
College of Professional Studies and Fine Arts

Administration

Dean: Joyce M. Gattas

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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 (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), International Studies, 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, Performance, Public Administration (available at Imperial Valley Campus only), Transborder Public Administration and Governance (available through Extension only)

Research Centers and Institutes

Center for the Visual and Performing Arts

The Center for the Visual and Performing Arts initiates and supports nationally and internationally recognized arts programs that inspire, engage, and enrich the university and the region through residencies, artistic alliances, and collaboration. Through grant support, the center (1) integrates the arts on campus by designing collaborative courses across the arts and other disciplines; (2) brings internationally known artists to perform and exhibit, to conduct master classes and workshops, and to offer lectures to students, faculty, and the San Diego arts community; (3) initiates outreach programs throughout the community, and; (4) explores important issues and themes through educational opportunities, business forums, and artistic research.

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.

The J. Willard and Alice S. Marriott Foundation Student Center for Professional Development

Brian P. Blake, Director

The J. Willard and Alice S. Marriott Foundation Student Center for Professional Development is housed in the School of Hospitality and Tourism Management (HTM). The center provides support for internship programs related to the hospitality industry. It assists HTM students in finding internships and job placement through workshops, focus groups, and continuing conversations with industry leaders. Every HTM student spends two semesters working with the center, and again uses center resources at graduation. This experiential learning builds professional competencies which enhance effectiveness when students enter the workforce. The center serves as a testing ground to determine an individual's competence before hiring as a permanent employee.

Theatre, Youth, Media, and Education (TYME) Arts Center

Dani Bedau, Director

The Theatre, Youth, Media, and Education (TYME) Arts Center embraces a variety of unique programs, creative projects, research-based initiatives, and artistic production hosted by the School of Theatre, Television, and Film. The purpose of the center is to (1) engage SDSU students, current and future educators, young people, and leaders, in theatre and media arts education, in an on-going discussion of pertinent, relevant, and cutting-edge issues in fields such as Theatre for Young Audiences (TYA) and Youth Arts aesthetics, community-building and ethics and current methodologies; (2) train the next generation of theatre and media arts educators to both practice and analyze current trends and methods in the field of theatre and media arts education; (3) ignite creativity and a passion for the arts in our audiences through touring productions, the annual Theatre of the World Festival, and other theatrical and media production, and; (4) conduct original research and evaluation related to the field, and disseminate these findings on the center's Web site.

Sycuan Institute on Tribal Gaming

Katherine Contreras, 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 School of Hospitality and Tourism Management and supported by an endowment from the Sycuan Tribal Council of the Kumeyaay Indians. The Web site is

<http://htm.sdsu.edu/sycuan/index.html>.

Institute of Public and Urban Affairs

Mounah Abdel-Samad, Interim Director

The Institute of Public and Urban Affairs is located in the School of Public Affairs. 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://spa.sdsu.edu/ipua.html>.

Institute for Meetings and Events

The Institute for Meetings and Events is focused on education and research dedicated to the application of professional principles in meetings and events. The mission of the institute is to enhance the skills and knowledge of students and professionals in this discipline.

The institute creates and delivers initiatives in executive development, research, and curricular innovation. It also offers symposia and similar forums to stimulate dialogue and discussion on key issues and to share knowledge in this new and dynamic discipline. The institute's functions include the conducting of timely research and innovation; collecting benchmarking data for "best practices"; creating symposia and community events; and educating students and others in the professions in meetings and events.

The institute involves faculty with expertise in a variety of disciplines such as project management, business, public relation, advertising, graphic design, communications, nutrition, and theater to create and disseminate new knowledge in the area of meetings and events.

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>.

Center for the Study of Women in Television and Film
Martha M. Lauzen, Director

The Center for the Study of Women in Television and Film is the nation's first program dedicated solely to the study and discussion of women's representation on screen and behind the scenes in television and film. The purpose of the center is to (1) engage students, faculty, and individuals working in the industry in an on-going discussion regarding the portrayals of girls and women in television and film and women's employment behind the scenes; (2) heighten the profile of women's representation in television and film as a public policy issue and concern; (3) train the next generation of scholars to analyze media images of women, and; (4) conduct an expanded agenda of original research on women's representation in television and film that has both practical and theoretical import. The Web site is

<http://womenintvfilm.sdsu.edu>.

Center for Optimal Health and Performance (COHP)

The Center for Optimal Health and Performance (COHP) is a service unit within the School of Exercise and Nutritional Sciences. The center provides services to community members in the assessment of bone health and occasionally other areas such as physical fitness, diet, and cardiovascular risk. COHP is a co-sponsor with the Aztec Recreation Center to provide supervised exercise programming for adults, focusing especially on the middle and senior years. Target populations include (1) people interested in improving their physical fitness, physical activity, and nutritional behaviors, and; (2) people seeking advice to prevent inactivity related chronic diseases. Committed to the promotion and support of 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>.

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.

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.

Institute for Leisure and Tourism Management
Vinod Sasidharan, Director

The Institute for Leisure and Tourism Management is a research and community service unit within the School of Hospitality and Tourism Management. It is primarily concerned with conducting leisure, recreation, and tourism related research, promoting professional development, sustainable practices, multicultural experiences, healthy lifestyles, disseminating specialized publications, organizing conferences, seminars, lectures and workshops.

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, United States Forest Service, and the National Park Service. The institute publishes monographs focusing on important issues relative to leisure and tourism services delivery. These are available to the public, as well as tourism, park, and recreation practitioners. The Web site is <http://rtm.sdsu.edu/research/institute.html>.

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>.