SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS
Substantive Program Modification Form

UNIVERSITY: SDSU
CURRENT PROGRAM TITLE: Communication Studies and Journalism (M.A.)
– Communication Studies Specialization
– Journalism Specialization
CIP CODE: 09.0499
UNIVERSITY DEPARTMENT: School of Communication & Journalism
UNIVERSITY DIVISION: Graduate School

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
3/27/2019

1. This modification addresses a change in:
☒ Total credits required within the discipline
☐ Total credits of supportive course work
☒ Total credits of elective course work
☐ Total credits required for program
☒ Program name
☒ Existing specialization
☒ CIP Code
☐ Other (explain below)
– Remove Specializations
– Additional Admission Requirements

2. Effective date of change: 2019-2020 Academic Year

3. Program Degree Level: Associate ☐ Bachelor’s☐ Master’s ☒ Doctoral ☐

4. Category: Certificate ☐ Specializations ☒ 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: Communication & Media Studies
Reminder: Name changes may require updating related articulation agreements, site approvals, etc.

6. Primary Aspects of the Modification:

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<tr>
<th>Existing Curriculum</th>
<th>Proposed Curriculum (Highlight Changes)</th>
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<td>Core Requirements</td>
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<td>SPCM</td>
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<td>MCOM OR MCOM</td>
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### Existing Curriculum

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### Proposed Curriculum (Highlight Changes)

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**Total number of hours required the specializations**

| Option A | 30 |
| Option B | 32 |

**Total number of hours required the major**

| Option A | 30 |
| Option B | 32 |

### Communication Studies Specialization Requirements

| SPCM | 700 | Instructional Methods in Communication (Required only for Graduate Assistants) | 3 |
|      | 701 | Introduction: Graduate Studies | 3 |
|      | 702 | Communication Theory | 3 |

Select one of the following:

**Option A: Thesis**

| SPCM | 798 | Thesis | 5-7 |

**Option B: Research/Design Paper**

| SPCM | 788 | Master’s Research Problems/Projects | 3-5 |

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**Option B: Research/Design Paper**

| SPCM | 788 | Master’s Research Problems/Projects | 3-5 |

### Journalism Specialization Requirements

| MCOM OR MCOM | 704 | Introduction to Graduate Studies | 3 |
| MCOM OR MCOM | 705 | Introduction to Master of Mass Communication | 3 |
| MCOM OR MCOM | 710 | Cross-Platform Storytelling | 3 |
| MCOM OR MCOM | 785 | Health Journalism | 3 |
| MCOM OR MCOM | 615 | Opinion Writing | 3 |
| MCOM OR MCOM | 730 | Media Law Case Studies | 3 |
| MCOM OR MCOM | 530 | Media Law | 3 |

Select one of the following:

**Option A: Thesis**

| MCOM | 798 | Thesis | 5-6 |

**Option B: Research/Design Paper**

| MCOM | 788 | Master’s Research Problems/Projects | 2-3 |

### Additional Admission Requirements

**Current - Communication Studies and Journalism (M.A.) - Communication Studies Specialization**

- GRE: Not required
- TOEFL: Department requirement of 600 paper-based, 100 Internet-based
IELTS: Department requirement of 7.0
Prerequisite of a minimum of 20 semester hours of undergraduate credit in Speech, Theatre, Journalism, or Communication. Other undergraduate programs may qualify.

To be considered for graduate admission, our department requires: a 1-page personal statement, a 5-page academic writing sample (include the References page, which does not count toward the 5-page limit), and three letters of recommendation (through the online application system) written by academic faculty or supervisors that address: 1) the ability and preparation of the student for graduate level work, and 2) the ability to work in the classroom environment, and if interested, to serve as a graduate teaching assistant for SPCM 101: Fundamentals of Speech.

Current - Communication Studies and Journalism (M.A.) - Journalism Specialization

GRE: Not required
TOEFL: Department requirement of 550 paper-based, 79-80 Internet-based
IELTS: 6.5

Proposed - Communication & Media Studies (M.A.)

GRE: Not required
TOEFL: Department requirement of 600 paper-based, 100 Internet-based
IELTS: 7.0

- Priority Deadlines (Fall admission: Feb 1; Spring admission: Sept 1)
  - All applications received by the priority deadline receive a timely, comprehensive review by the graduate committee. Students admitted during this round of review are prioritized for funding decisions.
  - Assistantship funding is only available for applicants admitted for the Fall semester.
  - Applications received after the priority deadlines will be periodically reviewed by the graduate committee.
  - Admission decisions will be shared at least 10 working days before the deadline set by the Council of Graduate Schools (e.g., April 15 for Fall admissions).
- Applicants will submit materials for admission to the program and consideration for an assistantship simultaneously
  - The graduate committee will provide program admission decisions.
  - Admitted applicants will be forwarded to hiring manager for assistantship decisions.
- Preferred Qualification
  - Minimum of 18 credit hours of undergraduate credit in relevant coursework (e.g., Advertising, Agricultural Communication, Communication Studies, Journalism, Marketing, Media Studies, or Public Relations).
- Application materials
  - Resume/CV
  - Writing sample (max: 5 pages)
    - Cover letter (max: 2 pages) that addresses
    - Interest in graduate work in communication & media studies
    - How this degree will advance professional goals
    - Preparation for success in advanced studies in communication and media studies
    - Interest in teaching, and ability to teach at the collegiate level, if interested in being considered for a teaching assistantship
- Official Transcripts
  - Note: If the coursework was completed at a South Dakota Board of Regents (SDBOR) institution, we have access to your transcript, and you do not need to take any action.
- International Applicants may only receive unconditional admission. To receive unconditional admission, international applicants must meet these requirements:
• A minimum GPA of 3.0.
• A professional academic transcript evaluation for degrees earned outside the United States. (This requirement cannot be waived unless your highest degree was earned or will be earned in the U.S. prior to enrollment at SDSU).
• If you are completing your bachelor's degree at the time of application, you may submit an incomplete evaluation. If you are accepted, a complete transcript and/or evaluation with completed degree will be required by the end of your first semester of coursework.
• Official U.S. transcripts where a degree is earned (or will be earned), and official U.S. transcripts where graduate level coursework has been taken.
• The School of COJO requires higher English proficiency scores than the minimums set by the SDSU Graduate School. International applicants must achieve a minimum TOEFL score of 600 paper-based or 100 Internet based, or an IELTS score of 7.0.

CIP Code
Current Program CIP Code: 09.0499, Title: Journalism, Other.
Definition: Any instructional program in journalism not listed above.

Proposed Program CIP Code: 09.0199 Title: Communication and Media Studies, Other
Definition: Any instructional program in communication and media studies not listed above.

7. Explanation of the Changes:

The Departments of Communication Studies and Journalism & Mass Communication recently joined together to form the School of Communication and Journalism (COJO). With this reorganization, there are new opportunities for greater synergies between the programs, particularly in the Master of Arts program.

Remove Specializations
The Master of Arts in Communication Studies & Journalism has been a joint program between the two departments for many years. However, with the two distinct specializations (Communication Studies, Journalism) that had separate admissions and coursework requirements, the specializations essentially operated independently. Additionally, the journalism specialization is less necessary now that students with an interest in developing professional journalism skills can complete the more-relevant online Master of Mass Communication program. Thus, this modification will remove the specializations so that all students admitted to the Master of Arts program in the School of COJO complete the same core coursework. This creates a more cohesive graduate program that requires all students to complete coursework in both communication and media studies and provides them the opportunity to take classes from, and work with, faculty across these disciplines.

Program Name Change
To better convey the joint focus of the program and create a more cohesive experience for students in this program, the program name will be changed to “Communication & Media Studies.” This name change better reflects the broad range of media-related projects and courses that graduate students complete in this program and better aligns with the School of COJO branding.

Changes to Course Requirements (credit hours in discipline, elective coursework, required courses)
In both specializations, previously, students were required to complete 12 credits of core coursework, variable amounts of thesis (5 – 7) or project (2 – 5) credits, and enough electives to reach either 30 total credit hours (Option A) or 32 total credit hours (Option B). In the proposed changes, students pursuing Option A will complete 12-15 credits of core coursework, 6 thesis credits, and 9-12 credits of electives to reach 30 total credits for the program. Students pursuing Option B will complete 12-15 credits of core coursework, 2 project credits, and 15-18 credits of electives to reach 32 total credits for the program.

The changes to the required (core) coursework (i.e., credit hours in the discipline) were based on the vision
to integrate these programs and provide students with a more comprehensive graduate experience. All students will complete coursework in communication (SPCM) and media studies (MCOM). In addition, the course descriptions for SPCM 702 (Theory) and 787 (Methods) will be revised to indicate that both of those classes will now cover both communication and media studies content. Additionally, the Introduction to Graduate Studies courses (SPCM 701 and MCOM 704) have been removed from the required courses. The graduate faculty determined that these courses served a valuable function when they were first introduced. But given the new mission and vision for the School of COJO, the proposed changes to the program outlined in this document, and the experiences of graduate faculty, it has been determined that these courses are no longer necessary.

*Updated CIP Code*
The CIP code will need to be revised to accurately reflect the nature of the program.

*Updated Admission Requirements*
Admission requirements have been revised to create one, unified set of admission requirements. Essentially, the Communication Studies specialization admission requirements have been revised to provide greater clarity about the process of application review and its relationship to assistantship/funding decisions. Additionally, the requirement for reference letters has been removed in order to streamline the online application process.