SOUTH DAKOTA BOARD OF REGENTS  
New Course Request  

SDSU  A&S/Communication Studies  Laurie Stenberg Nichols  10/30/2012
Institution Division/Department Institutional Approval Signature  Date

Section 1. Course Title and Description

Prefix & No.  Course Title  Credits
SPCM 441/541  Health Communication Research Methods  3

Course Description:  
Creation of evidence-based communication interventions to address the health needs of communities. The course requires students to identify contemporary health needs, select appropriate forms of health communication intervention, develop intervention messages and create a plan for assessing effectiveness of interventions. Students will also learn how to collect, analyze and interpret data using techniques such as surveying, interviewing, and moderating focus groups.

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: New faculty member with expertise in health communication has been hired to teach the course.

2. Existing program in which course will be offered:  Speech Communication Major

3. Proposed instructional method:  R-Lecture  
   Provide a brief justification:  This is the appropriate instructional method for teaching research processes and techniques.

4. Proposed primary delivery:  001, Face-to-Face

5. Term in which change will be effective:  Spring, 2014

6. Can this course be repeated for additional credit?  No
7. Will the grade for this course be limited to S/U (pass/fail)?  ______ Yes  ______ x  No

8. Will section enrollments be capped?  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?  ______ x  Yes  ______ No

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**Section 4. To be completed by Academic Affairs**

1. University department code:  SCST

2. Proposed CIP code: 231001

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

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**NEW COURSE REQUEST**

Supporting Justification for On-Campus Review

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1. Provide specific reasons for the proposal of this course and explain how the changes enhance the curriculum.

   This course enhances the departmental curriculum, because it gives students the tools to conduct research in a growing and cutting-edge area of the Communication field. Pre-eminent institutions like Harvard, USC-Annenberg, and Tufts University are among the 50+ institutions that now offer graduate degrees in Health Communication. Many more universities are now offering Health Communication courses at the undergraduate level to provide their students with a competitive edge for graduate school or professional careers in Health Communication. Professional opportunities for Health Communication specialists abound and will continue to grow as federal dollars from the National Cancer Institute and Centers for Disease Control support multiple Health Communication research centers across the nation. This course trains students for contemporary health-related career-paths while also positioning the department as a leader in the Communication discipline.

   This course also enhances the university curriculum, because it is a valuable course for a variety of majors and will facilitate innovative interdisciplinary scholarship. This course is valuable for any student in a health-related program since it is the only course that uses social scientific methods to determine best practices for communicating health information to target populations. This class gives students the tools they need to produce original scholarship during their undergraduate career. In addition, since the class
will draw students from a variety of disciplines, it will facilitate interdisciplinary ideas and partnerships for future student-led and student-faculty research partnerships.

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?
   This course will be an excellent elective for other majors and programs in the health sciences. Students in Health & Nutritional Sciences, Counseling & Human Development, Pharmaceutical Sciences, and Nursing programs will be encouraged to consider this class.

4. If this will be a dual listed course, indicate how the distinction between the two levels will be made. NA

5. Desired section size 25-30

6. Provide qualifications of faculty who will teach this course. List name(s), rank(s), and degree(s).
   Jennifer N. Anderson, Assistant Professor, Ph.D. in Health Communication

7. Note whether adequate facilities are available and list any special equipment that will be needed for the course. Facilities and equipment are adequate, nothing new is required.

8. Note whether adequate library and media support are available for the course. There are adequate library and support services available for this class.

9. Will the new course duplicate courses currently being offered on this campus?
   _____ Yes _____ x 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. NA

11. Add any additional comments that will aid in the evaluation of this request.

   This course, along with SPCM 440 (Health Communication), can provide a solid foundation for building a Health Communication emphasis in the Speech Communication degree. This emphasis provides students with tailored training that can be directly translated into a variety of Health Communication career options.

   This course prepares students to conduct the kind of cutting-edge research that faculty in health-related disciplines are eager to pursue. Dr. Anderson has been personally approached by faculty from the Meat Science, Pharmacy, and Nursing departments who are interested in research collaborations that require a health communication specialist. Such interdisciplinary research partnerships are not only fruitful for receiving external funding and advancing faculty research programs, but also for involving students in the research process. This course will help prepare students for meaningful involvement in this type of innovative and meaningful research.