SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS

New Course Request

SDSU	Arts, Humanities & Social Sciences / School of Communication & Journalism
Institution	**Division/Department**
Dennis D. Hedge	3/27/2019
Institutional Approval Signature	**Date**

Section 1. Course Title and Description

Prefix & No.	Course Title	Credits
SPCM 720	Professional Communication	3

Course Description

In this course, students explore the role of oral and written communication across a variety of professional and applied contexts. Topics include tailoring communication to diverse stakeholders, entrepreneurship, freelancing, and practicing professional ethics.

Pre-requisites or Co-requisites

Prefix & No.	Course Title	Pre-Req/Co-Req?
None		

Registration Restrictions

None

Section 2. Review of Course

2.1. Was the course first offered as an experimental course? ☐ Yes ☒ No

2.2. Will this be a unique or common course?

☒ **Unique Course**

Prefix & No.	Course Title	Credits
SPCM 754	Managerial Communication	3
SPCM 755	Special Topics in Organizational Communication	3

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

The most similar course currently in the catalog is SPCM 754 Managerial Communication. SPCM 754 focuses specifically on leadership and management within an organizational context. In contrast, the proposed course (SPCM 720: Professional Communication) teaches skills related to professional communication in a variety of contexts within and beyond organizations. In addition, there is an emphasis on public communication with external stakeholders as well as on the role of diversity in crafting tailored professional messages.

Another course that is similar is SPCM 755: Special Topics in Organizational Communication. The topics covered in SPCM 755 rotate and vary. Thus, they may include some overlap with SPCM 720: Professional Communication, but there is no guarantee that the content in SPCM 720 would be covered in SPCM 755. In contrast, students enrolled in SPCM 720 are guaranteed to cover content related to communication within and beyond organizational contexts and tailoring messages for diverse stakeholders, among other concepts.

Section 3. Other Course Information

3.1. Are there instructional staffing impacts?

☒ No. Schedule Management, explain below: The course will be offered in Fall semester of odd years. We have recently hired a new tenure-track faculty member with expertise in organizational communication; she will be responsible for teaching this class. In addition, we have removed the Introduction to Graduate Studies courses (SPCM 701 and MCOM 704) from our required coursework, so that allows for teaching responsibilities to be shifted to this course.

3.2. Existing program(s) in which course will be offered: Communication & Media Studies (M.A.)

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 2019

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: ☒ 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: SCJR

4.2. Proposed CIP Code: 09.0199

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

NEW COURSE REQUEST
Supporting Justification for On-Campus Review

Jennifer Anderson	Jennifer Anderson	2/20/19
Request Originator	**Signature**	**Date**

Joshua Westwick	Joshua Westwick	2/20/19
Department Chair	**Signature**	**Date**

Jason Zimmerman	Jason Zimmerman	2/22/19
School/College Dean	**Signature**	**Date**

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

   Career-readiness is central to the mission of the graduate program. This course provides students with applied learning opportunities to develop their capacity for leadership and management across various industries. Additionally, the course is forward-looking, in that it examines contemporary job trends such as freelancing and entrepreneurship that are a major element of career success in the communication and media studies fields. Currently, the curriculum has a strong theoretical focus, so adding this career-driven course creates a more well-balanced curriculum and educational experience overall.

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?

None

4. If this will be a dual listed course, indicate how the distinction between the two levels will be made.
   None

5. Desired section size 15

6. Provide qualifications of faculty who will teach this course. List name(s), rank(s), and degree(s).
   Kelli Chromey, Assistant Professor, Ph.D.

7. Note whether adequate facilities are available and list any special equipment needed for the course.
   No special equipment is needed and adequate facilities are available.

8. Note whether adequate library and media support are available for the course.
   There is adequate library and media support available.

9. Will the new course duplicate courses currently being offered on this campus? ☐ Yes ☒ No

10. If this course may be offered for variable credit, explain how the amount of credit at each offering is to be determined.
    NA