



**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 472	Media Research and Planning	3
PUBR 472	Media Research and Planning	3
MCOM 472	Media Research and Planning	3

Course Description
This course develops the ability to conduct and analyze advertising and media research, and to prepare and execute a comprehensive consumer or audience plan.

Section 2. Modification(s) Requested

2.1. This modification will include:

	Current		New
<input checked="" type="checkbox"/>	Course Title change from	<u>Media Research and Planning</u>	to <u>Research and Planning</u>
<input checked="" type="checkbox"/>	Course Content/Description change (write proposed new content/description below)		
	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.		

Effective term of the change: Fall 2019

2.2. Add justification for all changes noted above:

The modification to the course title and descriptions work for all of the disciplines using the cross-listed common course.

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
Chair, Media & Journalism Department
Adviser, Coyote News
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