
SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS

New Course Request

<u>SDSU</u>	<u>Arts & Sciences / Journalism & Mass Communication</u>
Institution	Division/Department
<u>DennisD. Hedge</u>	<u>3/26/2018</u>
Institutional Approval Signature	Date

Section 3. Other Course Information

3.1. Are there instructional staffing impacts?

X No. Replacement of MCOM 212 Writing for Social Media (3 cr.)

MCOM 225-225L Social Media Design & Lab (3 cr.)

Effective date of deletion: 8/15/2018

3.2. Existing program(s) in which course will be offered Advertising (B.A./B.S.), Journalism (B.A./B.S.), Public Relations (B.S.), Social Media minor

3.3. Proposed instructional method by university R - Lecture

3.4. Proposed delivery method by university 001 - Face-to-face Term Based Instruction

3.5. Term change will be effective: Fall 2018

3.6. Can students repeat the course for additional credit?

Yes, total credit limit: _____ No

3.7. Will grade for this course be limited to S/U (pass/fail)?

Yes No

3.8. Will section enrollment be capped?

Yes, max per section: 20 No

3.9.

(MCOM 212 Writing for Social Media) and design (MCOM 225/L Social Media Design). Effective social media messaging integrates both skill sets. We've also learned that journalists use different social media strategies than advertising and public relations practitioners employ.

This new course will enhance the curriculum in two major ways. As indicated, it will integrate writing and design into one course. It will also open up faculty workload flexibility to offer separate sections of the new course, one with a journalism emphasis, one with an advertising / public relations emphasis to better meet students' career needs.

2. Note whether this course is: • Required • Elective
3. In addition to the major/program in which this course is offered, what other majors/programs will be affected by this course?
Ag Education, Communication & Leadership, Communication Specialization, Film Studies minor, Professional Writing minor
4. If this will be a dual listed course, indicate how the distinction between the two levels will be made.
N/A
5. Desired section size 20
6. Provide qualifications of faculty who will teach this course. List name(s), rank(s), and degree(s).
Roxanne Lucchesi, Professor, M.S.
Rocky Dailey, Assistant Professor, Ed.D.
Marina Hendricks, Instructor, Ph.D.
7. Note whether adequate facilities are available and list any special equipment needed for the course.
Resources are adequate.
8. Note whether adequate library and media support are available for the course.
Resources are adequate.
9. Will the new course duplicate courses currently being offered on this campus?
• Yes • No
If yes, provide justification.
10. If this course may be offered for variable credit, explain how the amount of credit at each offering is to be determined.
N/A