SOUTH DAKOTA BOARD OF REGENTS
New Course Request

SDSU
Institution
Arts & Sciences/Journalism and Mass Communication
Division/Department
Laurie Stenberg Nichols
Institutional Approval Signature
10/30/2012
Date

Section 1. Course Title and Description

If the course contains a lecture and laboratory component, identify both the lecture and laboratory numbers (xxx and xxxL) and credit hours associated with each. Provide the complete description as it will appear in the system common or unique database, including pre-requisites, co-requisites, and registration restrictions.

Prefix & No. | Course Title | Credits
---|---|---
MCOM 705 | Introduction to Media Practice and Strategy | 3

Course Description: This course introduces students to the online professional program in Media Practice and Strategy. Students will become familiar with graduate procedures, program requirements, coursework, D2L, and online university resources.

Section 2. Review of Course

Will this be a common or unique course? (select the appropriate option below)

X This course will be a unique course. (Go to Section 3.)

Section 3. Other Course Information

1. Are there instructional staffing impacts?
   X No, schedule management. Explain: Schedule management will be handled by course rotation within existing faculty course assignments.

2. Existing program in which course will be offered:
   Offered in proposed new Master of Mass Communication Degree

3. Proposed instructional method: 015
   (may be found at [http://www.sdbor.edu/services/academics/AAC/guidelines.htm](http://www.sdbor.edu/services/academics/AAC/guidelines.htm))
   Provide a brief justification: This course is offered in the online professional master program in the Department of Journalism and Mass Communication

4. Proposed primary delivery: E Seminar
   (may be found at [http://www.sdbor.edu/services/academics/AAC/guidelines.htm](http://www.sdbor.edu/services/academics/AAC/guidelines.htm))

5. Term in which change will be effective: Fall 2013

6. Can this course be repeated for additional credit? No

Course Form #5

Updated AAC 03/2007
7. Will the grade for this course be limited to S/U (pass/fail)? Yes X No

8. Will section enrollments be capped? Yes, maximum per section 20 No

9. Will this course be equated (i.e. considered the same course for degree completion) with any other unique or common course in the course database? Yes X No

10. Is this prefix already approved for your university? Yes X No

If no, provide a brief justification: New graduate program paperwork is being submitted at this time. The prefix proposed for the new program is MPS.

Section 4. To be completed by Academic Affairs

1. University department code: SJMCM

2. Proposed CIP code: 090401

Is this a new CIP code for this university? Yes X No

NEW COURSE REQUEST
Supporting Justification for On-Campus Review

Jennifer Tiernan
Request Originator
Signature Date

Mary Arnold
Department Chair
Signature Date

Dennis Pappini
School/College Dean
Signature Date

1. Provide specific reasons for the proposal of this course and explain how the changes enhance the curriculum. This course will better fit the needs of students in the online professional master’s program.

2. Note whether this course is: X 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? None.

5. Desired section size 15

6. Provide qualifications of faculty who will teach this course. List name(s), rank(s), and degree(s). Jennifer Tiernan, assistant professor, Ph.D.

7. Note whether adequate facilities are available and list any special equipment that will be needed for the course. Facilities are adequate, no special equipment is needed.

8. Note whether adequate library and media support are available for the course. Yes, library resources are adequate and media support (D2L, distance education) are available.

9. Will the new course duplicate courses currently being offered on this campus? Yes X No

Course Form #5 Updated AAC 03/2007