the Teacher Education Program will be reviewed and approved by the Advisory Council at their meetings in December and May. Candidates will be notified of admission status through a letter from the Education department director.

The application package deadline for the fall semester is the Monday after Thanksgiving. The spring semester deadline is the second Monday of April. Pre-admission is valid for six years; however, changes mandated by the Michigan Department of Education may impose additional requirements during that time period.

PHASE 2: ADMISSION TO TEACHER EDUCATION PROGRAM AND STUDENT TEACHING

Student teaching is often considered the most exciting and demanding aspect of the Teacher Education Program. It is the final field experience; therefore, it is the doorway into the teaching profession. Prospective employers place a premium on the successful completion of student teaching.

The field placement sites for student teaching are established in the Instructional Design and Assessment course. With the approval of the mentor teacher and Coordinator for Student Teaching, placement for Instructional Design and Assessment will also be the student teaching placement. This requires completing the application process two semesters prior to student teaching.

The following requirements must be met prior to placement in the Instructional Design and Assessment course:

- Submission of an Application for Instructional Design and Assessment and Student Teaching Placement.
- Evidence of academic competency by a cumulative grade point average of 2.70 overall, in professional studies, and in the major and the minor, with no grade lower than a "C."
- Demonstration of standards expected of the Rochester College campus community, as outlined in the Student Handbook and the College Catalog.

Before beginning the student teaching experience, teacher candidates must complete the following:

- All courses and field experiences in professional studies (with the exception of EDU 4721/4821 Seminar), general education, the major and minor.
- Successful completion of all field experiences. The 60-hour field experience corresponding to Instructional Design and Assessment weighs heavily.
- Applicable subject area test(s) of the Michigan Test for Teacher Certification (MTTC).

Applicants for admission to the teacher education program and student teaching are reviewed and approved by the Teacher Advisory Council.

DEGREE REQUIREMENTS

BS with Elementary Education Certification Recommendation

Students may seek teacher certification at the elementary level. In addition to completing a content area major, students must complete the professional studies core and elementary education minor.

REQUIREMENTS FOR THE BS WITH ELEMENTARY EDUCATION CERTIFICATION RECOMMENDATION			
General Education Core (some major/minor courses may satisfy gen ed req)		28-35	
Content Area Major		30-41	
Professional Studies Core		39	
EDU 2201/2 Introduction to Education/Field Experience	3		
EDU 2241/3 Educational Psychology/Field Experience	4		
EDU 2262 Classroom Technology	2		
EDU 2283 Ethics and Philosophy of Education	3		
EDU 3223 Classroom Teaching Strategies	3		
EDU 3221 Classroom Teaching Strategies Field Experience	1		
EDU 3243 Teaching Exceptional Students	3		
EDU 3262 Teaching Across Cultures	2		
EDU 3271 Teaching Across Cultures Field Experience	1		
EDU 4253 Classroom Management Strategies	3		
EDU 4282 Foundations of Education	2		
EDU 4503 Instructional Design and Assessment	3		
EDU 4721 Student Teaching Seminar	1		
EDU 4728 Student Teaching	8		
Elementary Education Minor			34
EDU 2303 Fine Arts for the Elementary Teacher	3		
EDU 3313 Social Studies Foundations	3		
MAT 2213/2223 Math for Elementary Teachers I & II	6		
NSC 2314/2324 Science Foundations I & II	8		
PED 2113 Health & Phys Ed for Elementary Classroom Teacher	3		
RDG 3313 Children's Literature	3		
RDG 4304 Reading and Language Arts	4		
RDG 4314 Content Reading and Assessment	4		
TOTAL FOR DEGREE		128-141	

BS with Elementary Math Education Major

Students may seek teacher certification at the elementary level with the Elementary Math Education major. Students choose the Elementary Education minor.

REQUIREMENTS FOR THE BS IN ELEMENTARY MATH EDUCATION			
General Education Core (some major/minor courses may satisfy gen ed req)		31	
Elementary Math Education Major		30	
MAT 1334 Pre-Calculus	4		
MAT 2213 Math for Elementary Teachers I	3		
MAT 2223 Math for Elementary Teachers II	3		
MAT 2233 Finite Mathematics	3		
MAT 2413 Elementary Statistics	3		
MAT 2514 Calculus and Analytic Geometry I	4		
MAT 3212 Technology in Mathematics Education	2		
MAT 3333 Algebraic, Proportional, and Mathematical Reasoning	3		
MAT 3343 Geometry and the Elementary Teacher	3		
MAT 4952 Senior Math Seminar	2		
Elementary Education Minor			28
Professional Studies			39
TOTAL FOR ELEMENTARY MATH EDUCATION MAJOR		128	

BS with Integrated Science Education Major

Students may seek teacher certification at the elementary level with the Integrated Science Education major. Students choose the Elementary Education minor.

REQUIREMENTS FOR THE BS IN INTEGRATED SCIENCE EDUCATION	
General Education Core (some major/minor courses may satisfy gen ed req)	35
Integrated Science Education Major ¹	41
BIO 1014 Biological Science I	4
BIO 1024 Biological Science II	4
BIO 2013 Introduction to Human Anatomy and Physiology	3
BIO 2224 Introductory Botany and Zoology	4
CHE 1514 College Chemistry I	4
CHE 1524 College Chemistry II	4
NSC 1004 Earth Science with Lab	4
NSC 3114 Earth's Waters	4
NSC 4612 Senior Seminar	2
PHS 2014 General Physics I	4
PHS 2024 General Physics II	4
Elementary Education Minor	26
Professional Studies	39
TOTAL FOR INTEGRATED SCIENCE EDUCATION MAJOR	141

¹ MAT 1334 Pre-Calculus is a required support course for the Integrated Science Education major.

BS with Language Arts Education Major

Students may seek teacher certification at the elementary level with the Language Arts Education major. Students choose the Elementary Education minor.

REQUIREMENTS FOR THE BS IN LANGUAGE ARTS EDUCATION	
General Education Core (some major/minor courses may satisfy gen ed req)	28
Language Arts Education Major	37
COM 3013 Communication Theory	3
COM 3533 Intercultural Communication	3
ENG 2113 Aspects of English Language	3
ENG 2413 World Literature Survey	3
ENG 3613 Introduction to Linguistics	3
ENG 4523 Advanced Composition	3
MED 3003 Media and Society	3
RDG 3313 Children's Literature	3
RDG 3333 Writing Workshop	3
RDG 3413 Adolescent Literature	3
RDG 4304 Reading and Language Arts	4
THE 3113 Theatre for Young Audiences	3
Elementary Education Minor	27
Professional Studies	39
TOTAL FOR LANGUAGE ARTS EDUCATION MAJOR	131

BS with Social Studies Education Major

Students may seek elementary teacher certification with the Social Studies Education major. Students choose the Elementary Education minor.

REQUIREMENTS FOR THE BS IN SOCIAL STUDIES EDUCATION	
General Education Core (some major/minor courses may satisfy gen ed req)	28
Social Studies Education Major	36
BUS 2403 Macroeconomics	3
BUS 2413 Microeconomics	3
GEO 1013 Introduction to Geography	3
GEO 3113 World Regional Geography	3
HIS 1313 Western Civilization to 1500	3
HIS 1323 Western Civilization 1500 to Present	3
HIS 2113 Michigan History	3
HIS 2513 United States History to 1877	3
HIS 2523 United States History 1877 to Present	3
POS 2013 National Government	3
POS 2023 Introduction to the American Legal System	3
POS 3013 The U.S. in the Modern World	3
Elementary Education Minor	31
Professional Studies	39
TOTAL FOR SOCIAL STUDIES EDUCATION MAJOR	134

BS with Secondary Education Certification Recommendation

Students may seek teacher certification at the secondary level. In addition to completing a content area major and minor, students must complete the professional studies core.

REQUIREMENTS FOR THE BS WITH SECONDARY EDUCATION CERTIFICATION RECOMMENDATION	
General Education Core (some major/minor courses may satisfy gen ed req)	37-52
Content Area Major	37-51
Professional Studies Core	42
EDU 2202 Introduction to Education	2
EDU 2201 Introduction to Education Field Experience	1
EDU 2243 Educational Psychology	3
EDU 2241 Educational Psychology Field Experience	1
EDU 2262 Classroom Technology	2
EDU 2283 Ethics and Philosophy of Education	3
EDU 3223 Classroom Teaching Strategies	3
EDU 3221 Classroom Teaching Strategies Field Experience	1
EDU 3243 Teaching Exceptional Students	3
EDU 3262 Teaching Across Cultures	2
EDU 3271 Teaching Across Cultures Field Experience	1
EDU 4253 Classroom Management Strategies	3
EDU 4282 Foundations of Education	2
EDU 4603 Instructional Design and Assessment	3
EDU 4821 Student Teaching Seminar	1
EDU 4828 Student Teaching	8
RDG 4403 Literacy in Secondary Schools	3
Content Area Minor	23-25
TOTAL FOR SECONDARY EDUCATION DEGREE	130-155

BS with Biology Education Major

Students may seek teacher certification at the secondary level. In addition to completing a content area major, students must complete the professional studies core and a subject area minor from English, history, or mathematics.

REQUIREMENTS FOR THE BS IN BIOLOGY EDUCATION	
General Education Core (some major/minor courses may satisfy gen ed req) ¹	52
Biology Education Major	37
BIO 1014 Biological Science I	4
BIO 1024 Biological Science II	4
BIO 2114 Anatomy and Physiology I	4
BIO 2124 Anatomy and Physiology II	4
BIO 2224 Introductory Botany and Zoology	4
BIO 3213 Ecology	3
BIO 3324 Microbiology	4
BIO 3414 Genetics	4
NSC 3114 Earth's Waters	4
NSC 4612 Senior Seminar	2
Content Area Minor	24-25
Professional Studies	42
TOTAL FOR BIOLOGY EDUCATION MAJOR	155-156

¹ Includes MAT 1334 Pre-Calculus, CHE 1514 and 1524 College Chemistry I and II, and PHS 2024 General Physics II are required support courses for the Biology Education major.

Biology Education Minor—Requires BIO 1014, 1024, 2013, 2224, 3324, and 3414.

BS with English Education Major

Students may seek teacher certification at the secondary level with the English Education major. Students will choose a subject area minor from biology, history, or mathematics.

REQUIREMENTS FOR THE BS IN ENGLISH EDUCATION	
General Education Core (some major/minor courses may satisfy gen ed req)	40
English Education Major	40
ENG 2113 Aspects of English Language	3
ENG 2413 World Literature Survey	3
ENG 3513 Critical Writing and Literary Analysis	3
ENG 3613 Introduction to Linguistics	3
ENG 4413 Pluralism in American Literature	3
ENG 4523 Advanced Composition	3
ENG 4533 Senior Writing Project	3
ENG 4811 Senior Seminar	1
ENG 3213 or 3223 British Writers to 1800 or 1800-Present	3
ENG 3313 or 3323 American Writers to 1865 or 1865-Present	3
Choose one: ENG 4713 Studies in Genre: Novel ENG 4723 Studies in Genre: Short Story ENG 4733 Studies in Genre: Poetry ENG 4743 Studies in Genre: Drama	3
ENG 3000 or above Literature	3
ENG 3000 elective, from any course except ENG 3533	3
RDG 3413 Adolescent Literature	3
Content Area Minor	23-25
Professional Studies	42
TOTAL FOR ENGLISH EDUCATION MAJOR	145-147

English Education Minor—Requires ENG 2113, 2413, 3513, 3613, 4413, 4523; three hours from ENG 3213, 3223, 3313, or 3323; and three hours from ENG 4713, 4723, 4733, or 4743.

BS with Secondary Math Education Major

Students may seek teacher certification at the secondary level with the Secondary Math Education major. Students may choose a subject area minor from biology, English or history.

REQUIREMENTS FOR THE BS IN SECONDARY MATH EDUCATION	
General Education Core (some major/minor courses may satisfy gen ed req)	44
Secondary Math Education Major	34
MAT 2233 Finite Mathematics	3
MAT 2413 Elementary Statistics	3
MAT 2514 Calculus and Analytic Geometry I	4
MAT 2524 Calculus and Analytic Geometry II	4
MAT 3303 Modern Algebra	3
MAT 3534 Calculus and Analytic Geometry III	4
MAT 3614 Linear Algebra	4
MAT 3624 Differential Equations	4
MAT 4653 College Geometry	3
MAT 4962 Senior Math Seminar	2
Content Area Minor	23-24
Professional Studies	42
TOTAL FOR SECONDARY MATH EDUCATION	143-144

Secondary Mathematics Education Minor—Requires MAT 2233, 2413, 2514, 2524, 3303 or 3624, 3614, 4653.

BS with Social Studies Education Major

Students may seek teacher certification at the secondary level with the Social Studies Education major. Because this is a comprehensive group major, no minor is required.

REQUIREMENTS FOR THE BS IN SOCIAL STUDIES EDUCATION	
General Education Core (some major/minor courses may satisfy gen ed req)	37
Social Studies Education Comprehensive Group Major	51
BUS 2403 Macroeconomics	3
BUS 2413 Microeconomics	3
GEO 1013 Introduction to Geography	3
GEO 3113 World Regional Geography	3
HIS 1313 Western Civilization to 1500	3
HIS 1323 Western Civilization, 1500 to Present	3
HIS 2113 Michigan History	3
HIS 2513 United States History to 1877	3
HIS 2523 United States History, 1877 to Present	3
HIS 3423 Globalization and the Developing World	3
HIS 3503 Women in American History	3
HIS 3000+ Upper Division History Elective	3
HIS 3000+ Upper Division History Elective	3
HIS 3000+ Upper Division History Elective	3
POS 2013 National Government	3
POS 2023 Intro to the American Legal System	3
POS 3013 US in the Modern World	3
Professional Studies	42
TOTAL FOR SOCIAL STUDIES EDUCATION MAJOR	130

History Education Minor – Requires HIS 1313, 1323, 2113, 2513, 2523, 3423, three additional hours from HIS 3000+, and GEO 1013.

DEPARTMENT OF MASS COMMUNICATION (GFX, MED, RTB)

MISSION STATEMENT

The mission of the Department of Mass Communication is to enable students to think critically and to communicate clearly, effectively and ethically. The department is committed to helping students strive for great thoughts, meaningful interaction and powerful communication. Department courses and programs promote the intersection of faith and learning, acquainting students with the ways modern philosophies and popular thinking coincide and/or conflict with Christian thought.

ACADEMIC OPPORTUNITIES

The Bachelor of Science in Mass Communication is offered with tracks in Broadcasting, Graphic Design and Public Relations. The Broadcasting and Graphic Design tracks provide students with a unique educational opportunity through a partnership between Rochester College and Specs Howard School of Broadcast Arts.

The Broadcasting track incorporates the technical training in either radio and/or video production at Specs Howard School with in-depth explorations of theory and scholarship in media at Rochester College. The curriculum is designed to help students expand their understanding of communication, and develop essential skills needed to succeed and advance within the media industry. Broadcasting students also gain supervised field experience in a radio or television internship.

The Graphic Design track trains students in the fields of graphic and web design at Specs Howard School combined with thorough study and analysis of media at Rochester College. This unique combination will prepare students for work in graphic design, which is a growing field with the advent of interactive websites, podcasting, Internet streaming and other cutting edge technologies. At Specs, students learn the theory and history of design combined with typography, branding, packaging, digital imaging, interactive and web design using Adobe Creative Suite. Graphic Design students also gain supervised field experience in an internship.

The Public Relations track prepares graduates for work as communication specialists with businesses and organizations. This program prepares students to skillfully manage the many different tasks that a public relations professional handles, ranging from communication strategy, media relations, writing and designing news releases, newsletters and other publications to planning special events. Students who major in public relations take selected courses related to media, marketing and communication. They also gain practical public relations experience in Public Relations Campaigns and Strategies class, where they develop and implement a PR plan and portfolio for a real-world client. Students also gain supervised field experience in a public relations internship.

Minors are offered in media and public relations. Study in either of these areas is a valuable complement to other academic programs. A mass communication concentration also is offered in the interdisciplinary studies program.

CAREER OPPORTUNITIES

Broadcasting students will be prepared for careers in many areas of the broadcast and communication industries, including on-air talent, producers, writers, editors, camera operators, video technicians, etc. Graphic design students can enter many areas of the design field, including layout artists, prepress managers, web designers, flash designers and multimedia designers. Public Relations graduates will be equipped to work as public relations professionals for a variety of organizations, including corporations, nonprofits and agencies. Students desiring to further their formal education will be well prepared for the rigors of graduate school.

STUDENT PUBLICATIONS

Faculty in the Mass Communication Department train and oversee students in preparation and production of *The Shield*, RC's student magazine; the online version of *The Shield*; and *The Shield* podcast. Working in these areas offers students the opportunity to use their creative talents in producing content while at the same time helping them gain valuable media experience. Joining *The Shield* staff allows students to participate in the complete production of a magazine, website and radio show. These pieces are written, edited, produced and designed by students for the campus community. Mass Communication majors are encouraged to work for *The Shield*, and students from other majors are welcome to participate as well. Scholarships are available to students who work as editors and producers.

How to get involved:

Even with no experience in publication work, students who have an interest in writing, design, broadcast or photography are encouraged to volunteer for *The Shield*. Students will be trained and advised by faculty so that they can obtain these valuable skills. In addition to serving as a campus voice for students, another benefit gained from working on *The Shield* is that students create work for their portfolios, which can be used in the future when applying for internships and jobs. Students can enroll in MED 1101 Print Journalism, MED 1201 Digital Journalism or MED 1301 Broadcast Journalism, which are hands-on workshop classes.

DEGREE REQUIREMENTS

BS with Mass Communication Major

Provides students with in-depth explorations of theory and scholarship in media, as well as a choice of a track in Broadcasting, Graphic Design or Public Relations.

Students pursuing the Bachelor of Science in Mass Communication with the Broadcasting or Graphic Design tracks at Rochester College will take coursework offered by Specs Howard School of Broadcast Arts as part of the curriculum requirements for that degree during either their sophomore or junior year. For broadcast majors, this component of the curriculum includes the Radio and Television Broadcasting course with either the radio or video concentration. Twenty-four semester hours will be awarded by Rochester College to the student for completion of this curriculum component. Students may also pursue the Radio and Television Broadcasting course with both the radio and video concentrations, otherwise referred to as the Comprehensive Course. Thirty-six semester hours will be awarded by Rochester College to the student for completion of this curriculum

component. For Graphic Design students, 24 hours will be awarded by Rochester College to the student for completion of this curriculum component, which includes one year of training through Specs Howard in the basics of print and web design utilizing Adobe Creative Suite.

Students must have approval from Rochester College's Student Financial Services Office no less than 15 days prior to enrollment in courses at Specs Howard. The student enrolled at Rochester College is allowed to apply for financial aid only through Rochester College, according to federal guidelines. However, students who have been admitted to Specs Howard School of Broadcast Arts are required to adhere to all conditions, policies, and rules of Specs Howard School.

Students pursuing the Public Relations track will complete all coursework at Rochester College.

REQUIREMENTS FOR THE BS IN MASS COMMUNICATION	
General Education Core	46
Mass Communication Major	33
Choose three hours from the following: MED 1101 Print Journalism MED 1201 Digital Journalism MED 1301 Broadcast Journalism	3
COM 2223 Public Speaking	3
COM 3013 Communication Theory	3
MED 2013 Introduction to Mass Communication	3
MED 2513 Media Writing	3
MED 3003 Media and Society	3
MED 3113 New Media Strategies	3
MED 3323 Research Methods in Media	3
MED 4113 Media Law	3
MED 4893 Internship	3
MED 4943 Media Ethics	3
Choose one track:	24
Broadcasting Track (Specs Howard)	
RTB 1116/1126 Broadcasting I & II	12
Choose one production emphasis:	
RTB 1216/1226 Radio Production I & II OR	12
RTB 1316/1326 Video Production I & II	12

Graphic Design Track (Specs Howard)	
GFX 1114 – 1614 – Graphic Design I-VI	24
Public Relations Track	
COM 3513 Small Group Communication	3
COM 3533 Intercultural Communication	3
MED 2613 Introduction to Public Relations	3
MED 3513 Public Relations Writing and Visual Design	3
MED 4323 Public Relations Campaigns and Strategies	3
MKT 2503 Principles of Marketing	3
MKT 3 hours – Choose from: MKT 3523, 3533, 3543 or 3583	3
PHI 3 hours – Choose from PHI 2013, 2933, 3013, 3043 or 3933	3
Minor (recommended)	18
Electives	7
TOTAL FOR MASS COMMUNICATION MAJOR	128

MINORS

Media Minor – Requires 18 hours of MED courses.

Public Relations Minor – Requires MED 2513, 2613, 3513, 4323 and 6 additional hours of MED.

REQUIREMENTS FOR THE BS IN MASS COMMUNICATION – MEDIA AND COMMUNICATION ARTS (MACA)		
General Education Core		40
Mass Communication Major		39
COM 2223 Public Speaking	3	
COM 3013 Communication Theory	3	
COM 3533 Intercultural Communication		
MED 2013 Introduction to Mass Communication	3	
MED 2513 Media Writing	3	
MED 3003 Media and Society	3	
MED 3113 New Media Strategies	3	
MED 3323 Research Methods in Media	3	
MED 3513 PR Writing and Visual Design	3	
MED 4113 Media Law	3	
MED 4953 Media Seminar and Portfolio	3	
MED 4893 Internship	3	
MED 4943 Media Ethics	3	
Media & Communication Arts Track from Macomb Community College		
Electives		3
TOTAL FOR MASS COMMUNICATION – MACA MAJOR		128

DEPARTMENT OF TECHNICAL AND PROFESSIONAL STUDIES

TECHNICAL DEGREE OPTIONS

The Bachelor of Science (BS) degree with a major in technical and professional studies allows students to incorporate technical training from another institution (a certificate program) into a Bachelor's degree. In effect, any completed technical certificate (from an approved institution) that carries 24-50 semester hours can serve as one of the concentrations in this degree program. Only "official" certificate programs from approved institutions will be accepted as part of this major. (Note: Up to 11 hours of the certificate program may be used for upper-division requirements, if necessary.)

Due to the changing nature of certificate programs at many institutions and the competitive admission process for others, it is strongly suggested that the student complete the certificate program prior to enrolling at Rochester College. We have seen certificate programs changed dramatically or completely eliminated in the 2-3 years that a student was completing their course work at Rochester College.

It is possible to take classes at another institution to meet the technical part of the degree while co-enrolled at Rochester College. In such a case the student must work out all of the issues related to scheduling, financial aid, full-time status, and sports eligibility. If the student is entering an approved certificate program after completing their course work at Rochester College, and has informed the Department of Business and Professional Studies, then it is not necessary to complete 24 of the last 36 hours at Rochester College.

While almost any approved "technical" certificate program at an approved institution will be accepted into this major, it is suggested that you meet with the chair of the business and professional studies department to confirm that your chosen program is acceptable.

BS with Technical and Professional Studies Major

This program allows students to incorporate technical training from another institution (e.g. from a certificate program) into a degree in professional studies.

REQUIREMENTS FOR THE BS IN TECHNICAL AND PROFESSIONAL STUDIES			
General Education Core			4649
Liberal Arts Core			1815
Courses completed for this core must be divided among at least three liberal arts areas, not including courses from the first and second areas of concentration. General education hours may not be used to meet this requirement. Twelve of the eighteen hours must be Upper-Division.			
Professional Studies Major – hours will vary			
First Area of Concentration ¹ : at least 24 hours. Must include at least 8 Upper-Division hours, and be selected from the following concentration options:			
Business	Mathematics	Religion	
Mass Communication	Professional Writing	Psychology	
General Science			
Second Area of Concentration: at least 24 hours. This concentration must be selected from recognized certification programs of recognized technical training institutions. See the department director for a list of available options.			
Electives – hours will vary			
TOTAL FOR TECHNICAL & PROFESSIONAL STUDIES MAJOR			128

1 Refer to page 85 for Professional concentration requirements.