



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

**Revised Course Request: Common Course
(Substantive Modifications)**

<u>SDSU</u> Institution	<u>Joshua Westwick</u> Form Initiator College of Arts, Humanities & Social Sciences / School of Communication & Journalism	<u>Jason Zimmerman</u> Dean's Approval Signature	<u>2/20/2019</u> Date
<u>SDSU</u> Institution	<u>Division/Department</u> Media & Journalism Department	<u>Dennis D. Hedge</u> Institutional Approval Signature	<u>3/27/2019</u> Date
<u>USD</u> Institution	<u>Division/Department</u>	<u>Michelle Van Maanen</u> Institutional Approval Signature	<u>1/15/2019</u> Date

Indicate universities that currently offer the common course:

- BHSU DSU NSU SDSMT SDSU USD

Section 1. Existing Course Title and Description

Prefix & No.	Course Title	Credits
ADV 371	Advertising Copy and Layout	3
ADV 371L	Advertising Copy and Layout Studio	0
MCOM 371	Advertising Copy and Layout	3
MCOM 371L	Advertising Copy and Layout Studio	0

Course Description

Discussion of principles and techniques for developing creative campaigns. Laboratory assignments apply thinking, design, and writing skills to creative problems for different media and different targets. Encompasses creative development for all advertising media.

Section 2. Modification(s) Requested

2.1. This modification will include:

Current

New

- Course Title change from Advertising Copy and Layout to Advertising Copy and Design
 Course Title change from Advertising Copy and Layout Studio to Advertising Copy and Design Studio

Effective term of the change: Fall 2019

2.2. Add justification for all changes noted above:

Design is a more appropriate description for the type of work that students will do in their professions.

Section 3. Other Course Information

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 database (Course Inventory Report)?

- Yes No

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

	Current		New
<input type="checkbox"/> Change in University Department Code	<u>SCJR, UMCOM</u>	to	<u>No Change</u>
<input type="checkbox"/> Change in CIP Code	<u>09.0903</u>	to	<u>No Change</u>

USD Approval:

Josh,

Below is approval from USD for

- ADV/MCOM/PUBR 472 Media Research and Planning to become **ADV/MCOM/PUBR 472 Research and Planning**.

The new course description: Research is a foundation for development of work within advertising, public relations, and journalism. This course is an applied learning class where students gain experience planning and implementing media and marketing research related to their area of study. Modern methods of qualitative, quantitative, and digital research are explored through hands-on learning.

Also, for MCOM 371/L and ADV 371/L, USD approved changing “Layout” to “Design,” but suggested leaving “Copy.” We agree. So

- MCOM 371/L and ADV 371/L Advertising Copy and Layout will become **MCOM 371/L and ADV 371/L Advertising Copy and Design**.

Lyle

Lyle D. Olson
Professor and Director
School of Communication and Journalism

From: "Van Maanen, Michelle M"
Date: Tuesday, January 15, 2019 at 7:01 PM
To: Lyle Olson
Subject: Re: Requests for changes in 2 common courses

Good Evening Lyle,

Our faculty members have reached a consensus on the course changes below. We agree with the suggested changes in title and course description for MCOM 472 Media Research and Planning. Thank you for these suggestions.

For the suggested title change for MCOM 371, we agree with changing the word “Layout” to “Design.” However when it comes to *Copy*, it has been the experience of faculty who have worked in the industry that this still is a commonly used term that students need to utilize. Also, in the competitions that our students enter the word “copy” is used more often than “writing” in many category requirements (AAF for example). Would your faculty consider using *Advertising Copy and Design* as the title?

Best,
Michelle

Dr. Michelle Van Maanen
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