



The Edward R. Murrow College of Communication

Online MA in Strategic Communication

Student Handbook

2019-2020

The Edward R. Murrow College of Communication
Washington State University and Global Campus

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Welcome and Introduction

Fall 2019

Welcome to Washington State University and the Online MA in Strategic Communication! We have designed this program to help you gain the professional communication skills and digital-media expertise you need to thrive in communication-related careers. Our faculty members are experienced, independent thinkers who are committed to teaching, challenging and supporting their students. In this program, you will participate in a dynamic and engaging learning environment that prepares you to succeed in our exciting, evolving field.

As you embark on this journey, there are a number of guiding principles, resources, and services that will aid in your success. The Strategic Communication Graduate Student Handbook serves as a general guide for current Washington State University Global Campus students. It includes information and links relevant to standards, policies, and procedures relevant to Murrow online graduate students. Use it along with the WSU Graduate School Policy and Procedures Manual available at <https://gradschool.wsu.edu/159-2/>, and pay special attention to the sections on Professional Master's Degree Programs (<https://gradschool.wsu.edu/chapter-fourteen/>) and your rights and responsibilities ([Graduate School Student Rights and Responsibilities](#)). Our intention is for you to have all the information you need to succeed in graduate school.

As you use this handbook, please keep in mind that Murrow College leadership and faculty representatives will necessarily review and update it as needed to help ensure that it is as accurate as possible. Also, remember that the handbook is not a complete statement of all university and policies, procedures, rules, guidelines, and academic requirements. In addition, it does not constitute a contract between the Edward R. Murrow College of Communication and other parties. As a result, please reach out to Murrow College's graduate coordinator when you have relevant questions or concerns. We will do our best to provide the information you need in a timely manner.

Our desire is to provide you with an engaging learning experience that transforms your understanding of and ability to use communication and digital-media skills to become thoughtful, effective communicators. Our goal is for Murrow College graduates to embody the innovation, ethics, and professional excellence of our namesake, Edward R. Murrow. I wish you every success as you pursue your graduate degree.

Sincerely,

Bruce Pinkleton, Ph.D.
Dean
Edward R. Murrow College of Communication

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I. PROGRAM INFORMATION

A. Overview of The Edward R. Murrow College of Communication

The Murrow Legacy

Edward R. Murrow is a recognized broadcast pioneer and innovator whose name is synonymous with excellence in journalism. He is credited with establishing the ethical and qualitative standards to which modern broadcast professionals still aspire. Today, Murrow's independent spirit and talent for exceptional storytelling live on in the college that bears his name. His values of responsibility, accuracy, and integrity are reflected in the works of our students, faculty, and staff as they push the boundaries of modern media and help shape the future of communication.

Digital Media Convergence

Our academic disciplines – media, culture, and communications – together constitute a convergence point of a digital revolution that is reshaping the media landscape of today and tomorrow. Our innovative digital curriculum ensures our students gain an unprecedented level of digital media literacy and practical knowledge. Our state-of-the-art digital media facilities provide the ideal environment for effective collaboration and the latest technology to inspire creativity and innovation.

Innovation & Entrepreneurship

Our faculty, researchers, and students share a deep commitment to the development of pioneering new media and strategies to serve the communication needs of the 21st century. We develop digitally literate, critical thinkers who understand the business of media, the dynamics of media change and its relevance to society. Our graduates have the collaborative skills and entrepreneurial drive required to excel in the highly competitive media world of today and tomorrow.

Real-world Professional Experiences

Our students gain hands-on experience through an innovative approach to media education, which includes immersive learning and real-world media projects. This approach prepares students to secure and succeed in industry experiences as an integral part of their degree program. Through these professional experiences, our students gain the essential teamwork and problem-solving skills required for lifelong success.

Industry Relevance & Connections

We have a reputation for producing highly skilled, industry savvy, job-ready graduates with a strong work ethic and professional competency. Because of this, Murrow online MA Strategic Communication alumni hold positions, including many leadership roles, at many of the leading publications, agencies, and firms in the western U.S. and across the country. Our faculty and students maintain a close professional relationship with our alumni, to ensure our curriculum and capacities reflect the changing needs of the media and communication industries.

International Connections

The Edward R. Murrow College of Communication fosters a diverse culture of interdisciplinary collaboration and innovation. We maintain worldwide connections through strategic partnerships, and professional learning experiences.

B. Program Overview

The Online MA in Strategic Communication offered in The Edward R. Murrow College of Communication at Washington State University is a highly competitive program designed for those who want to excel in advertising, public relations, corporate communication, and communication management. Students learn how to use advanced media tools, create data-based communication plans, and design and deliver integrated promotional campaigns across earned, owned and paid channels. The degree is tailor-made for communications specialists and other business professionals wishing to enhance their communications capacities.

The program provides a comprehensive set of graduate courses designed for working professionals and adult learners who seek to become effective and ethical communicators. Courses are rooted in the foundation of research methods in partnership with courses teaching students best practices and industry standards in contemporary communication strategies

and tactics. Students learn how to use advanced media tools, create data-based communication plans and design and deliver integrated promotional campaigns across earned, owned and paid channels.

The degree is administered through Murrow College. We do not outsource teaching, advising, or administration of the program. All courses are designed and delivered by Murrow College faculty. More than 16 full-time faculty teach in the program. Approximately 50% of faculty are published Ph.D. scholars with expertise in ethics, persuasion, research methods, health communication, advertising, and media literacy. The other 50% of faculty are clinical assistant professors with applied experience in integrated communication, digital marketing, public relations, crisis communication, and market research. This combined instruction model ensures that students are exposed to contemporary best practices, trends, and technologies in the industry, as well as equipped with a strong foundation of knowledge in communication principles.

Student engagement is built into each course and with it, students benefit greatly from knowledge share and mutual exchange. Faculty and students engage regularly throughout the duration of a course via email, discussion forums, phone, or video conference.

Statement of Purpose

The program provides a comprehensive set of graduate courses aimed at working professionals and adult learners who seek to become effective and ethical communicators on behalf of individuals and institutions, and who honor the legacy of Edward R. Murrow in the service of just and democratic societies.

Before recommendations can be made for admission, students must provide a narrative about their overall education and academic goals including the following specifics:

- Why the program is of interest to the applicant – what attracted the applicant to the program?
- What led the applicant to the desire of earning an advanced degree?
- Where does the applicant hope earning the MA in strategic communication will lead personally and/or professionally?
- How the degree program fits into the applicant’s personal or professional path?
- What are the applicant’s goals in furthering their education? What does the applicant hope to achieve through the curriculum?
- Other anecdotes or background information that will aid in evaluating whether or not the applicant would thrive and be successful in the program.

Students

The program is designed for individuals who are at least three years outside their undergraduate program or have at least three years applied work experience. The program provides a comprehensive set of graduate courses aimed at working professionals and adult learners. Almost all of our students are professionals working full time as teachers, communication specialists, veterans, entrepreneurs, and journalists.

- Average age of students: 27-45
- The ratio of male/female is 40/60
- 80% of students seek financial aid assistance
- 10% are active or retired military
- 80% take two classes per semester with a targeted completion in 18 mo (5 semesters)

Alumni

The Online MA in Strategic Communication program launched in the spring of 2014 with just 16 students enrolled. Beginning with our first graduating class in the fall of 2014 to spring 2018, we have **121 Online MA in Strategic Communication alumni** representing more than **6 countries, 25 states and 73 cities** across the U.S.

Alumni work across various industries including science and technology communication, digital media, health communication, education outreach, government and political communications, corporate, retail, nonprofit, media and entertainment, and employee relations.

Quick Facts & Stats:

- Alumni undergraduate degrees span across more than 52 disciplines including communications, business, education, English, journalism, sociology, community health, information technology, and marketing
- 75% of graduates are female, 25% male
- The average age of alumni is 32
- 22% of graduates have changed positions since starting the program – 19% have moved into advanced roles and 12% now have manager, director, or VP titles.
- 13% of alumni work for national brands including Microsoft, Mail Chimp, Amazon, Boys & Girls Club of America, Sandals Resort, Weststar Media Entertainment, Russ Reid, Chase, T-Mobile, Motorola, Razorfish, Funko, and Heineken
- 7% of alumni are active or retired military
- 37% of graduates live in WA state
- 115 (95%) of alumni work in the field of professional communication under the following disciplines:
 - 28%: public relations or advertising agencies
 - 26%: nonprofit, government relations, political communications
 - 15%: K-12 and higher education outreach
 - 13%: science communications, technology, and digital marketing
 - 8%: health communication and promotion
 - 4%: media journalism and entertainment

Rankings

- In 2016, the Online MA in Strategic Communication program was selected for the “Best Online Master’s in Communication and Public Relations” award by Nonprofit Colleges Online.
- Affordable Colleges Online recognized the program for having one of the “Best Online Communications Programs in the Nation” (2016, 2017) and listed WSU as one of the “Best Military-Friendly Online Colleges (2017).
- WSU Global Campus was listed in the top two “Best Online Colleges in Washington” by Best Colleges (2017) and in the top 25 list for “Marketing Management Master’s Programs” by Top Management Degrees (2016).
- In 2017 Washington State University was listed in the top “25 Most Affordable Online Colleges” by Best Colleges (BestColleges.com, 2017).
- Among Murrow College’s top 10 competitive online master’s in strategic communication programs, The Edward R. Murrow College of Communication Online MA Strategic Communication program ranks #3 in most affordable tuition.
- In 2018 Web Design Degree Center listed the program as #4 on The 10 Most Affordable Master’s in Interaction Design and Interactive Media list and #3 on The 10 Best Online Masters in Interactive Design and Media Degree Programs.

C. Aims & Objectives

The goal of the Online MA in Strategic Communication is to produce quality students who possess the theoretical foundation and practical knowledge to succeed in their chosen fields.

Our objectives are three-fold:

- 1) Prepare students to excel in the fields of advertising, public relations, corporate communication, and communication management with demonstrated knowledge of strategic communication skills.
- 2) Teach students how to use advanced media tools, create data-based communication plans and design and deliver integrated promotional campaigns across earned, owned and paid channels.
- 3) Give the students tools to understand how to gather and analyze information and use those findings in creating communication campaigns by designing courses that are rooted in the foundation of research and theory in partnership with courses teaching students best practices and industry standards in contemporary communication strategies and tactics.

In keeping with the recommendations of the Commission on Public Relations Education for professional master's degrees, our program will combine professional skill development with training in ethical decision-making. This dual emphasis seeks to honor the legacy of Edward R. Murrow, our college's namesake. Murrow set professional standards for what was then the emerging broadcast news industry. He also was one of the industry's strongest critics who urged its practitioners to rise to the industry's potential for serving justice and for fostering democratic institutions.

Similarly, the goal of the Online MA in Strategic Communication is to train individuals who will perform at the highest level of both professional and ethical standards, who will both define and improve the industry while in the service of just and democratic societies.

D. Student Governance

The Associated Students of Washington State University Global Campus (ASWSU Global) is composed of WSU Global Campus students who help fellow students by distributing scholarships, organizing face-to-face events, and building a sense of community. WSU Global Campus students may get involved by seeking an ASWSU Global Senate position, joining a committee or attending face-to-face or virtual events. Learn more about opportunities to get involved, elections and running for office, committees, student job openings, and Global Cougar Success program at <https://aswsu-online.wsu.edu/get-involved/>.

E. Graduate Student Rights and Responsibilities

The [Graduate Student Rights and Responsibilities](#) describe procedures for channeling graduate student complaints, grievances, and concerns to faculty, staff, and administrators for appropriate action. In conjunction with this information, graduate students must adhere to the Graduate School's Policies and Procedures available on the Graduate School's website: <http://gradschool.wsu.edu/policies-procedures/>. While these rights and responsibilities outline the complaint process, students are encouraged to use the Academic Complaint Procedures for guidance and advice on conflicts that may arise at any point during their course of study at the University (reference section VIII.A Academic Complaint Procedures, page 25).

It is the responsibility of the student to be familiar with all policies and procedures related to their status as a graduate student at WSU. Important material to be familiar with includes:

- WSU Graduate School Policy and Procedures Manual available online at <https://gradschool.wsu.edu/159-2/> with special emphasis on the section for Professional Master's Degree Programs at <https://gradschool.wsu.edu/chapter-fourteen/>
- WSU [Graduate School Student Rights and Responsibilities](#) for all procedures around graduate student complaints, grievances, and concerns to faculty, staff, and administrators for appropriate action
- WSU's [Course Schedule](#) which lists all current course offerings for Global Campus
- WSU [Graduate School Catalog](#) for a list and descriptions of all graduate-level courses at WSU

- WSU [Global Campus Student Services](#) for contact information and links to services for academic deficiency and reinstatement, admission holds, cancellation of enrollment, graduation application, etc.
- WSU [Office of Student Conduct](#) for all policies and procedures related to academic integrity and student conduct. Washington State Legislature Standards for Student Conduct WAC 504-26 outlines all standards of scholarship and conduct expected of students. View all definitions of cheating at <http://apps.leg.wa.gov/wac/default.aspx?cite=504-26-010>.
- WSU [Academic Student Handbook](#) including academic resource guidelines and quick links at <https://handbook.wsu.edu/>

F. Graduate Review Committee and Balloting

Although this is a professional degree and absent of a research project or thesis, the WSU Graduate School requires final examination and balloting for COMSTRAT 701 Capstone – the final, culminating course in the program. Requirements around “final examination” are accomplished through response to prompts and completion of a professional online portfolio. Balloting is managed by a Graduate Review Committee - a committee of three faculty members assigned to each student. More info:

- The Graduate Review Committee is made up of clinical and research faculty affiliated with The Edward R. Murrow College of Communication and the Online MA Strategic Communication program.
- In addition to overall course design, management, and delivery, the primary role for the instructor is to prepare thoughtful review and assessment of each student’s response to prompts – providing analysis and feedback against a pre-determined rubric designated for each prompt. The instructor is also responsible for reviewing and assessing students’ final online portfolio to ensure assignment expectations are met.
- The role of the remaining two Graduate Review Committee members is primarily one of support and counsel to the instructor should issues or questions arise throughout the semester as part of assessment such as suspected academic integrity violations, disputes or debates about assessment scores for prompts, or providing a second opinion as needed.
- Final balloting occurs at the end of the semester upon the completion of the assessment of all prompts and online portfolio. All three members of the Graduate Review Committee will meet to discuss the instructor’s final recommendations for pass/fail assessment and provide written verification through balloting that students have met all requirements of the course.
- Students only interact directly with the instructor. All communication with the committee is facilitated by the instructor.
- Reference: WSU Grad School Policies and Procedures [Ch 14 Professional Master’s Degree Programs, section E. Capstone Project and/or Examination Requirements](#)

II. PROGRAM COMPONENTS

A. Learning Outcomes

“Student learning outcomes describe what students are expected to know and do in specific areas defined by faculty and program staff. The characteristic that distinguishes program objectives from learning outcomes is specificity.” – *WSU Graduate School*

- SLO1: Demonstrate knowledge of strategic, entrepreneurial communication skills such as managing an online presence, self and organizational presentation, and collaboration in an increasingly global world.
- SLO2: Ability to gather and assess strategically relevant information using analyses and research.
- SLO3: Evidence of professional skills to develop strategic communication campaign materials and implementation of the campaign through administration and management, planning, leadership, teamwork, and customer relations.
- SLO4: Demonstrate the ability to ethically communicate to diverse audiences

B. Courses

The program requires a total of 30 credit hours including 12 credits in Communication Core, 15 credits in Strategic Communication Core and 3 credits for the Capstone.

<p>Communication Core [12 credits]</p>	<p>COM 561: Multimedia Content Creation 3 Exploration and application of strategies to communicate ideas clearly, concisely, and effectively through multimedia content.</p> <p>COM 562: Crisis Communication in Global Contexts 3 Prepare, plan, and execute crisis communication and management to protect the continuity of an organization’s image and mission.</p> <p>COM 563: Ethics for Professionals 3 The understanding, discussion, and application of key theories of individual and institutional ethics; the articulation and defense of ethical reasoning.</p> <p>COM 564: Research Methods for Professionals 3 Understanding the role of research in media and related organizations and its application to organizational decision making through quantitative and qualitative research methods including research design, questionnaire construction, sampling, data collection techniques, and variable measurement.</p>
<p>Strategic Communication Core [12 credits]</p>	<p>COMSTRAT 561: Persuasion for Professional Communicators 3 Introduction to theories, concepts, strategies, and processes of persuasion and social influence.</p> <p>COMSTRAT 562: Creative Media Strategies and Techniques 3 The strategies, processes, procedures, and steps involved in creating marketing communications materials for a variety of different media.</p> <p>COMSTRAT 563: Professional Digital Content Promotion 3 The application of writing, critical thinking, and persuasion skills to the practice and promotion of PR and advertising in both digital and social media outlets.</p> <p>COMSTRAT 564: Consumer Behavior and Brand Development 3 Tactics and strategies for consumer analysis and brand development; skills necessary for uncovering consumer insights to link client objectives, account management, creative development, and media planning</p> <p>COMSTRAT 565: Professional Marketing Communication Management and Campaigns 3 An overview of behavior change theories with a focus on strategic marketing campaign design and evaluation; learning to use theory and research to more effectively plan, design, execute and evaluate strategic communication campaigns.</p>
<p>Capstone [3 credits]</p>	<p>COMSTRAT 701: Masters Capstone Course 3 Tying together key learning objectives that faculty expect the student to have learned during the program.</p>

Reference links:

- Registration information for online students: <https://online.wsu.edu/currentStudent/courses/whenToRegister.aspx>
- WSU Course Schedule: <http://schedules.wsu.edu/>
- WSU Online Academic Calendar: <http://registrar.wsu.edu/academic-calendar/>
- myWSU Student Center: <http://my.wsu.edu/>

C. Capstone

The Capstone (COMSTRAT 701) is the final course in the Online MA in Strategic Communication program. Capstone deliverables are a demonstration of the student's mastery of core Online MA in Strategic Communication concepts through a comprehensive exam and professional online portfolio. Students are assessed in three core attributes: critical thinking, written communication, and creativity. The comprehensive exam includes prompts for students to respond to 4-5 questions, case studies or activities. Each response is open-book (not proctored) and completed individually (non-collaborative). With these prompts, students are asked to demonstrate their understanding and proficiency in the core areas of research methods, crisis communication, professional ethics, persuasion in communication, brand and consumer behavior, multimedia content creation, storytelling, and integrated campaign strategy and development.

Completion or concurrent registration in COMSTRAT 564, COMSTRAT 565. Completion of COM 561, COM 562, COM 563, COM 564, COMSTRAT 561, COMSTRAT 562, COMSTRAT 563. Final semester of enrollment in the program. Cumulative GPA of 3.0 or higher in the program.

The course is broken up into two-week lessons. Within each lesson, students will be assigned tasks related to peer engagement, response to prompts, and developing a professional online portfolio. Students complete all required tasks within the timeframe given. Fall and spring sessions are 15 weeks and summer session is 12 weeks, but because of timing required by the WSU Grad School for balloting, all coursework must be completed well in advance of finals week.

COMSTRAT 701 is Pass/Fail (S/U) and therefore, letter grades do not apply. Instead, points and percentages are used for assessment of assignments. Students must receive the equivalent of B or better to receive a "pass" assessment in the Capstone. Assignments are graded using weighted rubrics. Extra credit opportunities will be made available as needed.

D. Class Sizes

Murrow online standards apply an intentional and strategic approach of managed growth (15-20 new admits/semester) and course capacities (≤ 25 enrolled in each course) – ensuring students receive personal attention and peer collaboration while limiting faculty overwhelm. This managed growth plan coincides with revenue objectives, resource management and creating a culture of research, learning, and advancement.

E. Course Observation and Auditing

Anyone viewing course materials must obtain permission from the faculty member and be given access by a representative from the Global Campus registrar at online.registrar@wsu.edu or (509) 335-9272.

F. Course Syllabi

All faculty is required to create an updated syllabus at the start of each semester. Faculty are asked to provide a copy of each syllabus in .docx or pdf format to Murrow Registrar each semester for record keeping. It is critical that all syllabi include core policies and procedures as directed in the template.

G. Course Evaluation and Assessment

Online courses will be assessed for effectiveness using the Blue Course Evaluation system administered at the close of every semester.

III. ADMISSIONS & PLANNING

A. Program Admission

The program is designed for individuals who are at least three years outside their undergraduate program and/or have at least three years of work experience. The coursework is benchmarked at a level best suited to those with solid professional and life experience. Student engagement is built into each course and with it, students benefit greatly from knowledge share and mutual exchange. It has been discovered that those with limited applied work experience are not fully equipped to contribute to those discussions in a meaningful way – nor are they as successful in completing the more complex coursework. The decision to admit involves a full assessment of the applicant’s academic profile, the mix of experience they bring to the program and overall readiness for graduate-level work – not just undergraduate GPA (3.0 required) or quality of their statement of purpose.

The Online MA in Strategic Communication is a terminal professional degree program. It is structured to provide opportunities for professional advancement opportunities in the areas of public relations, marketing, digital marketing, corporate communications, government relations and other areas related to integrated communications. The program is non-thesis, does not include a classroom teaching component or active research project, and is therefore NOT a preparatory stepping stone to most Ph.D. programs. It will not aid in qualifying graduates for doctoral-level programs at WSU or other institutions.

Application deadlines are Aug 1, Dec 1 and April 15 for fall, spring and summer enrollment. All applicants must complete the application process that includes:

- Online general application with [WSU Graduate School](#) (\$75 non-refundable fee)
- Professional resume with three professional references with contact information
- Unofficial transcripts from all prior institutions
- 3.0 GPA*
- TOEFL score for international applicants
- Statement of purpose. The statement of purpose should include why applicants are interested in the program, what their future goals are and how the degree will help them achieve those goals.

The application does not require the GRE or reference letters. Applications are processed within one month of submission. Next, applicants can expect the following:

1. Murrow College contacts students via email regarding the status of their admission and whether or not they are recommending the applicant for admission into the WSU Graduate School. If a student is not admitted, they are informed about reasons for the decline and other information related to options or next steps.
2. Students recommended for admission into WSU Graduate School are added to the Murrow Strategic Communication Listserve that is connected to student WSU email and asked to complete their Program Planning Worksheet that outlines their plan for taking courses toward completion of the program. See “Program Planning” below for additional information about program plans.
3. Upon confirmation that WSU Graduate School concurs with the recommendation for admission, Murrow College follows up with formal admission information and instructions including the requirement that students mail in official transcripts before they are eligible to enroll in courses.
4. WSU Global Campus also sends a note to admitted students welcoming them to the program and providing additional information and instructions for myWSU, course registration, login instructions, financial aid information, and more.
5. Once students receive notification of admission to WSU Graduate School, they will log in and accept their admission status. Once accepted, it can take 24-48 hours before students are able to register for classes.

*The WSU Graduate School has instructed us to not recommend students for admission to the full degree program who have an undergraduate GPA below 3.0. In rare cases, requests for exception to policy can be made for those who have a semester or more of graduate work with a graduate GPA above a 3.0, impressive professional experience or can otherwise exhibit maturity and readiness for graduate-level work. Students with a GPA below 3.0 have the option of applying for the online graduate certificate in Strategic Communication as a way to kick-start the degree program and increase overall GPA to 3.0+ prior to enrolling in the full degree program. The minimum GPA requirement for admission into the graduate certificate program is 2.75. Applicants with a GPA below 2.75 are subject to departmental review and consideration.

B. Program Planning

Most students take 2-3 classes each semester across the 10-course curriculum. Students work with the graduate coordinator to select one, two or three-year tracks. It is recommended, however, that students take no less than five semesters to complete the program in order to achieve the best work-home-school balance. Program plans are updated each semester to ensure students stay on track.

The course plan will be submitted to the graduate coordinator before students enroll for classes. The purpose of the plan is twofold, first to monitor enrollments and track numbers of open seats in classes and second to ensure students are making sufficient progress toward a degree. A plan is a contract between the student and the program. The student agrees to take the courses listed each semester and the program guarantees a seat in those courses for that student. The plan is a formal document and is binding. Once submitted, students must enroll according to that plan for all semesters.

If a student needs to make changes to their plan, they need to contact the graduate coordinator and request changes. Only once those changes have been approved by the graduate coordinator can the student change their plan without penalty.

If a student does not enroll according to their course plan, they forfeit their seat in all classes for all future semesters and are no longer guaranteed their graduation date. A hold will be placed on their account and they must work with the graduate coordinator to create a new plan. If classes are full, they will be put on a waitlist. After all new

Academic Planning Worksheet Student: <u>Jane Smith</u> WSU ID: <u>00000000</u>		
Use this worksheet to plan out courses for College and Degree requirements. This will be your course schedule for the duration of the program. Any changes to this should be made with your advisor.		
Fall <u>2018</u> COM 561 COMSTRAT 562	Spring <u>2019</u> COM 562 COMSTRAT 564	Summer <u>2019</u> COM 563 COMSTRAT 563
Fall <u>2019</u> COM 564 COMSTRAT 561	Spring <u>2020</u> COMSTRAT 565 COMSTRAT 701	Summer _____
Fall _____	Spring _____	Summer _____
Fall _____	Spring _____	Summer _____
Fall _____	Spring _____	Summer _____
<input type="checkbox"/> Approved by advisor <input type="checkbox"/> Student and Advisor Signatures Required		

students are admitted and have chosen their classes students on the waitlist will be added to classes. If there is no space, the student will have to take formal graduate leave until there is space.

Fall and Spring Registration

Students should register for fall and spring courses according to their course plan. The graduate coordinator will confirm that students have registered for the correct classes based on their plan. Students who do not register according to the Academic Planning Worksheet will forfeit their seats in all classes for all future semesters and are no longer guaranteed their graduation date. A hold will be placed on their account and they must work with the graduate coordinator to create a new plan. If classes are full, students are placed on a waitlist. After all new students are admitted and have chosen their classes students on the waitlist will be added to classes. If there is no space, students will have to take formal graduate leave until there is space.

Students who want to take fall or spring semesters off must go on formal Graduate Leave. View the application for Graduate Leave at <https://gradschool.wsu.edu/documents/2014/12/graduate-leave-status-form.pdf/>. Per the Graduate School, all graduate students must maintain continuous enrollment during the fall and spring semesters.

New students must check myWSU for eligible dates for course registration. Visit <https://online.wsu.edu/currentStudent/courses/whenToRegister.aspx> for additional information.

Summer Registration

Students who have listed courses for summer must enroll for their summer classes or work with the graduate coordinator to formally adjust their Academic Planning Worksheet. Students who plan to take summer classes must be enrolled by April 30th. Students who do not enroll in summer classes but have them listed on their plan will be forced to take a semester of leave unless they have already received approval for taking the summer off. The graduate coordinator will confirm that students have registered for the correct classes based on their plan. Students who do not register according to the Academic Planning Worksheet will forfeit their seats in all classes for all future semesters and are no longer guaranteed their graduation date. A hold will be placed on their account and they must work with the graduate coordinator to create a new plan. If classes are full, students are placed on a waitlist. After all new students are admitted and have chosen their classes students on the waitlist will be added to classes. If there is no space, students will have to take formal graduate leave until there is space.

New students must check myWSU for eligible dates for course registration. Visit <https://online.wsu.edu/currentStudent/courses/whenToRegister.aspx> for additional information.

C. Non-Murrow Students and Partner Programs

SAMPLE

Graduate Student Online Class Agreement
COM 561,562, 563, 564
COMSTRAT 561, 562, 563, 564, 565

Student's Name: _____

Program and Degree: _____

WSU ID# _____ E-mail: _____

Address: _____

Phone: _____ Semester: _____

Course Prefix/Course #: _____

The curriculum offered in the online Master's in Strategic Communication is designed for students who are completing a terminal professional degree or graduate certificate. The courses have an applied focus and are not designed for intensive research or theoretical study. By signing below, you are acknowledging that this class will count toward a student's program of study despite the professional nature of the curriculum.

Student signature _____ Date _____

Advisor signature _____ Date _____

Department Chair signature _____ Date _____

Graduate Coordinator signature _____ Date _____

This form must be completed and returned to the Graduate Coordinator no later than the 10th day of class.

cc: Student file
 Supervising faculty
 Student

Students outside the Online MA in Strategic Communication program who want to enroll in classes may do so if space allows and they have received prior approval from the director or department chair. This applies to fall, spring and summer courses. Because these students are not enrolled as Online MA StratComm students, they must be manually enrolled by the program coordinator.

Prior to enrollment, all non-Murrow students must complete a "Graduate Student Online Class Agreement" form including a signature from an advisor from their primary program. This form certifies that students and advisors understand that curriculum offered in the online Master's in Strategic Communication is designed for students who are completing a terminal professional degree or graduate certificate. The

courses have an applied focus and are not designed for intensive research or theoretical study. By signing the document, students and advisors acknowledge that the class will count toward a student's program of study despite the professional nature of the curriculum.

Upon confirmation of course registration, the program coordinator will follow up with individual students to let them know they have been manually enrolled in the course.

Courses for students outside of the Murrow College are approved to take include (3cr each):

- COM 561: Professional Multimedia Content Creation
- COM 562: Crisis Communication in Global Contexts
- COM 563: Ethics for Professionals
- COM 564: Research Methods for Professionals
- COMSTRAT 561: Persuasion for Professional Communicators
- COMSTRAT 562: Creative Media Strategies & Techniques
- COMSTRAT 563: Professional Digital Content Promotion
- COMSTRAT 564: Consumer Behavior and Brand Development

D. Tuition and Financing Your Education

All information about tuition and financial aid can be found at <https://online.wsu.edu/undergrad/cost.aspx>.

- Online students pay in-state tuition. Summer tuition is the same at all WSU campuses.
- Tuition and fees are due on the first day of each term. WSU does not send paper billing statements. See [Tuition Late Payment Fees](#) for late payment penalty dates.
- View and pay tuition balance at the [myWSU](#) Finance Center. [Learn more about paying tuition.](#)
- Financial aid: A variety of financial aid and scholarships is available. Visit [financial aid web page](#) for quick links to information.
- Veterans benefits: All questions about using veterans benefits should be directed to the Office of Veterans Affairs at 509-335-1234 or veterans@wsu.edu. Also, visit [the Veterans Affairs website](#).
- Washington state employees. WSU's online courses are not included in the employee tuition waiver program.

IV. ONLINE STUDENT SUCCESS

A. How Online Courses Work

All courses are 100% online and asynchronous, but students are not required to be online at specific times. Courses are designed with weekly lessons or blocks and most require some level of reading, reviewing audio or video lecture, participation in discussion forums and assignment each week. Students should expect to have assignment or activity deadlines every week.

Online Murrow faculty are expected to use Blackboard – WSU’s learning management system – as a basis for core course curriculum including syllabus, course schedule, lessons, and grade book. Faculty may also use outside blogs or websites in support of curriculum and assignment delivery. Learn more about the online classroom experience at <https://online.wsu.edu/grad/classroom.aspx> and the Blackboard Learning Management System at <https://online.wsu.edu/currentStudent/courses/yourLMS.aspx>

Some classes may require exams. Some exams are open-book, typically non-collaborative, and self-paced. These do not require proctoring. Some exams may require a proctor (library, community college, online exam proctoring service). Learn more about proctored exams at <https://online.wsu.edu/currentStudent/courses/proctoredExams.aspx>

B. Online Collaboration

The essence of education is exposure to diverse viewpoints. In threaded discussion posts, students meet individuals with vastly different opinions and backgrounds. When one does not agree with others’ views, they are asked to pause a moment and weigh their words. Students are encouraged to disagree with the substance of others’ ideas and opinions but do so with an active sense of respect for one another, and without losing focus on the topic at hand. Personal attacks, inflammatory statements, flaming, trolling, and disruption of the discussion do not have a place in academic discourse.

Instructors will promote high-quality academic discussions by removing any posts they view as disruptive of the educational process and alerting students whose posts have been removed that they have violated course expectations. Students who continue to misuse the discussion boards after a warning may be subject to removal of access rights, course failure, and referral to the Office of Student Conduct.

Postings must comply with University policy on use of computing resources, including those regarding harassment and discrimination, as well as conform to the Standards of Conduct for Students. Students are encouraged to review the Standards, particularly WAC 504-26-218, 504-26-220, and 504-26-222.

In certain courses, assessment of discussion posts is part of the final grade. Criteria for evaluating student discussion participation will be explained elsewhere in the course space, if applicable.

C. Email Policy

All official WSU email communication must be sent to students' WSU email address. Absolutely NO communication will be sent to external addresses (e.g., Yahoo, Gmail, and so forth). WSU personnel and instructors will use either the email within Blackboard or "email.wsu.edu" system.

D. Time Commitment, Attendance, and Participation

The time commitment for each course varies. Some require more reading than others. Some have more involved and complex assignments than others. Some require exams, others require demonstration of competency through work product. Students should expect to spend no less than 15-20 hours per week per course.

Attendance at an online course is defined as active and engaged participation in course discussion forums, peer reviews, and other assignments. Faculty should clearly articulate expectations around student participation and engagement. Instructors should document students' attendance by their submission/completion of assignments within the course including discussions, written assignments, quizzes/tests, and communication with the instructor.

E. Late Work Policy

Late work is generally **not accepted** in Online MA in Strategic Communication courses. Some consideration, however, might be given (at the discretion of the instructor) if there are extenuating circumstances such as prolonged hospitalization, family death, or extended individual sickness previously discussed. Most courses require students to maintain strong organizational skills. It is the student's responsibility to complete all assignments by the due date.

F. Faculty/Student Engagement

Faculty and students engage regularly throughout the duration of a course via email, discussion forums, phone or video conference. Faculty holds regular office hours for their online courses. Students also interact via email, discussion forum, phone, and video conference each week. Instructors generally respond to emails within 24 hours during the week. The expectation is the same for students. Students are expected to check their WSU email regularly and respond within 24 hours. Faculty generally do not discuss grades or any student records issues via email. Students should schedule a meeting with their instructor to discuss these issues. If necessary, faculty may request that students submit a written petition together with any work in question.

G. E-Tutoring Services

All WSU students have FREE unlimited access to eTutoring.org, a tutoring platform that enables students and tutors to collaborate in an online environment. This is not a course requirement, but simply an available resource that students may utilize as needed. With three ways to access a tutor, students can choose the one that best fits their needs.

- Writing Lab tutors will respond to papers in ANY academic subject, including history, anthropology, sociology, and everything else. If students are working on a paper for ANY of their courses our tutors can assist. Students submit their paper, ask specific questions on the submission form and a tutor will respond within 24-48 hours.
- Chat rooms allow students to meet with tutors in one-on-one sessions via a fully interactive, virtual online environment.
- Students can also leave specific questions for an e-Tutor in any of our subjects by taking advantage of the eQuestions option. Tutors will respond to questions within 48 hours.

The list of available tutoring subjects can be found on the <http://etutoring.org/login.cfm?institutionid=176> site. Current subjects include Accounting, Anatomy & Physiology, Biology, Chemistry, Math and Calculus, Medical Coding, MS Office 2007, Physics, Spanish, Statistics, Web Development and Writing.

H. Technology Requirements

Students taking courses through the Global Campus need regular access to a computer with Internet access. Because a computer is the students' connection to their courses – essentially the way they “go to class” – they also need to have a backup plan should their primary computer become unavailable. Most required course media is available in the online Media Center so they can watch course videos, presentations, and other media on their computer.

Visit the [WSU Global Campus Technical Requirements](#) page for updated information on hardware, software and system requirements.

I. Career Development and Professional Development Initiative

A designated career counselor housed in WSU's Global Campus works directly with online students on career planning. Graduates also have access to WSU Alumni services and resources, as well as various alumni networks at both the university and college level.

The Graduate School and Graduate and Professional Student Association (GPSA) have partnered to provide graduate students professional development workshops throughout the academic year. All workshops are free and broadcast to all campuses. To find out about the academic year workshops, visit <https://gradschool.wsu.edu/pdi> for the schedule.

J. Disability Support Services and Reasonable Accommodations

The Graduate School is committed to providing equal opportunity in its services, programs, and employment for individuals with disabilities. Reasonable accommodations are available for students with a documented disability. Students are responsible for initiating requests for reasonable accommodations and services that they need.

Graduate students with identified disabilities should contact the Access Center before the semester that they plan to attend and initiate the accommodations process. Accommodations are unique for each individual and some require a significant amount of time to prepare for, so it is essential that students notify the Access Center as far in advance as possible. Learn more at <https://gradschool.wsu.edu/rights-and-responsibilities/>

All accommodations must be approved through the Access Center located on each campus. Online students should review the information at <https://accesscenter.wsu.edu/students/global-campus-students/>. Additional information about disability accommodations and Web accessibility can be viewed at <https://online.wsu.edu/grad/accessibility.aspx>.

All WSU Global Campus students who need accommodations based on a documented disability will need to request accommodations each semester that accommodations are needed. Requests can be done via MyAccess.

K. ADA Compliance

Online courses should be designed in accordance with college policies on ADA compliance. Resources on the policies and information on providing online services for students eligible for accommodative services are provided by the [Office for Equal Opportunity at WSU](#).

[Global Campus ADA Compliance Reference](#) states:

- All syllabi must include information about the process for requesting a reasonable accommodation
- All students have the right to access digital content of a course so that material must be accessible
- All students who may need reasonable accommodations should be referred to the WSU Access Center

L. FERPA

WSU students have legal rights under the Family Educational Rights and Privacy Act (FERPA) for protection of their academic records. For a complete explanation of these rights, visit the URL associated with each home campus in the Academic Regulations section or <http://www.registrar.wsu.edu/Registrar/Apps/FERPA.ASPX>.

M. Safety Statement

Campus safety is of paramount importance at Washington State University and is the shared responsibility of the entire campus population. WSU urges students to follow the “Alert, Assess, Act” protocol for all types of emergencies and the “Run, Hide, Fight” response to an active shooter incident. Remain ALERT (through direct observation or emergency notification), ASSESS their specific situation, and ACT in the most appropriate way to assure personal safety (and the safety of others when able). All WSU students are encouraged to sign up for emergency alerts through MyWSU.

N. Library Support

All students enrolled in Washington State University online courses can use the WSU Libraries online databases and receive reference and research assistance from their home campus. Students can also borrow books and other circulating material and access full-text journal articles.

- [General Library Links by campus](#) (Review the Libraries’ Online Information for more guidance.)
- [Online Library Tour for WSU Online Campus Students](#)

O. Online Student Support

The WSU Online Web site (<http://online.wsu.edu>) has all the non-content and administrative-related information students need to be a successful online learner. Students can log in with their WSU Network ID and password to access personalized information. Student Services information is available to provide assistance with any non-advising administrative questions. Study tips and resources give students a good head start in assuring success.

P. International Student Support

At the time of drafting this handbook, specific information, and resources devoted to providing assistance with language barriers, translation of course content, or helping students understand faculty expectations is limited. However, here are a couple resources that may be of assistance:

- International Student Office site for graduate students: <https://ip.wsu.edu/future-students/graduate-students/>
- Office for Access, Equity, and Achievement out of Student Support Service: <http://aea.wsu.edu/>
- Multicultural Student Services: <http://mss.wsu.edu/>
- The Smart Start Program is housed under Multicultural Student Services – they help first-year students in the transition (also likely undergrad focused) – but they provide counselors, services, tutoring, and workshops: smartstart.wsu.edu

V. DEGREE COMPLETION

A. Duration of the Program

Most students take 2-3 classes each semester and complete the program in five semesters. The WSU Satisfactory Academic Progress (SAP) Handbook states that “graduate and professional students are expected to complete their degree program within a maximum time frame that cannot exceed 150% of the average amount of credits that are needed for a student to complete their degree program.” Learn more at <https://financialaid.wsu.edu/sap-handbook/> under “Graduate/Professional Students Chapter 11.”

B. Apply for Graduation

Students must submit an Application for Degree form (graduation) to the Graduate school online in the MyWSU portal. All students pay a \$50 graduate processing fee, valid for one year only. Payment is made at the time of completing/submitting the online application for degree in MyWSU. Students must apply by the initial deadline for names to appear in the Commencement Program. For specific deadlines visit <https://gradschool.wsu.edu/deadlines/>. All related forms can be found at <https://gradschool.wsu.edu/facultystaff-resources/18-2/>.

C. Exit Survey

At the close of the Capstone, students are asked to participate in the Online MA Strategic Communication program Exit Survey. This survey collects valuable feedback from graduating students about their experience in the program. The survey takes approximately 15 minutes to complete. All responses are confidential. The college utilizes results from the survey for ongoing assessment and improvement to the quality of the program.

VI. DEPARTMENTAL POLICIES: ACADEMIC PERFORMANCE

A. Annual Evaluation Procedures

Student progress is assessed on an annual basis to ensure students are on track with their program plans, meeting expectations in cumulative GPA requirements, and maintaining professionalism and scholarly integrity. The graduate coordinator leads this effort and provides regular reports to the program director and other leadership as needed. If needed, students are contacted individually to review progress and program plans for future semesters.

B. Retention in the Program

GPA: The Graduate School requires that all graduate students maintain a cumulative 3.0 GPA throughout their graduate program. Students who are not able to maintain a 3.0 will be disenrolled from the program.

Academic Deficiency: A student who does not maintain a cumulative 3.0 GPA will be considered academically deficient. A notice of deficiency will be sent to the student from the Graduate School. The student will have the option to request reinstatement, per the Graduate School’s instructions. The department will consider reinstatement requests but are not required to request readmission for any students below a 3.0.

Disenrollment: Students who do not maintain a 3.0 GPA and who are academically deficient are subject to disenrollment. If a student submits a request for reinstatement it will be reviewed by the committee. If a reinstatement request is not received by the department the student’s program will be terminated. Following termination, if a student wishes to return to the program they will have to go through the application process again.

C. Grade Change Policy

An instructor may not change a grade after it has been filed with the Registrar, except in the case of clerical error, which the instructor may correct by so certifying to the Registrar. Such change must be approved (signature required) by the chairperson of the department in which the course was offered. Grade corrections must be processed within one year of the end of the term for which the original grade was given. In extenuating circumstances, exceptions to the one-year limit for correction of grade errors may be considered by petition to the Registrar's Office.

D. Incomplete Policy

(Academic Rule 90h) Incompletes are granted only with permission of the instructor and are subject to the following guidelines:

1. Students must request an incomplete in writing or by e-mail from the instructor before the end of the semester.
2. The request must be signed and dated by the student (or identified by student's e-mail address) and must explain the reasons behind the request for the incomplete.
3. In order to be considered for an incomplete, there are two main conditions:
 1. A student must complete a minimum amount of the assigned course work. Specifically, a student must complete 75 percent of the coursework.
 2. A student must have a mathematical possibility of passing the class. A passing grade is 60 percent or above for the entire course.
4. If extraordinary circumstances (e.g., family emergency, serious illness) are involved and are documented to the instructor's satisfaction, the professor/ instructor retains the discretion to grant an incomplete even if the minimum conditions outlined in item 3 above are not met.

If an incomplete is granted, the standard WSU policy applies (i.e., ALL work must be completed within one full year from the end of the enrollment semester at issue, unless a shorter time is specified by the instructor. Otherwise, an automatic grade of "F," or failing, will be entered on the student's transcript).

E. Graduate Student Enrollment Policy

Continuous Enrollment: All full- and part-time degree-seeking graduate students at all campus locations must maintain continuous enrollment in the Graduate School by registering for each semester, excluding summer sessions, from the time of first enrollment until all requirements for the degree are completed. Continuous enrollment is maintained by registering for a minimum of 2 graduate credits per semester (excluding the summer). International students who enroll for fewer than 10 credits must be approved by the Office of International Programs in consultation with the Graduate School, prior to part-time enrollment during the academic year.

Exceptions to Continuous Enrollment: Degree-seeking graduate students typically enroll in credits every semester until degree completion. However, sometimes circumstances are such that degree-seeking students are unable to enroll for credits. Such circumstances may include illness, family issues, financial need, work, or other obligations.

The exceptions to continuous enrollment discussed in this section address circumstances in which a degree-seeking student must be away from campus and cannot enroll for credits. These students must complete the appropriate graduate leave paperwork, obtain approval from their faculty advisor and program chair, and submit the paperwork to the Graduate School in advance of the semester they will be away. Official leave of absence and absences not approved under this policy are included in the time limits to complete a degree.

Graduate Leave of Absence including Deployment: Students who must be away from campus for reasons such as medical issues, family obligations, job obligations, military service, and Peace Corps service, and who cannot maintain continuous enrollment in any given semester, may apply for an official graduate leave of absence. See [the Graduate School's Policies and Procedures Manual](#), Chapter 5, for additional information and procedures.

The Short-term Parental Leave plan provides up to four consecutive weeks of leave for the period directly before or after the birth or adoption of a child. During this time, the student continues to be enrolled and, if on an assistantship appointment (during the academic year only), will continue to receive graduate assistant benefits (i.e., tuition waivers will remain in place, health benefits, and salary). For additional information, see the Graduate School's Policies and Procedures Manual, Chapter 5.

F. Dropping, Withdrawing, or Canceling Enrollment

If students drop or withdraw from all courses they will be disenrolled from WSU and will not be allowed to add courses. If students wish to withdraw from all courses after the semester has started, refer to the [Cancellation of Enrollment Tuition Refund Adjustment Policy](#).

This decision may affect future financial aid. Students are responsible for understanding all Satisfactory Academic Progress (SAP) rules at <http://online.wsu.edu/currentStudent/finances/protectFinancialAid.aspx>.

Learn more about registration information, registration holds, how to register, drop, withdraw, or cancel enrollment at <https://online.wsu.edu/currentStudent/courses/whenToRegister.aspx>.

Dropping a course:

- During the academic year (fall, spring), students may drop a course up to the end of the 30th day of the semester in which the course is offered or according to a prorated schedule for shorter academic terms. If students wish to drop all courses, please read the information below about cancellation of enrollment.
- Confirm the drop deadline for the course by selecting the course section link for your course in the [Schedules of Classes](#).
- No grade will be recorded on your transcript and you will receive a full refund of tuition. Unlike withdrawals (see below), there is no limit to the number of courses you can drop within the first 30 days as an undergraduate student. See WSU academic [regulation #67](#).
- During summer session, no tuition refund is granted after missing the drop with refund deadline for the course.

Withdrawing from a course:

Students may withdraw from a course after the 30th day of the regular term up through the end of the 13th week (or according to a prorated schedule for shorter academic terms) with certain provisions. See [WSU academic regulation #68](#) for complete information. Confirm the withdraw deadline for the course by selecting the section link for your course in the [Schedules of Classes](#).

Cancellation of enrollment (withdraw from all WSU courses):

- Refer to the [Cancellation of Enrollment Tuition Refund Adjustment Policy](#).
- Go to cancel.wsu.edu.
- Carefully read and complete each page of the form.
- An email will be sent to the student WSU email account once the cancellation is complete. A five percent administration fee will be charged, plus a percentage of the tuition.

VII. DEPARTMENTAL POLICIES: ACADEMIC INTEGRITY

A. Academic Integrity

Online courses are expected to use the same academic integrity standards as on-site courses. Academic integrity policies should be clearly stated in the syllabus and reiterated as part of instructor introductions at the start of the course.

Washington State University, a community dedicated to the advancement of knowledge, expects all students to behave in a manner consistent with its high standards of scholarship and conduct. Students are expected to uphold these standards both on and off campus and acknowledge the university's authority to take disciplinary action. Cheating is defined in the Standards for Student Conduct WAC 504-26-010(3). It is strongly recommended that students read and understand these definitions: <http://apps.leg.wa.gov/wac/default.aspx?cite=504-26-010>.

University instructors have the authority to intervene in all situations where students are suspected of academic dishonesty. In such instances, responsible instructors retain the authority to assign grades to students considering, from an academic standpoint, the nature of the student action. Violation of academic integrity on any assignment will involve (i) an academic penalty ranging from a minimum of both a zero on that assignment and the reduction of a full letter grade on your final grade to failure of the entire course, (ii) filing of case with the Office of Student Conduct, and per university regulations, (iii) inability to withdraw from the course.

Cheating includes, but is not limited to, plagiarism and unauthorized collaboration as defined in the Standards of Conduct for Students, WAC 504-26-010(3). You need to read and understand all of the definitions of cheating: <http://app.leg.wa.gov/WAC/default.aspx?cite=504-26-010>. If students have any questions about what is and are not allowed in this course, they should ask course instructors before proceeding.

If students wish to appeal a faculty member's decision relating to academic integrity, please use the form available at conduct.wsu.edu.

Definitions

Plagiarism: "Plagiarism is an act or instance of using or closely imitating the language and thoughts of another author without authorization and the representation of that author's work as one's own, as by not crediting the original author."
– *Dictionary.com*

Citation: "A "citation" is the way you tell your readers that certain material in your work came from another source. It also gives your readers the information necessary to find that source again." –*Plagiarism.org*

Attribution: "The definition of attribution means the act of giving someone credit for doing something or the quality or characteristic of a particular person." –*YourDictionary.com*

Proper Citation & Attribution Practices

Understanding when it is and is not appropriate (and legal) to borrow from other works is essential to success in the communication industry. Ideally students will create original content, graphics and digital assets. But, because they are not expected to be a professional graphic designer or photographer, there are times when they will need to draw upon the work of others for the purpose of mock ups, campaign design and implementation, ad creation and social media engagement.

Much of the work students create courses will be published in publicly accessible digital platforms including websites, html emails, social media posts and other online advertising or content. In a course where students create mock companies or initiatives, steps should be taken to include disclaimers on all channels that state "this is not a real company" or "this is a mock campaign for education purposes." Regardless, it is important students engage in best practices with regard to citation, attribution and copyright laws. Citations must be present within content, as part of footer or endnote and when appropriate, as part of AltText (alternative text), title, and description.

"Digital assets include product images, lifestyle photography, logos, illustrations, animations, audio & video clips, presentations, page files, office documents and spreadsheets." – *Widen.com*

Citations must be present within content, as part of footer or endnote and when appropriate, as part of AltText title and description.

Copyright: “The exclusive right to make copies, license, and otherwise exploit a literary, musical, or artistic work, whether printed, audio, video, etc.: works granted such right by law on or after January 1, 1978, are protected for the lifetime of the author or creator and for a period of 50 years after his or her death.” - *Dictionary.com*

A common myth about the Internet is that anything posted online can be copied or downloaded. Washington State University - University Communications discusses how the law applies to the internet (WSU Communications, n.d.). They note that anything you see online is subject to the same level of protections in copyright you would find in a library or bookstore. Under modern copyright law, the formalities of registration and copyright notice are no longer required.

“Downloading content from any web page is the equivalent to making a copy of the content... To comply with copyright law, you must receive permission from the copyright holder before you download any content.” (WSU Communications, n.d.)

What Copyright Protects (WSU Communications, n.d.)

Copyright protects materials that satisfy the following three elements:

1. *Fixed in a tangible medium:* Must be recorded in writing, audio/score or video. The work must be accessible for reading, viewing or hearing.
2. *Original:* Includes work that is 100% original concept and design by the author or artist.
3. *Creative:* Defined by the Supreme Court as “...the requisite level of creativity is extremely low; even a slight amount will suffice.” The vast majority of works make the grade quite easily, as they possess some creative spark, “no matter how crude, humble, or obvious” it might be.”

Copyright, Patents & Trademarks = Intellectual Property (WSU Communications, n.d.)

“Patents give inventors the exclusive right to duplicate their invention’s design” (requires application to the U.S. Patent and Trademark Office)

“A trademark is a word, phrase, or logo that identifies a product, a service, or the person or company that offers a product or service to the public.” (federal trademark registration requires application to the U.S. Patent and Trademark Office)

“Copyrights apply to art, music, plays, movies, literature, and scholarly works. They are automatic and require no registration or other formality.”

Fair Use

“Fair use is the exception to the rule that no one may exercise the author’s or artist’s exclusive rights—for example, copying the work—without permission... Fair use is basically limited to journalism, education, and research.” (WSU Communications, n.d.)

Ask yourself... “Do I need to get permission before I copy this?” This is when you make a fair use analysis to determine if the copying qualifies.

In determining whether the use made of a work in any particular case is a fair use, the factors to be considered include (WSU Communications, n.d.):

- 1) The purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes;
- 2) The nature of the copyrighted work;
- 3) The amount and substantiality of the portion used in relation to the copyrighted work as a whole; and
- 4) The effect upon the potential market for or value of the copyrighted work.

“The first step in making the fair use inquiry is determining that the purpose of copying a copyrighted work is for criticism, comment, news reporting, education, scholarship, or research. If it is, the next step is looking at each of the four factors and seeing if they weigh for or against fair use.” - (WSU Communications, n.d.)

Intellectual property

“Intellectual property (IP) refers to creations of the mind, such as inventions; literary and artistic works; designs; and symbols, names and images used in commerce.” –*World Intellectual Property Organization*

Owners of intellectual property are given exclusive rights to intangible assets such as musical, literary, artistic works, discoveries and inventions, words, phrases, symbols and designs. The most common types include copyright, trademarks, patents, industrial design rights and trade secrets.

Royalty-Free & Usage Rights

Royalty-Free: “*Royalty-free* refers to a licensing method under which image rights are sold at a flat rate for almost all purposes.” –*Daryl Lang, Shutterstock blog contributor*

Usage Rights: Usage rights help you find content that you can use above and beyond fair use. Site owners can use licenses to let you know if and how content on their sites can be reused.” – *Google Search Help*

B. Academic Dishonesty

Students and faculty share in the responsibility of upholding and protecting academic honesty standards within the University. At Washington State University, all cases of academic dishonesty or academic misconduct, including cases of plagiarism, will be handled according to the process WAC 504-26. Information on academic dishonesty and related procedures can be found on the Office of Student Standards and Accountability website: (<https://conduct.wsu.edu/academic-integrity/>). Through the academic integrity violation process (see <http://academicintegrity.wsu.edu/students/Academic-Integrity-Violation-Process/>), the offending student will receive notice of the offense and will be given an opportunity to respond. The Standards of Conduct for Students covers cheating, plagiarism, or other forms of academic dishonesty including but not limited to the following:

- unauthorized collaboration on assignments,
- facilitation of dishonesty including not challenging academic dishonesty,
- obtaining unauthorized knowledge of exam materials,
- unauthorized multiple submissions of the same work or sabotage of others’ work,
- knowingly furnishing false information to any University official, faculty member, or office,
- forgery, alteration, or misuse of any University document, record, or instrument of identification.

For a complete definition of academic dishonesty, see <https://conduct.wsu.edu/academic-integrity/>.

C. Academic Freedom

WSU supports the faculty’s academic freedom, right to freedom of expression, and responsibility to fulfill course objectives that are approved by the Faculty Senate. This is fundamental to who we are as an institution. Along with these rights comes the responsibility to protect the freedom of expression of all members of our community, including students.

“As teachers, professors encourage the free pursuit of learning in their students. They hold before them the best scholarly standards of their disciplines. They demonstrate respect for the student as an individual and adhere to their proper role as intellectual guides and counselors...They protect students’ academic freedom.” (Source: Faculty Responsibilities section of the WSU Faculty Manual)

“Freedom of expression is recognized as one of the essential elements of academic freedom. On a healthy campus, there is respect for the dignity and worth of all members of the campus community and a concern for the rights of others. ...It is the policy of Washington State University to support and promote the rights of all individuals to express their view and opinions

for or against actions or ideas in which they have an interest... The above rights exist in equal measure for each member of the University community.” (Source: Section IIB of the Faculty Manual - page 14)

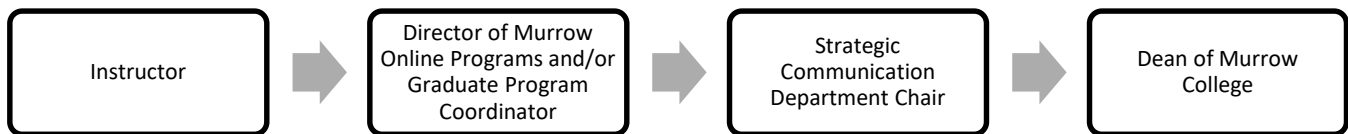
At WSU, the faculty has a strong interest in promoting respectful dialogue in the classroom setting. Speech and conduct that disrupts the educational process and creates a hostile environment, as that term is defined in WSU’s non-discrimination policy (Executive Policy 15), is not protected. If concerns arise, faculty will consult the WSU’s Office for Equal Opportunity at 509-335-8288 or oeo@wsu.edu. We aim to protect the freedoms and rights of every member of the WSU community and to promote learning about diverse perspectives while ensuring that students experience a safe, constructive learning environment.

D. Academic Regulations

Students enrolled in online courses are subject to the same University academic regulations as on-campus students. Students may only repeat a course graded C- or below one time at WSU during fall or spring semesters. Additional repeats are allowed from another institution or at WSU during summer terms or by special permission of the academic unit offering the course. Learn more at <http://www.catalog.wsu.edu/General/AcademicRegulations/ListBy/73>.

VIII. DEPARTMENTAL POLICIES: STUDENT CONDUCT & CONFLICT RESOLUTION

A. Academic Complaint Procedures



Students with complaints about instruction or grading should first address concerns with the instructor. When complaints cannot be resolved with the instructor, concerns should be taken to the Director of Murrow Online Programs and/or the Graduate Program Coordinator. If the complaint is still unresolved, it will be taken to the strategic communication department chair.

The chair’s decision shall be rendered within 20 business days. After the chair’s decision, the student or the instructor may appeal to the Murrow College Dean’s Office. Complaints must be presented in writing to the dean within 20 business days of the chair’s decision. The written statement should describe the complaint, indicate how it affects the individual or unit, and include the remedy sought from the dean. The decision of the dean is the final step and shall be made within 20 business days. The University Ombudsman is available at any stage for advice or assistance in resolving academic complaints. At the branch campuses, the procedure is identical except that the academic area coordinator shall substitute for the department chair and the campus dean shall substitute for the college dean. Review all formal grievance procedures for graduate students at <https://gradschool.wsu.edu/rights-and-responsibilities/>.

“Any graduate student who believes that he or she has been subjected to unlawful discrimination, including sexual harassment, or who believes his or her rights have been violated by a member of the academic community, is strongly encouraged to contact the Office for Equal Opportunity (<http://oeo.wsu.edu/>). If the complaint involves discrimination or harassment by a student, a complaint may also be filed with the Office of Student Standards and Accountability (<http://conduct.wsu.edu/>).” (Washington State University Graduate School Student Rights and Responsibilities, 2018)

B. Student Appeals Process

An Appeal of the decision made by the Murrow College dean can be made to the Provost if the graduate student believes there was a procedural error or failure to follow WSU or Graduate School policy during the complaint or grievance process. The written appeal to the Provost regarding procedural irregularities must be filed within fifteen (15) calendar days following

the notice of the decision from the Murrow College dean in response to the formal grievance. The appeal must be copied to the Murrow College dean. If the Murrow College dean does not receive a copy of the appeal within fifteen (15) calendar days, the student's right to appeal will be waived and the dean's decision will be final. The Provost will not reopen cases for the purpose of re-investigating the grievance. View all appeals process procedures for graduate students at <https://gradschool.wsu.edu/rights-and-responsibilities/>.

C. Ownership of Course Materials and Intellectual Property

As stated by [Global Campus policy regarding Intellectual Property](#)... "Courses are created as a part of the faculty course developer's University employment and is a work made for hire within the developer's scope of employment. The University will retain the copyright to the course, including the right to copy, distribute, display, perform, transmit, publish, and sell the course throughout the world. See Washington State University's [Faculty Manual IV:H.2](#).

The University retains the right to use any and all elements of the course in future distance education course offerings. The faculty developer will have the right to use the substantive content of the course, without further consent or approval from the University, in any scholarly or creative works that do not compete with the University's use of the course. In particular, the developer will have the right to use the content in textbooks, journal articles, conference presentations, consulting projects, and other scholarly works or professional activities.

Syllabi and all course-related materials, presentations, lectures, etc. are the intellectual property of individual faculty (or the intellectual property of their references) and may be protected by copyright. Selling class notes through commercial note-taking services, without instructor written advance permission, could be viewed as copyright infringement and/or an academic integrity violation, WAC 504-26-010 (3)(a,b,c,i). Further, the use of University electronic resources (e.g., Blackboard) for commercial purposes, including advertising to other students to buy notes, is a violation of WSU's computer abuses and theft policy (WAC 504-26-218), a violation of WSU's Electronic Communication policy (EP 4), and also violates the terms of use for the Blackboard software program.

Any course-related materials, presentations, lectures, etc. are the instructor's intellectual property and may be protected by copyright. The use of University electronic resources (e.g., Blackboard) for commercial purposes, including advertising to other students to buy notes, is a violation of WSU's computer abuses and theft policy (WAC 504-26-218).

D. Discrimination Statement and Employee Reporting Requirements

"Washington State University (WSU) is an equal opportunity employer committed to providing equal opportunity in education, employment, membership and contracts without regard to race, ethnicity, color, creed, religion, national origin, gender, sexual orientation, gender identity/expression, age, marital status, the presence of any sensory, mental or physical disability, use of a trained guide dog or service animal by a person with a disability, and/or status as a veteran. WSU is committed to creating and maintaining environments in which students, faculty, staff, and visitors can work, study and recreate free from all forms of prohibited discrimination and discriminatory harassment. If you have experienced an act of discrimination or harassment, including sexual harassment, please contact WSU Center for Human Rights via phone at 509-335-8288, via e-mail at chr@wsu.edu or file a complaint online at www.chr.wsu.edu." – *Washington State University*

Discrimination, including discriminatory harassment, sexual harassment, and sexual misconduct (including stalking, intimate partner violence, and sexual violence) is prohibited at WSU (See [WSU Policy Prohibiting Discrimination, Sexual Harassment, and Sexual Misconduct](#) (Executive Policy 15) and [WSU Standards of Conduct for Students](#)).

Any graduate student who believes that he or she has been subjected to unlawful discrimination, including sexual harassment, or who believes his or her rights have been violated by a member of the academic community, is strongly encouraged to contact the Office for Equal Opportunity (<http://oeo.wsu.edu/>). If the complaint involves discrimination or harassment by a student, a complaint may also be filed with the Office of Student Standards and Accountability (<http://conduct.wsu.edu/>).

Most WSU employees, including faculty, who have information regarding sexual harassment or sexual misconduct are required to report the information to OEO or a designated Title IX Coordinator or Liaison. (Visit oeo.wsu.edu/reporting-requirements for more info).

IX. CHECKLISTS

A. New Students

	Do you need accommodations because of a disability? Contact the WSU Access Center as soon as possible to be sure you have the accommodations in place when classes begin.
	myWSU and your WSU email : Remember to check your myWSU notices and WSU email account often for important announcements. If you're corresponding with WSU faculty and staff, always use your WSU email.
	WSU's Academic Integrity Program - Know the academic integrity requirements at WSU.
	Test your connection at various times of the day, to be certain that you will be able to successfully view the media provided in your course.
	Be aware of deadlines. Print the WSU Online Academic Calendar , and add it to your favorites on your browser.
	Read Study Tips and Skills for Success .
	Are you expecting financial aid? Financial aid is disbursed on the first day of classes, so you should plan to use resources other than financial aid to purchase your textbooks before the semester begins. See the WSU Online Financial Aid page .
	Proctored exams : Learn who is eligible to be a proctor, and how and when to request a proctor and each of your exams.
	Start the new semester off right: Log in to Blackboard Learn on the first day of classes and check out your courses.

B. Returning Students

	Review your program plan – if you have requests for changes or updates, contact Christy Curtis
	Register for classes by the deadlines. Visit our News & Events page for a summary of deadlines.
	Do you need accommodations because of a disability? Contact the WSU Access Center as soon as possible to be sure you have the accommodations in place when classes begin.
	Ready to graduate this semester? Make sure you apply for graduation by the deadline so you do not incur additional fees or delays in completing your degree.
	myWSU and your WSU email : Remember to check your myWSU notices and WSU email account often for important announcements. If you're corresponding with WSU faculty and staff, always use your WSU email.
	WSU's Academic Integrity Program – Refresh yourself on the academic integrity requirements at WSU.
	Be aware of deadlines. Print the most current WSU Online Academic Calendar , and add it to your favorites on your browser.
	Log in to Blackboard Learn on the first day of classes and check out your courses.

X. REFERENCES

Excerpts, ideas, direct quotes and statements, themes, and resources are referenced throughout the handbook with the goal of following best practices in academic standards and language, consistency in a message from other WSU sources, and accuracy of overall content. A list of these and other references include:

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