



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

Substantive Program Modification Form

UNIVERSITY:	SDSU
CURRENT PROGRAM TITLE:	Health Communication Minor
CIP CODE:	09.0905
UNIVERSITY DEPARTMENT:	Communication Studies
UNIVERSITY DIVISION:	Arts & 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
 Vice President of Academic Affairs or
 President of the University

 3/26/2018
 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:

<i>Existing Curriculum</i>				<i>Proposed Curriculum (highlight changes)</i>			
Pref.	Num.	Title	Cr.Hrs.	Pref.	Num.	Title	Cr. Hrs.
Requirements			9	Requirements			12
HLTH	120	Community Health	2	HLTH	120	Community Health	2
				SPCM	201	Interpersonal Communication	3
				SPCM	422	Persuasion	3
SPCM	440	Health Communication	3	SPCM	440	Health Communication	3
SPCM	441	Health Com Campaigns	3	SPCM	441	Health Com Campaigns	3
Electives				Electives			

Existing Curriculum

Proposed Curriculum (highlight changes)

Select <u>10</u> credits from the list. At least one course must be prefixed SPCM and at least one course must be prefixed HLTH/HSC.				10	Select <u>6</u> credits from the list. Choose one HLTH course and one additional course from prefixes ADV, MCOM, PUBR, or SPCM.				6
					ADV	370	Advertising Principles	3	
HLTH/HSC	200	Complementary & Alternative Health Care	3	HLTH/HSC	200	Complementary & Alternative Health Care		3	
HLTH/HSC	212	Contemporary Health Problems	2	HLTH/HSC	212	Contemporary Health Problems		2	
				HLTH	220	Social Determinants of Health		3	
HLTH/HSC	260	Women's Health Issues	3	HLTH/HSC	260	Women's Health Issues		2	
HLTH/HSC	302	Wellness & the Family	2	HLTH/HSC	302	Wellness & the Family		2	
HLTH/HSC	443	Public Health Science	3	HLTH/HSC	443	Public Health Science		3	
				HLTH	475	Principles of Community Health Education		3	
HLTH/HSC	420	Methods of Health Instruction	2	HLTH/HSC	420	Methods of Health Instruction		2	
				MCOM	219	Social Media Strategies		3	
				MCOM	359	Mobile Media Design & Lab		3	
PSYC	417	Health Psychology	3	PSYC	417	Health Psychology		2	
				PUBR	243	PR Principles		3	
				SPCM	401	Advanced Interpersonal Com		3	
SPCM	405	Theories of Communication	3	SPCM	405	Theories of Communication		2	
SPCM	410	Organizational Communication	3	SPCM	410	Organizational Communication		2	
SPCM	470	Intercultural Communication	3	SPCM	470	Intercultural Communication		2	
				SPCM	498	Undergraduate Research		3	
Total number of hours required for minor				18	Total number of hours required for minor				18

7. Explanation of the Change:

The majority of students minoring in Health Communication come from health-related majors or career paths and are interested in developing their communication skills. The basic health course, HLTH 120 Community Health, will be removed and replaced with SPCM 201 Interpersonal Communication and SPCM 422 Persuasion. The increased number of required courses should create a more consistent experience across the minor and provide more opportunities for communication skill-building. SPCM 201 Interpersonal Communication provides a foundation for effective communication across personal and professional contexts. Students then apply those interpersonal communication skills to health contexts in SPCM 440 Health Communication. SPCM 422 Persuasion covers persuasion theories and teaches students how to critically analyze persuasive messages. Students then use those theoretical perspectives to guide development of health communication campaigns in SPCM 441 Health Communication Campaigns. All of the required courses in the minor provide general, transferable knowledge and skills that can be applied across various health communication-related career fields.

The elective requirements will allow students to tailor the minor to their educational and career goals. The electives balance communication and health coursework. Students will select one HLTH course for an elective and one additional course from the SPCM, MCOM, PUBR, or ADV prefix. The elective coursework options have been selected based on feedback from Health Communication students. The HLTH options focus on either specific health topics that may be of interest to students (HLTH 200 or 220) or focus on community and public health activities (HLTH 443 or 475). The non-HLTH courses emphasize different areas of communication: Interpersonal Communication (SPCM 401), new media (MCOM 219 and 359), public relations (PUBR 243),

advertising (ADV 370), and research (SPCM 498). Thus, students choose health and communication elective coursework that best fits their educational and career goals.