
College of Professional Studies and Fine Arts

Administration

Dean: Joyce M. Gattas
Associate Dean: Donald R. Martin
Associate Dean: Kathryn J. LaMaster
Assistant Dean for Student Affairs: Randi E. McKenzie
Director of Special Projects:
Director of Student Service and
Human Resources: Sonia Wright

General Information

The College of Professional Studies and Fine Arts is committed to the pursuit of excellence in academic and artistic endeavors geared to enhancing the human enterprise. Composed of 11 departments and schools, the college is recognized for its excellent academic programs that create a bridge between university and community life by preparing students for professional careers in a wide spectrum of cultural, educational, social, economic, and technical fields.

The college houses the schools of Art, Design, and Art History; Communication; Exercise and Nutritional Sciences; Hospitality and Tourism Management; Journalism and Media Studies; Music and Dance; Public Affairs; Theatre, Television, and Film. The college also houses three ROTC programs which lead to commissioned officer status upon graduation. The Center for Hospitality and Tourism Management, the International Center for Communications, the Institute of Public and Urban Affairs, the Production Center for Documentary and Drama, and the Institute for International Security and Conflict Resolution are the research centers that offer the campus and San Diego communities unique instructional opportunities and research.

The College of Professional Studies and Fine Arts is at the forefront of meeting and integrating the needs of community, corporate, government and educational goals. The college is uniquely positioned because of its dedication to and appreciation of traditional and non-traditional forms of scholarship and research reflecting a demographically changing society through its curriculum, research and outreach activities. Interdisciplinary collaboration is the hallmark of the college's academic programs, research and creative activity that enrich the quality of life, provoke the status quo, enhance understanding of cultural diversity and are at the cutting edge of technology.

Curricula Offered

Refer to the courses and Curricula section of this catalog for a complete listing of program requirements and courses offered by departments within the College of Professional Studies and Fine Arts.

Master's Degrees

Art (M.A., M.F.A.), City Planning (M.C.P.), Communication (M.A.), Criminal Justice and Criminology (M.S.; jointly with the College of Arts and Letters), Exercise Physiology (M.S.), Kinesiology (M.A.), Music (M.A., M.M.), Nutritional Sciences (M.S.), Nutritional Science and Exercise Physiology (M.S./M.S.), Public Administration (M.P.A.), Television, Film and New Media Production (M.A.), Theatre Arts (M.A., M.F.A.).

Bachelor's Degrees

Art (B.A.), Communication (B.A.), Criminal Justice Administration (B.S.), Dance (B.A., B.F.A.), Foods and Nutrition (B.S.); Hospitality and Tourism Management (B.S.), International Security and Conflict Resolution (B.A.; jointly with the College of Arts and Letters and the College of Sciences), Journalism (B.A.), Kinesiology (B.S.), Music (B.A., B.M.), Public Administration (B.A.), Recreation Administration (B.S.), Television, Film and New Media Production (B.S.), Theatre Arts (B.A.), Urban Studies (B.A.).

Minors

Advertising, Aerospace Studies, Art, Art History, Communication, Dance, International Security and Conflict Resolution (jointly with the College of Arts and Letters and the College of Sciences), Journalism, Media Arts and Technology, Military Science, Music, Naval Science, Public Administration, Public Relations, Recreation, Television, Film and New Media, Theatre Arts.

Military Curricula

Aerospace Studies, Military Science, Naval Science

Certificate Programs

Artist Diploma, Family Life Education, Fire Protection Administration (available through Extension only), Public Administration (available at Imperial Valley Campus only), Transborder Public Administration and Governance (available through Extension only)

Research Centers and Institutes

Center for Hospitality and Tourism Research

Carl Winston, Director

The Center for Hospitality and Tourism Research is an education and research center dedicated to the study and application of professional principles in the broad field of hospitality and tourism. The mission of the center is to enhance the skills and knowledge of professionals and students in the field of hospitality and tourism management through the creation and delivery of initiatives in executive development, research, and curriculum innovation.

Programs associated with the center focus on identifying "best practices" in all aspects of hospitality and tourism such as hotel operations, restaurant operations, global tourism, and events, conventions and attractions management. The center's mission is pursued in multiple venues, including private, public, and not-for-profit agencies. Our vision is to become the leading center for hospitality and tourism management education in Southern California and a prominent national and international resource for questions related to education in hospitality and tourism. The center actively seeks to support SDSU, the College of Professional Studies and Fine Arts, and members of the local and national community in matters related to hospitality and tourism. The center is located in PSFA 436, 619-594-4964;

<http://www.sdsu.edu/business/htm>.

International Center for Communications

John M. Eger, Director

The International Center for Communications draws upon the resources of the University, the community and the communications industry to provide the nation's first international focal point in the Pacific in which academic study, innovative research and practical experience among the private and public sectors are joined to help solve critical issues confronting the Pacific region. The center serves two main purposes: 1) to initiate dialogues leading to new understanding among the diverse cultural and community interests of the region; and 2) to link communications and community in the new relationships essential to fulfilling the promise of the Pacific world.

The goals of the International Center are to establish an institutional approach to learning, problem-solving and practical work focusing on the critical issues of communication and information; to create a new and dynamic partnership in San Diego between business and industry, government and academia, redefining and building a sense of community; and to develop a forum and agenda for research, discussion and collaboration with other organizations in the region.

The center also houses the California Institute for Smart Communities founded to assist communities understand the use of technology as a catalyst for economic and social development. The Web site is <http://www-rohan.sdsu.edu/dept/intlcomm/library.html>.

**Institute for International Security
and Conflict Resolution (IISCOR)**

Dipak K. Gupta, Director

The SDSU Institute for International Security and Conflict Resolution (IISCOR) encourages and facilitates teaching and research in the multidisciplinary area of international security and conflict resolution. Specifically, topics such as nuclear armaments, international conflict, sociopolitical violence, and global environmental issues as they relate to security are covered.

The institute is a joint effort of the College of Professional Studies and Fine Arts, the College of Arts and Letters, and the College of Sciences. IISCOR is administered by a director and advised by an executive committee consisting of faculty members representing the different disciplines that provide input into the study of international security and conflict resolution.

The institute promotes teaching and research by organizing public forums, faculty and student seminars, developing appropriate curricula for undergraduate and graduate instruction and facilitating research and scholarly activities. SDSU offers, through IISCOR, a multidisciplinary Bachelor of Arts degree in International Security and Conflict Resolution. The Web site is

<http://www-rohan.sdsu.edu/~iiscor/index.htm>.

Institute for Leisure Behavior

Gene G. Lamke, Director

The Institute for Leisure Behavior is the research and community service unit within the School of Hospitality and Tourism Management at San Diego State University. It is primarily concerned with conducting leisure related research, promoting professional development, disseminating specialized publications, and organizing conferences, seminars, lectures and workshops.

The institute is governed by a board of directors which, in turn, is advised by a group of thirteen individuals from park and recreation and related fields. The advisory council has been instrumental in providing valuable information to the Board concerning the needs and direction of the leisure services field.

The institute administers a variety of service programs within San Diego County. Camp Able at Coronado, an aquatic-based camp for disabled children and adults, operates ten weeks during the summer at Silver Strand State Beach. The Spring Valley R.E.A.C.H. Program,

funded by Social Advocates for Youth, provides recreational and educational activities for children and youth. Additionally, the institute conducts research for local tourism, park and recreation entities as well as the California Department of Parks and Recreation and the United States Forest Service.

The institute publishes monographs focusing on important issues relative to leisure services delivery. These are available to the public, as well as park and recreation practitioners. Research projects under the direction of the institute focus on local, state, national, and international problems related to leisure and park/recreation/tourism services. The Web site is http://psfa.sdsu.edu/centers_and_institutes/leisure.html.

Center for Optimal Health and Performance (COHP)

Kathy Jones, Director

The Center for Optimal Health and Performance (COHP) is a service unit within the Department of Exercise and Nutritional Sciences. It provides services to community members in the assessment of physical fitness, diet, cardiovascular risk, and bone health. COHP also provides physical activity and nutritional counseling and supervised exercise training for adults of all ages. Target populations are 1) adults interested in improving their physical fitness, physical activity, and nutritional behaviors, 2) adults seeking advice to prevent inactivity related chronic diseases, and 3) athletes seeking advice to improve their athletic performance. Committed to the promotion and support for active living and healthy eating, the center serves as an educational medium for undergraduate and graduate students to gain hands-on experience in exercise and nutritional assessments, counseling, and exercise leadership. COHP operates cooperatively with the SDSU Center for Behavioral Epidemiology and Community Health and in collaboration with the Bone Health Unit. The Web site is

<http://www.cohp.sdsu.edu>.

Production Center for Documentary and Drama

Jack Ofield, Director

The Production Center for Documentary and Drama is located in the School of Theatre, Television, and Film and is the professional production arm of the university. The center mentors graduate students in media in the creation of projects that promote their artistic and technical growth, and works with global film schools, film institutes, and filmmakers in the production of its long-running, international TV series, "The Short List," showcasing short films. The center interfaces with local, state and national entities in the creation of films and television programs in the arts, humanities, and sciences, including distribution on public and cable television. These projects provide senior and graduate students with professional opportunities to work in key capacities, such as writing, directing, camera crew, editing, and production design. The Web site is

<http://www.rohan.sdsu.edu/dept/socgrad/TFM/productioncenter.html>.

Institute of Public and Urban Affairs

Stuart D. Henry, Director

The Institute of Public and Urban Affairs is located in the School of Public Administration and Urban Studies. The institute was established to conduct research in community and governmental affairs and to sponsor conferences, colloquia and symposia related to issues in public administration and affairs including urban planning, management and criminal justice administration. The institute also publishes occasional working papers and research monographs. Selected students and faculty of San Diego State University staff the institute. An integral part of the institute is the Public Administration Center which contains a specialized and growing collection of research materials emphasizing issues in public affairs particular to San Diego and California. The Web site is

<http://www-rohan.sdsu.edu/~spaus/ipua.htm>.

Dr. Sanford I. Berman Institute for Effective Communication and General Semantics
Brian H. Spitzberg, Director

The Dr. Sanford I. Berman Institute for Effective Communication and General Semantics within the School of Communication is dedicated to the scholarly study of language and its relations among our symbolic activities, society, and the mind. Specifically, the institute is devoted to the assessment, investigation, and enhancement of communication processes in applied contexts. The Web site is

http://psfa.sdsu.edu/centers_and_institutes/berman.html.

Institute for the Study of Intercollegiate Athletics (ISIA)
Roger W. Caves, Director

The Institute for the Study of Intercollegiate Athletics (ISIA) is a research center focused on the use of survey research methods to obtain much needed data about issues concerning intercollegiate athletics and issues associated with intercollegiate athletes. Clients include universities, athletic conferences, foundations, media outlets, and other private sector concerns. A complete range of services is available to include: survey instrument design, sampling, data collection, data reduction and analysis, summary report of findings.

Sycuan Institute on Tribal Gaming
Randy Baker, Director

The Sycuan Institute on Tribal Gaming focuses on research, policy studies, and education related to the area of tribal gaming management. The institute, centered in the largest tribal gaming community in the world, is geared to studying tribal gaming within the broader industry of hospitality and tourism management. The functions of the institute include 1) the conduct of timely and innovative research in tribal gaming such as governance, community and regional impact, marketing, tribal gaming operations, trends, etc.; 2) the collection of benchmarking data in order to develop "best practices" in tribal gaming; 3) the creation of an annual summit on tribal gaming that addresses policy, regulatory issues, trends, social

issues, etc.; 4) the implementation of an annual community lecture or symposium on topics geared to informing and engaging the community about tribal issues and community conflicts; and 5) educating students, professionals, tribal personnel, and interested others for positions in the tribal gaming industry. The institute will facilitate the involvement of faculty with expertise from a variety of disciplines such as mathematics, computer science, policy studies, business, marketing, and public relations in the process of creating and disseminating new knowledge in the area of tribal gaming. The institute is managed and operated by the interdisciplinary Hospitality and Tourism Management program at SDSU and supported by an endowment from the Sycuan Tribal Council of the Kumeyaay Indians.

Center for the Visual and Performing Arts
Kathryn J. LaMaster, Director

The Center for the Visual and Performing Arts serves as a focal point for the arts on campus and in the San Diego region. The center's primary activities involve enhancing, coordinating, and publicizing the college's visual and performing arts programs, forming alliances and partnerships with San Diego arts agencies, and initiating new programs to expand the impact of the arts on the campus and in the community.

The center promotes the integration of the arts on campus through curriculum initiatives by designing collaborative courses that integrate the arts into other discipline areas. The center enhances art on campus by bringing internationally known artists to perform and exhibit, to conduct master classes and workshops, and to present lectures for students, faculty, and the San Diego arts community. The center promotes the arts throughout the community by initiating outreach programs from the campus in the visual and performing arts. The center also serves the campus and the San Diego artistic community by exploring important issues and themes relative to the arts through educational opportunities, public forums, research, and multidisciplinary and multi-cultural exhibits and performances. The Web site is http://psfa.sdsu.edu/centers_and_institutes/visual.html.

