



**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

3/27/2019

Vice President of Academic Affairs or
President of the University

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 checked="" type="checkbox"/> Program name | <input checked="" type="checkbox"/> Existing specialization |
| <input checked="" type="checkbox"/> CIP Code | <input checked="" type="checkbox"/> 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:

Existing Curriculum				Proposed Curriculum (<u>Highlight Changes</u>)			
Pref	Num	Title	Cr Hrs	Pref	Num	Title	Cr Hrs
Core Requirements				Core Requirements			
							12-15
				<u>SPCM</u>	<u>700</u>	<u>Instructional Communication</u> <i>(Required only for Graduate Teaching Assistants)</i>	<u>3</u>
				<u>SPCM</u>	<u>702</u>	<u>Theories of Communication and Media</u>	<u>3</u>
				<u>MCOM</u> OR <u>MCOM</u>	<u>710</u> <u>746</u>	<u>Cross-Platform Storytelling</u> <u>Cross-Platform Campaigns</u>	<u>3</u> <u>3</u>

Existing Curriculum				Proposed Curriculum (Highlight Changes)			
Pref	Num	Title	Cr Hrs	Pref	Num	Title	Cr Hrs
				SPCM	720	Professional Communication	3
				OR			
				MCOM	730	Media Law Case Studies	
MCOM/SPCM	787	Research Methods in Communication	3	SPCM	787	Research in Communication & Media	3
				<i>Select one of the following:</i>			
				<i>Option A: Thesis</i>			
				MCOM/SPCM	798	Thesis	6
						Electives as approved by advisor	9-12
				<i>Option B: Research/Design Paper</i>			
				MCOM/SPCM	788	Master's Research Problems/Projects	2
						Electives as approved by advisor	15-18
Communication Studies Specialization Requirements				Communication Studies Specialization			
SPCM	700	Instructional Methods in Communication (Required only for Graduate Assistants)	3	SPCM	700	Instructional Methods in Communication (Required only for Graduate Assistants)	3
SPCM	701	Introduction: Graduate Studies	3	SPCM	701	Introduction: Graduate Studies	3
SPCM	702	Communication Theory	3	SPCM	702	Communication Theory	3
<i>Select one of the following:</i>				<i>Select one of the following:</i>			
<i>Option A: Thesis</i>				<i>Option A: Thesis</i>			
SPCM	798	Thesis	5-7	SPCM	798	Thesis	5-7
		Electives as approved by advisor	13-16			Electives as approved by advisor	13-16
<i>Option B: Research/Design Paper</i>				<i>Option B: Research/Design Paper</i>			
SPCM	788	Master's Research Problems/Projects	3-5	SPCM	788	Master's Research Problems/Projects	3-5
		Electives as approved by advisor	17-20			Electives as approved by advisor	17-20
Journalism Specialization Requirements				Journalism Specialization Requirements			
MCOM	704	Introduction to Graduate Studies	3	MCOM	704	Introduction to Graduate Studies	3
OR				OR			
MCOM	705	Introduction to Master of Mass Communication		MCOM	705	Introduction to Master of Mass Communication	
MCOM	710	Cross-Platform Storytelling	3	MCOM	710	Cross-Platform Storytelling	3
OR				OR			
MCOM	785	Health Journalism		MCOM	785	Health Journalism	
OR				OR			
MCOM	615	Opinion Writing		MCOM	615	Opinion Writing	
MCOM	730	Media Law Case Studies	3	MCOM	730	Media Law Case Studies	3
OR				OR			
MCOM	530	Media Law		MCOM	530	Media Law	
<i>Select one of the following:</i>				<i>Select one of the following:</i>			
<i>Option A: Thesis</i>				<i>Option A: Thesis</i>			
MCOM	798	Thesis	5-6	MCOM	798	Thesis	5-6
		Electives as approved by advisor	12-13			Electives as approved by advisor	12-13
<i>Option B: Research/Design Paper</i>				<i>Option B: Research/Design Paper</i>			
MCOM	788	Master's Research Problems/Projects	2-6	MCOM	788	Master's Research Problems/Projects	2-6
		Electives as approved by advisor	17-18			Electives as approved by advisor	17-18
Total number of hours required the specializations				Total number of hours required the major			
		Option A	30			Option A	30
		Option B	32			Option B	32

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.