



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

**Substantive Program Modification Program**

<b>UNIVERSITY:</b>	<b>SDSU</b>
<b>CURRENT PROGRAM TITLE:</b>	<b>Social Media Minor</b>
<b>CIP CODE:</b>	<b>09.0102</b>
<b>UNIVERSITY DEPARTMENT:</b>	<b>School of Communication &amp; Journalism</b>
<b>BANNER DEPARTMENT CODE:</b>	<b>SCJR</b>
<b>UNIVERSITY DIVISION:</b>	<b>Arts, Humanities &amp; Social Sciences</b>
<b>BANNER DIVISION CODE:</b>	<b>3S</b>

**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

3/16/2020

\_\_\_\_\_  
Date

**1. This modification addresses a change in:**

- |   |  |
|---|--|
| <input type="checkbox"/> Total credits required within the discipline | <input type="checkbox"/> Total credits of supportive course work |
| <input type="checkbox"/> Total credits of elective course work        | <input type="checkbox"/> Total credits required for program      |
| <input checked="" type="checkbox"/> Program name                      | <input type="checkbox"/> Existing specialization                 |
| <input type="checkbox"/> CIP Code                                     | <input type="checkbox"/> Other (explain below)                   |

**2. Effective date of change:** 2020-2021 Academic Year

**3. Program Degree Level:** Associate  Bachelor's  Master's  Doctoral

**4. Category:** Certificate  Specialization  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: **Digital and Social Media Minor**

**6. Primary Aspects of the Modification:**

*Existing Curriculum*

*Proposed Curriculum (highlight changes)*

Pref.	Num.	Title	Cr. Hrs.	Pref.	Num.	Title	Cr. Hrs.
MCOM	219	Social Media Strategies	3	MCOM	219	Social Media Strategies	3
MCOM	265-265L	Basic Photography and Lab	3	MCOM	265-265L	Basic Photography and Lab	3
				MCOM	220-220L	Introduction to Digital Media and Lab	3
MCOM	359-359L	Mobile Media Design and Application	3	MCOM	359-359L	Mobile Media Design and Application	3
PUBR	411-411L	Media Analytics and Studio	3	PUBR	411-411L	Media Analytics and Studio	3

*Existing Curriculum*

*Proposed Curriculum (highlight changes)*

Pref.	Num.	Title	Cr. Hrs.	Pref.	Num.	Title	Cr. Hrs.
Electives: 6 credits from the following				Electives: 6 credits from the following			
				ADV	314	Digital Promotions	3
ADV	372-372L	Advertising Media Strategies and Lab	3	<del>ADV</del>	<del>372-372L</del>	<del>Advertising Media Strategies and Lab</del>	<del>3</del>
CSC	150	Computer Science I	3	<del>CSC</del>	<del>150</del>	<del>Computer Science I</del>	<del>3</del>
				GDES	207	Interactive Design I	3
				INFO	102	Social and Ethical Aspects of Informatics	3
MCOM	270	Data Analysis in Communication	3	<del>MCOM</del>	<del>270</del>	<del>Data Analysis in Communication</del>	<del>3</del>
				MCOM	265	Basic Photography and Lab	3
				MCOM	434	Advanced Multiplatform Storytelling	3
SPCM	311	Business and Professional Communication	3	<del>SPCM</del>	<del>311</del>	<del>Business and Professional Communication</del>	<del>3</del>
SPCM	422	Persuasion	3	SPCM	422	Persuasion	3
Total Hours Required			18	Total Hours Required			18

**7. Explanation of the Change:**

The School of Communication and Journalism has completed a review of the Social Media minor and has recommended the following changes:

- Reduce double-dipping of credits for students majoring in advertising, journalism, and public relations.
- Update the minor name to reflect disciplinary changes and best practices.
- Include elective courses that (1) provide flexibility based on professional interests and (2) more closely align with the desired skillset associated with academic study in Digital and Social Media.