



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

New Course Request

SDSU	Arts, Humanities and Social Sciences / School of Communication & Journalism
Institution	Division/Department
Dennis D. Hedge	3/24/2021
Institutional Approval Signature	Date

Section 1. Course Title and Description

Prefix & No.	Course Title	Credits
MCOM 761	Social Media Management	3

Course Description	Students will examine social media tools from a strategic perspective, developing skills to understand audience engagement, create social media campaigns, and track campaign effectiveness.
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Pre-requisites or Co-requisites

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

Registration Restrictions

None

Section 2. Review of Course

2.1. Will this be a unique or common course?

Unique Course

Prefix & No.	Course Title	Credits
MCOM 441-541	Internet Marketing Communication	3
INFS 772	Programming for Data Analytics	3

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

A review of the common course catalog found few graduate level courses focused specifically on social media management. The two closest course matches include MCOM 441/541: Internet Marketing Communication (UNQ – USD) and INFS 772: Programming for Data Analytics (UNQ – DSU). Both of these courses include references to social media in their descriptions. However, neither course specifically focuses on the management of social media as the primary focus of study. MCOM 441/541 focuses on interactive advertising which includes social media and INFS 772 focuses on programming and data analysis. Our proposed course will approach social media from a skills-based perspective, necessary for program accreditation, and explore strategies and best practices for audience engagement, campaign development, and assessment of social media practices.

Section 3. Other Course Information

3.1. Are there instructional staffing impacts?

No. Replacement of MCOM 760: Social Marketing for Health and Behavioral (3cr.)
Effective date of deletion: Summer 2021

No. Schedule Management, explain below: This course would be delivered every other fall semester.

- 3.2. Existing program(s) in which course will be offered: Mass Communication (MMC)
- 3.3. Proposed instructional method by university: D – Discussion/Recitation
- 3.4. Proposed delivery method by university: 015 - Internet Asynchronous – Term Based Instruction, 018 – Internet Synchronous
- 3.5. Term change will be effective: Fall 2021
- 3.6. Can students repeat the course for additional credit? Yes 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: 18 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: 09.0902

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

**NEW COURSE REQUEST
Supporting Justification for On-Campus Review**

Joshua Westwick	Joshua Westwick	1/27/2021
Request Originator	Signature	Date
Lyle Olson	Lyle Olson	2/14/2021
Department Chair	Signature	Date
Jason Zimmerman	Jason Zimmerman	2/16/2021
School/College Dean	Signature	Date

1. Provide specific reasons for the proposal of this course and explain how the changes enhance the curriculum.
 The MMC is a specialized graduate program for mass communication professionals. In consultation with industry partners and recent program graduates, we have learned of the necessity for our graduates to have additional training in social media management. As the mass communication field continues to evolve, we must respond with appropriate curriculum modifications. This change will address a current gap in the curriculum and allow us to better address student learning outcomes (Present images and information effectively and creatively, using appropriate tools and technologies; and apply tools and technologies appropriate for the communications professions in which they work.) This elective course will be taught online every-other fall semester. The course is currently being offered as a special topics course.
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. It is possible that graduate students from other program may select this course as an elective.
4. If this will be a dual listed course, indicate how the distinction between the two levels will be made.
 N/A
5. Desired section size 18
6. Provide qualifications of faculty who will teach this course. List name(s), rank(s), and degree(s).
 Kathryn Coduto, Ph.D., Assistant Professor

7. Note whether adequate facilities are available and list any special equipment needed for the course.
No special equipment will be needed. This course will be taught online.
8. Note whether adequate library and media support are available for the course.
No additional library resources will be needed.
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.
N/A