



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

**New Course Request**

<b>SDSU</b>	<b>Arts &amp; Sciences / Journalism &amp; Mass Communication</b>
<b>Institution</b>	<b>Division/Department</b>
Dennis D. Hedge	3/26/2018
<b>Institutional Approval Signature</b>	<b>Date</b>

**Section 1. Course Title and Description**

Prefix & No.	Course Title	Credits
MCOM 219	Social Media Strategies	3

**Course Description**

This course explores fundamental strategies for effective social media messaging. Content includes audience engagement, design, ethical considerations, visual storytelling, targeted writing and hands-on projects.

**Section 2. Review of Course**

**2.1. Was the course first offered as an experimental course?**

- Yes (if yes, provide the course information below)       No

**2.2. Will this be a unique or common course?**

**Unique Course**

Prefix & No.	Course Title	Credits
MCOM 212	Writing for Social Media	3
MCOM 225-225L	Social Media Design and Lab	3
MCOM 235	Social Media Survey	3
MCOM 241	Social Media Marketing	3

*Provide explanation of differences between proposed course and existing system catalog courses below:*

MCOM 235 Social Media Survey (offered by BHSU) and MCOM 241 Social Media Marketing (offered by USD) both include the term social media. Neither of these courses would be a good fit. The proposed course will integrate the course material currently taught in MCOM 212 and MCOM 225-225L. SDSU will delete both of the courses with approval of MCOM 219.

- MCOM 235 course description: *This interdisciplinary course introduces essential concepts in evolving social media covering the areas of history, theory and application of use in various professional settings, from business to education and arts to science. Students will gain insight on the use of social media to benefit their areas of study and advanced their careers.*
- MCOM 241 course description: *This course introduces fundamental concepts in social media and best practices in online community building. Students will gain an understanding of using social media to create meaningful relationships with customers, clients and colleagues.*

MCOM 219 will not be an interdisciplinary course as described in BHSU’s course description, nor will it cover history and theory. This course is too general in comparison to the content of MCOM 219. USD’s course focuses on marketing, while MCOM 219 will be taught in two sections - one for advertising and public relations students and one for journalism, which is distinctly not marketing. Also, “online community building” and creating “meaningful relationships” does not fit the course content.

### **Section 3. Other Course Information**

**3.1. Are there instructional staffing impacts?**

X No. Replacement of MCOM 212 Writing for Social Media (3 cr.)  
MCOM 225-225L Social Media Design & Lab (3 cr.)

Effective date of deletion: 8/15/2018

**3.2. Existing program(s) in which course will be offered:** Advertising (B.A./B.S.), Journalism (B.A./B.S.), Public Relations (B.S.), Social Media minor

**3.3. Proposed instructional method by university:** R - Lecture

**3.4. Proposed delivery method by university:** 001 - Face-to-face Term Based Instruction

**3.5. Term change will be effective:** Fall 2018

**3.6. Can students repeat the course for additional credit?**

Yes, total credit limit: \_\_\_\_\_  No

**3.7. Will grade for this course be limited to S/U (pass/fail)?**

Yes  No

**3.8. Will section enrollment be capped?**

Yes, max per section: 20  No

**3.9. Will this course equate (i.e., be considered the same course for degree completion) with any other unique or common courses in the common course system database in Colleague and the [Course Inventory Report](#)?**

Yes  No

**3.10. Is this prefix approved for your university?**

Yes  No

### **Section 4. Department and Course Codes (Completed by University Academic Affairs)**

**4.1. University Department Code:** SJMCM

**4.2. Proposed [CIP Code](#):** 09.0401

*Is this a new CIP code for the university?*  Yes  No

### **NEW COURSE REQUEST Supporting Justification for On-Campus Review**

<u>Lyle Olson</u> <b>Request Originator</b>	<u>Lyle Olson</u> <b>Signature</b>	<u>2/20/2018</u> <b>Date</b>
<u>Lyle Olson</u> <b>Department Chair</b>	<u>Lyle Olson</u> <b>Signature</b>	<u>2/20/2018</u> <b>Date</b>
<u>Jason McEntee</u> <b>School/College Dean</b>	<u>Jason McEntee</u> <b>Signature</b>	<u>2/20/2018</u> <b>Date</b>

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

In today's media environment, teaching about social media is essential but figuring out how to do so effectively can be perplexing. We've learned that it's not necessary to separate writing

(MCOM 212 Writing for Social Media) and design (MCOM 225/L Social Media Design). Effective social media messaging integrates both skill sets. We've also learned that journalists use different social media strategies than advertising and public relations practitioners employ.

This new course will enhance the curriculum in two major ways. As indicated, it will integrate writing and design into one course. It will also open up faculty workload flexibility to offer separate sections of the new course — one with a journalism emphasis, one with an advertising / public relations emphasis — to better meet students' career needs.

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?  
Ag Education, Communication & Leadership - Communication Specialization, Film Studies minor, Professional Writing minor
4. If this will be a dual listed course, indicate how the distinction between the two levels will be made.  
N/A
5. Desired section size                      20
6. Provide qualifications of faculty who will teach this course. List name(s), rank(s), and degree(s).  
Roxanne Lucchesi, Professor, M.S.  
Rocky Dailey, Assistant Professor, Ed.D.  
Marina Hendricks, Instructor, Ph.D.
7. Note whether adequate facilities are available and list any special equipment needed for the course.  
Resources are adequate.
8. Note whether adequate library and media support are available for the course.  
Resources are adequate.
9. Will the new course duplicate courses currently being offered on this campus?  
 Yes     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.  
N/A