SOUTH DAKOTA BOARD OF REGENTS
New Course Request

Institution: SDSU
Division/Department: Arts and Sciences/Journalism and Mass Communication
Institutional Approval Signature: Laurie Stenberg Nichols
Date: 1/22/2013

Section 1. Course Title and Description

<table>
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<tr>
<th>Prefix &amp; No.</th>
<th>Course Title</th>
<th>Credits</th>
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<tr>
<td>MCOM 786</td>
<td>Conducting Professional Research</td>
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Course Description: In this course, students will learn the application of research methods commonly used in the media professions, including but not limited to surveys, elementary statistical procedures, focus groups and media analytics.

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? No

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

Provide a brief justification: This course is part of the online master’s program in the Department of Journalism and Mass Communication

4. Proposed primary delivery: E Seminar

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

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

7. Will the grade for this course be limited to S/U (pass/fail)? No

8. Will section enrollments be capped? Yes, maximum per section 15

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

Course Form #5

Updated AAC 03/2007
10. Is this prefix already approved for your university? 
   X Yes  No
   If no, provide a brief justification: New Degree paperwork is being submitted at this time. The prefix proposed for the new degree is MPS.

Section 4. To be completed by Academic Affairs

1. University department code: SJMCM

2. Proposed CIP code: 090102
   Is this a new CIP code for this university? 
   X Yes  No

NEW COURSE REQUEST
Supporting Justification for On-Campus Review

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<tr>
<th>Request Originator</th>
<th>Signature</th>
<th>Date</th>
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<tbody>
<tr>
<td>Mary Arnold</td>
<td>Signature</td>
<td>Date</td>
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<tr>
<td>Department Chair</td>
<td>Signature</td>
<td>Date</td>
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<tr>
<td>Kathleen Donovan</td>
<td>Signature</td>
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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.

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

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? 
   X Yes  No

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