



**SOUTH DAKOTA BOARD OF REGENTS  
ACADEMIC AFFAIRS FORMS**

**Substantive Program Modification Form**

<b>UNIVERSITY:</b>	SDSU
<b>CURRENT PROGRAM TITLE:</b>	Agricultural Education, Communication and Leadership (B.S.) - Communication Specialization [S.BS.AGCL-COMM] - Leadership Specialization [S.BS.AGCL-LEAD]
<b>CIP CODE:</b>	Communication Specialization: 01.0802 Leadership Specialization: 01.0899
<b>UNIVERSITY DEPARTMENT:</b>	Agriculture & Biological Sciences
<b>UNIVERSITY DIVISION:</b>	Agriculture & Biological Sciences

**University Approval**

*To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.*

Dennis D. Hedge

3/26/2018

Vice President of Academic Affairs or  
President of the University

Date

**1. This modification addresses a change in:**

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Total credits required within the discipline | <input type="checkbox"/> Total credits of supportive course work |
| <input checked="" type="checkbox"/> Total credits of elective course work        | <input type="checkbox"/> Total credits required for program      |
| <input type="checkbox"/> Program name  | <input type="checkbox"/> Existing specialization                 |
| <input type="checkbox"/> CIP Code  | <input type="checkbox"/> Other (explain below)                   |

**2. Effective date of change: 2018-2019 Academic Year**

**3. Program Degree Level:**

Associate  Bachelor's  Master's  Doctoral

**4. Category:**

Certificate  Specialization  Minor  Major

**5. If a name change is proposed, the change will occur:**

- On the effective date for all students
- On the effective date for students new to the program (enrolled students will graduate from existing program)

**Proposed new name:** \_\_\_\_\_

*Reminder: Name changes may require updating related articulation agreements, site approvals, etc.*

**6. Primary Aspects of the Modification:**

*Existing Curriculum*

*Proposed Curriculum (highlight changes)*

Pre	Num	Title	Cr Hrs	Pre	Num	Title	Cr Hrs
<b>System General Education Requirements</b>				<b>System General Education Requirements</b>			
	31				31		
	6	SGR 1 Written Communication ENGL 101 Composition I (3)			6	SGR 1 Written Communication ENGL 101 Composition I (3)	

*Existing Curriculum*

*Proposed Curriculum (highlight changes)*

ENGL 201 Composition II (3)		ENGL 201 Composition II (3)	
SGR 2 Oral Communication	3	SGR 2 Oral Communication	3
SPCM 101 Fundamentals of Speech		SPCM 101 Fundamentals of Speech	
SGR 3 Social Sciences/Diversity	6	SGR 3 Social Sciences/Diversity	6
ECON 201 Microeconomics (3) <i>(recommended)</i>		ECON 201 Microeconomics (3) <i>(recommended)</i>	
OR		OR	
ECON 202 Macroeconomics (3)		ECON 202 Macroeconomics (3)	
SGR 4 Arts and Humanities/Diversity	6	SGR 4 Arts and Humanities/Diversity	6
SGR 5 Mathematics	3	SGR 5 Mathematics	3
MATH 102 College Algebra		MATH 102 College Algebra	
SGR 6 Natural Sciences	7	SGR 6 Natural Sciences	7
BIOL 101-101L Biology Survey I & Lab (3)		BIOL 101-101L Biology Survey I & Lab (3)	
AND		AND	
CHEM 106-106L Chemistry Survey & Lab (4)		CHEM 106-106L Chemistry Survey & Lab (4)	
<b>College Requirements</b>	<b>1-4</b>	<b>College Requirements</b>	<b>1-4</b>
<i>Communication Specialization:</i>	1-4	<i>Communication Specialization:</i>	1-4
Group 1 Agricultural Electives (4)		Group 1 Agricultural Electives (4)	
<i>Leadership Specialization:</i>		<i>Leadership Specialization:</i>	
Group 1 Agricultural Electives (1)		Group 1 Agricultural Electives (1)	
<b>Major Requirements</b>	<b>34-37</b>	<b>Major Requirements</b>	<b>34-40</b>
Communication Specialization (35-37)		Communication Specialization (38-40)	
Leadership Specialization (34-37)		Leadership Specialization (34-37)	
<b>Major Core</b>	<b>7</b>	<b>Major Core</b>	<b>7</b>
AS   101-101L   Introduction to Animal Science	4	AS   101-101L   Introduction to Animal Science	4
PS   103-103L   Crop Production & Lab	3	PS   103-103L   Crop Production & Lab	3
<b>Communication Requirements</b>	<b>28-30</b>	<b>Communication Requirements</b>	<b>31-33</b>
ADV   370   Advertising Principles	3	ADV   370   Advertising Principles	3
AGED 119 First Year Seminar (2)	2	AGED 119 First Year Seminar (2)	2
OR		OR	
MCOM 119 Mass Communication Essentials (2)		MCOM 119 Mass Communication Essentials (2)	
MCOM   210-210L   Basic Newswriting & Lab	3	MCOM   210-210L   Basic Newswriting & Lab	3
MCOM   220-220L   Introduction to Digital Media & Lab	3	MCOM   220-220L   Introduction to Digital Media & Lab	3
<del>MCOM 266-266L Photojournalism &amp; Studio (3)</del>	3	<del>MCOM 265-265L Basic Photography and Lab (3)</del>	3
or		or	
MCOM 331-331L Video Production & Lab (3)		MCOM 331-331L Video Production & Lab (3)	
Choose one of the following:	3	Choose one of the following:	3
MCOM 212 Writing for Social Media (3)		<del>MCOM 212 Writing for Social Media (3)</del>	
MCOM 316 Magazine Writing (3)		MCOM 316 Magazine Writing (3)	
MCOM 336 Feature Writing (3)		MCOM 336 Feature Writing (3)	
PUBR 345 Public Relations Writing (3)		PUBR 345 Public Relations Writing (3)	
MCOM   430-430L   Media Law	3	MCOM   430-430L   Media Law	3
MCOM 394 Internship (3)	3	MCOM 394 Internship (3)	3
or		or	
MCOM 494 Internship (3)		MCOM 494 Internship (3)	
		<del>MCOM 434 Advanced Multiplatform Storytelling (3)</del>	<del>3</del>
SPCM 215 Public Speaking (3)	3	SPCM 215 Public Speaking (3)	3
or		or	
SPCM 410 Organizational Communication (3)		SPCM 410 Organizational Communication (3)	
<b>Capstone Requirement</b>	<b>2-4</b>	<b>Capstone Requirement</b>	<b>2-4</b>
Select one of the following.		Select one of the following.	
ABS 475-475L Integrated Natural Resource Management and Lab (3)		ABS 475-475L Integrated Natural Resource Management and Lab (3)	
AGEC 471 Advanced Farm & Ranch Management (3)		AGEC 471 Advanced Farm & Ranch Management (3)	
AS 389 Current Issues in Animal Science (3)		AS 389 Current Issues in Animal Science (3)	
DS 480-480L Dairy Farm Operations I and Lab (4)		DS 480-480L Dairy Farm Operations I and Lab (4)	
DS 481-481L Dairy Farm Operations II and Lab (4)		DS 481-481L Dairy Farm Operations II and Lab (4)	
HO 434 Local Food Production (2)		HO 434 Local Food Production (2)	
HO 435 Local Food Production: Harvest and Storage (2)		HO 435 Local Food Production: Harvest and Storage (2)	

*Existing Curriculum*

*Proposed Curriculum (highlight changes)*

PRAG 440-440L Crop Management with Precision Farming and Lab (3)				PRAG 440-440L Crop Management with Precision Farming and Lab (3)			
RANG 374-374L Natural Resource Habitat Conservation, Management, and Restoration and Lab (4)				RANG 374-374L Natural Resource Habitat Conservation, Management, and Restoration and Lab (4)			
RANG 485-485L Advanced Integrated Ranch Management and Lab (3)				<del>RANG 485-485L Advanced Integrated Ranch Management and Lab (3)</del>			
<b>Leadership Specialization</b>			<b>27-30</b>	<b>Leadership Specialization</b>			<b>27-30</b>
ABS	203	Global Food Systems	3	ABS	203	Global Food Systems	3
ABS or XXX	482 or 494 or 498	ABS 482 International Experience (3), or XXX 494 Internship (2-3), or XXX 498 Undergraduate Research (2-3)	2-3	ABS or XXX	482 or 494 or 498	ABS 482 International Experience (3), or XXX 494 Internship (2-3), or XXX 498 Undergraduate Research (2-3)	2-3
AGEC	479	Agricultural Policy	3	AGEC	479	Agricultural Policy	3
AGED	119	First Year Seminar	2	AGED	119	First Year Seminar	2
LEAD	210	Foundations of Leadership	3	LEAD	210	Foundations of Leadership	3
LEAD	310	Leadership in Context	3	LEAD	310	Leadership in Context	3
LEAD	410	Leadership: Senior Seminar	1	LEAD	410	Leadership: Senior Seminar	1
LEAD/LMNO	435	Organizational Leadership and Team Development	3	LEAD/LMNO	435	Organizational Leadership and Team Development	3
LEAD	496	Field Experience: <i>Leadership in Action</i>	2	LEAD	496	Field Experience: <i>Leadership in Action</i>	2
SPCM 215 Public Speaking (3) or SPCM 410 Organizational Communication (3)			3	SPCM 215 Public Speaking (3) or SPCM 410 Organizational Communication (3)			3
Capstone Requirement Select one of the following. ABS 475-475L Integrated Natural Resource Management and Lab (3) AGEC 471 Advanced Farm & Ranch Management (3) AS 389 Current Issues in Animal Science (3) DS 480-480L Dairy Farm Operations I and Lab (4) DS 481-481L Dairy Farm Operations II and Lab (4) HO 434 Local Food Production (2) HO 435 Local Food Production: Harvest and Storage (2) PRAG 440-440L Crop Management with Precision Farming and Lab (3) RANG 374-374L Natural Resource Habitat Conservation, Management, and Restoration and Lab (4) RANG 485-485L Advanced Integrated Ranch Management and Lab (3)			2-4	Capstone Requirement Select one of the following. ABS 475-475L Integrated Natural Resource Management and Lab (3) AGEC 471 Advanced Farm & Ranch Management (3) AS 389 Current Issues in Animal Science (3) DS 480-480L Dairy Farm Operations I and Lab (4) DS 481-481L Dairy Farm Operations II and Lab (4) HO 434 Local Food Production (2) HO 435 Local Food Production: Harvest and Storage (2) PRAG 440-440L Crop Management with Precision Farming and Lab (3) RANG 374-374L Natural Resource Habitat Conservation, Management, and Restoration and Lab (4) <del>RANG 485-485L Advanced Integrated Ranch Management and Lab (3)</del>			2-4
<b>Electives</b>			<b>48-54</b>	<b>Electives</b>			<b>45-54</b>
Communication Electives			48-50	Communication Electives			45-47
Agricultural Electives - select from the following disciplines: ABS, AGECE, AGED, AS, AST, DS, EES, FS, HO, NRM, PRAG, PS, RANG, VET, or WL			9	Agricultural Electives - select from the following disciplines: ABS, AGECE, AGED, AS, AST, DS, EES, FS, HO, NRM, PRAG, PS, RANG, VET, or WL			9
MCOM or ADV or PUBR Electives			9	MCOM or ADV or PUBR Electives			9
Electives			30-32	Electives			27-29
Leadership Electives			51-54	Leadership Electives			51-54
Agricultural Electives - select from the following disciplines: ABS, AGECE, AGED, AS, AST, DS, EES, FS, HO, NRM, PRAG, PS, RANG, VET, or WL			9	Agricultural Electives - select from the following disciplines: ABS, AGECE, AGED, AS, AST, DS, EES, FS, HO, NRM, PRAG, PS, RANG, VET, or WL			9
Electives			42-45	Electives			42-45
<b>Summary of Credits Agricultural Education, Communication and Leadership (B.S.) - Communication Specialization</b>							
<b>System General Education Requirements</b>			<b>31</b>	<b>System General Education Requirements</b>			<b>31</b>
<b>College Requirements</b>			<b>4</b>	<b>College Requirements</b>			<b>4</b>
<b>Major Requirements</b>			<b>35-37</b>	<b>Major Requirements</b>			<b>38-40</b>
Major Core (7)				Major Core (7)			
Communication Requirements (28-30)				Communication Requirements (31-33)			
Electives			48-50	Electives			45-47
<b>Summary of Credits Agricultural Education, Communication and Leadership (B.S.) - Leadership Specialization</b>							
<b>System General Education Requirements</b>			<b>31</b>	<b>System General Education Requirements</b>			<b>31</b>

*Existing Curriculum*

*Proposed Curriculum (highlight changes)*

College Requirements	1	College Requirements	1
Major Requirements	34-37	Major Requirements	34-37
Major Core (7)		Major Core (7)	
Leadership Requirements (27-30)		Leadership Requirements (27-30)	
Electives	51-54	Electives	51-54
Total number of hours required for major, minor, or specialization	34-37	Total number of hours required for major, minor, or specialization	34-40
Total number of hours required for degree	120	Total number of hours required for degree	120

**7. Explanation of the Change:**

RANG 485-485L Advanced Integrated Ranch Management and Lab will no longer be offered at SDSU. Therefore, we propose removing this course from this list of capstone options on both the Ag Communication and the Ag Leadership specializations.

Additional changes to the Ag Communication specialization include updating the photography or video production requirement to read MCOM 265/L or MCOM 331/L.

The MCOM 212 Writing for Social Media class is going away and the content is being merged with MCOM 225 Social Media Design into a new MCOM 319 Social Media Strategies course. Therefore, we'd like to remove MCOM 212 from the list of writing courses for Ag Communication students.

Last year the MCOM 490 Senior Capstone course in the Journalism department was removed from the major and not offered. Long term, the plan is to create and offer a unique capstone experience for Ag Communication students. In the meantime, the MCOM 434 Advanced Multiplatform Storytelling course that Journalism students are taking for a capstone experience will work for Ag Communication students as well. Adding this 3 credit course back into the curriculum reduces the electives for the Ag Communication specialization by 3 credits as well.