College of Professional Studies and Fine Arts

Administration
Dean: Joyce M. Gattas
Associate Dean: Donna M. Conaty
Assistant Dean for Student Affairs: Randi E. McKenzie
Director of Community Engagement and Innovative Programs: Randy S. Reinholz
Director of Development:
College Communications Officer: Christianne Penunuri

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 10 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 artistic, cultural, educational, social, economic, and technical fields.

The college houses the schools of Art and Design; Communication; L. Robert Payne 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.

Preparing students to engage in the world-wide community through creativity, involvement, leadership, and innovation is the hallmark of the PSFA experience. Faculty of the college pride themselves on creating a classroom that is a stepping stone to the global community. PSFA is the only college to offer an International Studies minor; students are encouraged to include study and research abroad as part of their PSFA experience. Faculty maintain professional relationships and conduct research in their respective industries, allowing students to participate in meaningful, real-world service learning opportunities in the local and global community. With the support of the largest alumni group at the university, PSFA bridges the college experience by providing students access to professional opportunities through internships and contact with industry professionals in the classroom and the community. Our alumni serve as key advisers and provide a critical link to the professional community. The PSFA experience links college, community, and career.

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), Hospitality and Tourism Management (M.S.), Music (M.A., M.M.), Public Administration (M.P.A., M.P.A./M.A.; jointly with the College of Arts and Letters), 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.), Health Communication (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.), 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.).

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

Military Curricula
Aerospace Studies, Military Science, Naval Science.

Certificate Programs
Artist Diploma, Communication, Entertainment Management, Health Communication, International Media, Museum Studies, Performance, Public Administration (available at Imperial Valley Campus only).

Research Centers and Institutes
Center for the Visual and Performing Arts
Randy S. Reinholz, Director
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.

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. For more details, visit http://htm.sdsu.edu/web/index.php/students/center_professional_development.

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.

Contact the center in Professional Studies and Fine Arts, Room 436, or at 619-594-4964, or visit the website at http://htm.sdsu.edu/web/index.php/centers.

Sycuan Institute on Government Gaming
Katherine A. Spilde, Director

The Sycuan Institute on Government Gaming, in partnership with the Center for Global Gaming Research, is housed in the L. Robert Payne School of Hospitality and Tourism Management. Under the terms of an endowment by the Sycuan Band of the Kumeyaay Nation, the institute has created and introduced an academic curriculum leading to the B.S. in Hospitality and Tourism Management with an emphasis in Tribal Gaming Operations and Management. The institute also produces and funds original academic research related to the legal gambling industry with an emphasis on tribal government gaming. In particular, the institute is dedicated to the development of a professional class of gaming industry experts who understand the unique partnership between host governments and the legal gambling industry. The institute actively engages students, faculty, and industry partners in order to cultivate a professional workforce, develop and document best practices, and share successful gaming innovations. Visit http://htm.sdsu.edu/web/index.php/centers/sycuan for details.

The Investigative Newsource
Lorie Hearn, Executive Director

Investigative Newsource is housed in the School of Journalism and Media Studies. The institute is an independent, non-profit organization whose mission is twofold: (1) to produce investigative, data-driven journalism that informs the citizens of San Diego and Imperial counties and (2) to help develop the investigative journalists of the future. Through internships and other mentoring opportunities, the institute offers ways to enhance the learning experience of journalism students at San Diego State University. The institute is collaborative, not competitive, and seeks to distribute its work across multiple media platforms—print, broadcast and online—throughout the region. The institute is nonpartisan and does not engage in political advocacy. The website is http://www.inewsource.org.

The Center for Global Gaming Research
Jeff L. Voyles, Director

The Center for Global Gaming Research is housed in the L. Robert Payne School of Hospitality and Tourism Management. The center is dedicated to producing and disseminating original research that culminates in an annual Global Gaming and Entertainment Census covering world updates on legalization, regulation, responsible gaming, online gaming, and field studies on total slot positions and table games from around the globe. Gaming students and faculty are mobilized to collect and analyze the research. These data on the state of world gaming are then translated into valuable industry intelligence for host governments, tribal and commercial gaming companies, and machine or game manufacturers. From this robust and on-going flow of industry data, the center is able to identify best practices for the evolving global gaming industry to stimulate the growth and improvement of both regulatory and product development opportunities.

Conrad N. Hilton Foundation
Volunteer and Mentorship Center

The Conrad N. Hilton Foundation Volunteer and Mentorship Center is an endowed center that connects hospitality and tourism management (HTM) students to numerous volunteer and mentoring opportunities throughout San Diego.

Housed in the L. Robert Payne School of Hospitality and Tourism Management, the center engages with area high schools to provide learning opportunities for under-served youth. These range from supervised one-on-one mentoring by HTM students to the high school students, to an annual one-day educational conference managed and produced by the center. These programs shape responsible citizens through life-changing experiential teaching and learning opportunities and inspire active engagement with the social and economic development of San Diego. Visit the website at http://htm.sdsu.edu/web/index.php/students/volunteer_mentorship_center for more details.

Institute of Public and Urban Affairs
Mounah Abdel-Samad, 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. Visit the website at http://ipua.sdsu.edu/ for additional information.

Institute for Meetings and Events
Stephanie Dathe, Director

The Institute for Meetings and Events is focused on education and research dedicated to the application of professional principals in meetings and events. The institute was created to enhance education and knowledge of students and professionals in this discipline. The institute has a global orientation and is guided by an international advisory board composed of the profession’s most seasoned and successful leaders. The institute offers symposia, forums, and other educational programs to stimulate dialog and discussion on key issues and to create new knowledge in this dynamic and emerging discipline. The institute conducts timely and innovative research as well as benchmarking data for best-practices. The institute involves faculty with expertise in disciplines as diverse as project management, business, public relations, graphic design, theatre, and hospitality. For additional information, contact Stephanie Dathe at sdathe@mail.sdsu.edu.

Center for Surf Research
Jess Ponting, Director

The Center for Surf Research is the first of its kind in the world. The center responds to the challenges of a rapidly expanding surfing industry and the broadening horizons of surf tourism and its impact on peoples, environments, and economies along the coastlines of more than 100 countries. Housed in the L. Robert Payne School of Hospitality and Tourism Management, the center engages with the surf industry and surf tourism industry to create a cutting edge research agenda; disseminates specialist knowledge to governments, the surf industry, tourism developers, destination communities, non-profits, and tourists; shapes responsible global citizens through life-changing experiential learning opportunities and study abroad programs; and, inspires active stakeholder engagement with the social and economic development of destination communities, the sustainable use of their resources, and the conservation of their critical environments. For more information, visit the website at http://csr.sdsu.edu/.
Production Center for Documentary and Drama
Timothy Powell, 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.

For more information, visit the website at http://arweb.sdsu.edu/es/admissions/majors/tvfilmnewmediaprod.htm.

Center for the Study of Media and Performance (CSMP)

The Center for the Study of Media and Performance (CSMP) is an interdisciplinary forum for critical inquiry into the many expressions of live art and screen culture. The center invites faculty from across SDSU to participate in lectures, meetings, symposia, performances, screenings, and other presentations that explore the discourses linked by the keywords “media” and “performance.” The center aims to engage leading thinkers in these and related fields in a national dialogue. The center welcomes participation from SDSU faculty, students, and affiliates, as well as the greater San Diego community.

The objective of the center is to make a significant intervention into research practices in the arts. Art is a mode of critical inquiry, and proceeding from this premise, the center seeks to bridge the divide separating theory and practice in the academy, as well as in the studio. Some of the center’s projects will take the form of practice-based research that uses media forms and/or live performance to interrogate youth culture, classic literature, and our contemporary world. Aligned with the mission of the College of Professional Studies and Fine Arts and the School of Theatre, Television, and Film, the center brings together artists and scholars to engage in new ideas about critical analysis, devising, presenting, and other modes of research in the arts.

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.

To learn more, visit http://womenintvfilm.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 Leisure and Tourism Management
Lawrence A. Beck, Director

The Institute for Leisure and Tourism Management is a research and community service unit within the L. Robert Payne 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.

To learn more about the institute, visit the website at http://htm.sdsu.edu/web/index.php/centers.