



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

New Baccalaureate Degree Minor

UNIVERSITY:	SDSU
TITLE OF PROPOSED MINOR:	Public Relations
DEGREE(S) IN WHICH MINOR MAY BE EARNED:	Any
EXISTING RELATED MAJORS OR MINORS:	Public Relations (B.A. and B.S.)
INTENDED DATE OF IMPLEMENTATION:	2020-2021 Academic Year
PROPOSED CIP CODE:	09.0902
UNIVERSITY DEPARTMENT:	School of Communication and Journalism
BANNER DEPARTMENT CODE:	SCJR
UNIVERSITY DIVISION:	Arts, Humanities & Social Sciences
BANNER DIVISION CODE:	3S

Please check this box to confirm that:

- The individual preparing this request has read [AAC Guideline 2.8](#), which pertains to new baccalaureate degree minor requests, and that this request meets the requirements outlined in the guidelines.
- This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

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.

Barry H. Dunn

President of the University

4/8/2020

Date

- 1. Do you have a major in this field?** Yes No
- 2. If you do not have a major in this field, explain how the proposed minor relates to your university mission and strategic plan, and to the current Board of Regents Strategic Plan 2014-2020.**

N/A

- 3. What is the nature/purpose of the proposed minor? Please include a brief (1-2 sentence) description of the academic field in this program.**

“Public relations helps our complex, pluralistic society to reach decisions and function more effectively by contributing to mutual understanding among groups and institutions. It serves to

bring private and public policies into harmony. Public relations serves a wide variety of institutions in society, such as businesses, trade unions, government agencies, voluntary associations, foundations, hospitals, schools, colleges and religious institutions. To achieve their goals, these institutions must develop effective relationships with many different audiences or publics such as employees, members, customers, local communities, shareholders and other institutions, and with society at large.¹

The minor in Public Relations will equip students with the fundamental skills — writing, content production, public relations planning — that will help them become more attractive job candidates in their chosen fields. Students who plan to pursue careers in public relations, advertising, communications, marketing, political science, business, and a variety of other fields will find that the public relations minor serves as a valuable complement to the courses in their major. Students who wish to have a better understanding of the role public relations plays in organizations and who wish to sharpen skills in writing, persuasion, strategic planning, and public communication will also benefit from the minor.

4. How will the proposed minor benefit students?

Students majoring in advertising or journalism are often interested in public relations as a second major; however, accreditation standards prevent students from double-majoring in other Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) accredited programs. Thus, this proposed minor would allow advertising and journalism majors an opportunity to pursue study in public relations. This is important as careers in the industry, especially in rural areas like South Dakota, demand a variety of media, communication, and technical skills for successful employment. Furthermore, this minor will be attractive to students pursuing degrees outside of the School of Communication and Journalism. Health care, agriculture, banking, tourism, and manufacturing are among the biggest industries in South Dakota. Public relations is a management function in corporations within these industries. Students entering the workforce in these sectors will benefit from the knowledge offered in the public relations minor². The ability to write and prepare information for the media, communicate effectively with the public, and maintain image and identity, are valuable and highly sought after skills in the workforce³.

5. Describe the workforce demand for graduates in related fields, including national demand and demand within South Dakota.

“Employment of public relations specialists is projected to grow 6 percent from 2018 to 2028, about as fast as the average for all occupations. Organizations will continue to emphasize community outreach and customer relations as a way to maintain and enhance their reputation and visibility. Public opinion can change quickly, particularly because both good and bad news spread rapidly through the Internet. Consequently, public relations specialists will be needed to respond to news developments and maintain their organization’s reputation. The use of social media also is expected to create opportunities for public relations specialists as they try to appeal to consumers and the general public in new ways.

¹ <https://www.prsa.org/>

² <https://dakotafreepress.com/2018/05/11/biggest-sd-industry-sectors-finance-government-real-estate-agriculture-places-8th-in-gdp>

³ <https://www.forbes.com/sites/nazbeheshiti/2020/01/28/5-of-the-most-in-demand-soft-skills-companies-are-looking-for-this-year/#4cfe719856c7>

Public relations specialists will be needed to help their clients use these new types of social media effectively.⁴

Also, the demand for communication skills across most occupations is expanding. “Communications skills have always been valued, but these skills are becoming mission critical for an increasing number of professions as today’s communications become more complex.⁵” The workforce trend report focuses on the growing need for workers with communications skills and provides a snapshot of six occupations (including public relations specialist⁶) with projected growth rates ranging from 12–18% including typical salary, education requirements, and common job activities.

6. Provide estimated enrollments and completions in the table below and explain the methodology used in developing the estimates (replace “XX” in the table with the appropriate year).

The estimates below were developed based on past enrollment figures in new minors and their four-year progression, along with discussions with faculty and administrators regarding interest in the proposed minor.

	Fiscal Years*			
	1 st	2 nd	3 rd	4 th
<i>Estimates</i>	FY 21	FY 22	FY 23	FY 24
Students enrolled in the minor (fall)	5	10	15	20
Completions by graduates	0	0	3	5

*Do not include current fiscal year.

7. What is the rationale for the curriculum? Demonstrate/provide evidence that the curriculum is consistent with current national standards.

The proposed curriculum is available to all SDSU students and is especially appropriate for students majoring in Communication Studies, Journalism, and Advertising. Nevertheless, the minor has been carefully crafted to meet the growing demand of employers who seek employees with strong communication skills. As such, the curriculum has been designed to meet the needs of students from a variety of majors while also meeting the professional standards and competencies identified by ACEJMC.

The course work was designed to provide a strong foundation in public relations with flexibility in elective course work to meet the needs of students pursuing a variety of careers. As outlined in the curriculum map (section nine), the proposed minor course work aligns with professional competencies articulated by the Accrediting Council on Education in Journalism and Mass Communications.

⁴ <https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm#tab-6>

⁵ <https://collegeforamerica.org/new-workforce-report-demand-for-communications-skills-growing-across-occupations/>

⁶ <http://go.collegeforamerica.org/report-communications-skills-are-a-priority-in-more-occupations/>

Review of the curriculum at regional and aspiring institutions. Course lists include a sample of required and elective course work within each minor.

Southwest Minnesota State University – 18 Credits ⁷	Iowa State University – 15 Credits ⁸	Michigan State University – 19 Credits ⁹
Relevant Courses		
Introduction to Public Relations	Principles of Public Relations	Public Relations Techniques and Ethics
Media Writing	Publicity Methods	Public Relations Strategies
Persuasion	Professional Skills Development	Integrated Campaigns
Introduction to Journalism	Communication Technology and Social Change	Methods of Communication Inquiry
Business Communications	Mass Media and Society	Communication Campaign Design and Analysis
Writing and New Media	Research and Strategic Planning for Advertising and Public Relations	Public Relations Topics in Advertising
Consumer Behavior	Crisis Communication	Public Relations Topics in Communication
Public Relations Cases & Campaigns	Digital Video Production	Public Relations Topics in Journalism

8. Complete the tables below. Explain any exceptions to Board policy requested.

A. Distribution of Credit Hours

Public Relations Minor	Credit Hours	Percent
Requirements in minor	9	50%
Electives in minor	9	50%
Total	18	100%

B. Required Courses in the Minor

Prefix	Number	Course Title	Prerequisites for Course <i>Include credits for prerequisites in subtotal below.</i>	Credit Hours	New (yes, no)
MCOM	210-210L	Basic News Writing and Lab	ENGL 101 (SGR #1)	3	No
PUBR	243	Public Relations Principles		3	No
PUBR	345	Public Relations Writing		3	No
Subtotal				9	

9. Elective Courses in the Minor: List courses available as electives in the program. Indicate any proposed new courses added specifically for the minor.

Select three courses from at least two different prefixes. Journalism and Advertising majors must select courses outside of the ADV and MCOM prefixes to ensure compliance with ACEJMC accreditation standards. ACEJMC accreditation requires that students majoring in Advertising,

⁷ <https://www.smsu.edu/catalog/index.html?program=83>

⁸ <http://catalog.iastate.edu/collegeofliberalartsandsciences/publicrelations/#undergraduateminortext>

⁹ <https://reg.msu.edu/AcademicPrograms/ProgramDetail.aspx?Program=6313>

Journalism or Public relations have at least 72 credit hours outside of the accredited prefixes (ADV, MCOM, PUBR).

Prefix	Number	Course Title	Prerequisites for Course <i>Include credits for prerequisites in subtotal below.</i>	Credit Hours	New (yes, no)
ADV/ PUBR	411-411L	Media Analytics and Studio		3	No
HMG/ EFA	355	Events and Facilities Administration		3	No
LMNO	201	Introduction to Leadership and Management of Nonprofit Organizations		3	No
MCOM	219	Social Media Strategies		3	No
MCOM	220-220L	Introduction to Digital Media and Lab		3	No
SPCM	215	Public Speaking		3	No
SPCM	311	Business and Professional Communication		3	No
SPCM	422	Persuasion		3	No
Subtotal				9	

**A. What are the learning outcomes expected for all students who complete the minor?
 How will students achieve these outcomes?**

In the Public Relations minor, students will:

- Demonstrate an understanding of the role of professionals and institutions in shaping communications.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity.
- Think critically, creatively, and independently.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve.
- Apply tools and technologies appropriate for the communications professions in which they work.

Individual Student Outcome	Program Courses that Address the Outcomes										
	PUBR 243	PUBR 345	PUBR 411	MCOM 210	MCOM 219	MCOM 220	LMNO 201	HMG/ EFA 355	SPCM 215	SPCM 311	SPCM 422
Demonstrate an understanding of the role of professionals and institutions in shaping communications.	X							X			

Individual Student Outcome	Program Courses that Address the Outcomes										
	PUBR 243	PUBR 345	PUBR 411	MCOM 210	MCOM 219	MCOM 220	LMNO 201	HMG/ EFA 355	SPCM 215	SPCM 311	SPCM 422
Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.	X	X					X		X		X
Think critically, creatively and independently.			X		X	X	X	X	X	X	X
Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.		X		X						X	
Apply tools and technologies appropriate for the communications professions in which they work.			X	X	X	X					

10. What instructional approaches and technologies will instructors use to teach courses in the minor?

A variety of instructional approaches will be used in these courses. The School of Communication and Journalism places significant emphasis on skills-based experiential learning. Three studio-based courses are included in the proposed curriculum. Furthermore, through discussion, project management, simulations, case studies, oral presentations, and community partnerships, instructors engage their students in high impact learning strategies.

11. Delivery Location

Note: The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or deliver the entire program through distance technology (e.g., as an online program)?

	Yes/No	Intended Start Date
On campus	Yes	2020-2021 Academic Year

	Yes/No	If Yes, list location(s)	Intended Start Date
Off campus	No		

	Yes/No	If Yes, identify delivery methods <i>Delivery methods are defined in AAC Guideline 5.5.</i>	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No		
Does another BOR institution already have authorization to offer the program online?	No	If yes, identify institutions:	

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the minor through distance learning (e.g., as an online program)? This question responds to HLC definitions for distance delivery.

	Yes/No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No		

16% of the Public Relations minor is available online.

12. Does the University request any exceptions to any Board policy for this minor? Explain any requests for exceptions to Board Policy. If not requesting any exceptions, enter "None."

None.

13. Cost, Budget, and Resources: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other operations and maintenance, facilities, etc., needed to implement the proposed minor. Address off-campus or distance delivery separately.

The minor in Public Relations will be offered using existing resources only.

14. New Course Approval: New courses required to implement the new minor may receive approval in conjunction with program approval or receive approval separately. Please check the appropriate statement (place an "X" in the appropriate box).

YES,

the university is seeking approval of new courses related to the proposed program in conjunction with program approval. All New Course Request forms are included as Appendix C and match those described in section 7.

NO,

the university is not seeking approval of all new courses related to the proposed program in conjunction with program approval; the institution will submit new course approval requests separately or at a later date in accordance with Academic Affairs Guidelines.