SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS

Substantive Program Modification Form

UNIVERSITY:	**SDSU**
CURRENT PROGRAM DEGREE:	**Bachelor of Arts (B.A.) and Bachelor of Science (B.S.)**
CURRENT PROGRAM MAJOR/MINOR:	**Journalism**
CURRENT SPECIALIZATION	**N/A**
CIP CODE:	**09.0401**
UNIVERSITY DEPARTMENT:	**School of Communication and Journalism**
BANNER DEPARTMENT CODE:	**SCJR**
UNIVERSITY DIVISION:	**Arts, Humanities, & Social Sciences**
BANNER DIVISION CODE:	**3S**

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 — 3/23/2022
Vice President of Academic Affairs or President of the University — Date

1. **This modification addresses a change in:**
   - ☒ Total credits required within the discipline
   - ☒ Total credits of elective course work
   - ☐ Program name
   - ☐ CIP Code
   - ☐ Total credits of supportive course work
   - ☐ Total credits required for program
   - ☐ Existing specialization
   - ☐ Other
2. **Effective date of change:** 2022-2023 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:
6. **Primary Aspects of the Modification:**

Existing Curriculum				*Proposed Curriculum (highlight changes)*			
Pref.	**Num.**	**Title**	**Cr. Hrs.**	**Pref.**	**Num.**	**Title**	**Cr. Hrs.**
Systems General Education Requirements			**30**	**Systems General Education Requirements**			**30**
		SGR 1 – Written Communication	6			SGR 1 – Written Communication	6
		SGR 2 – Oral Communication	3			SGR 2 – Oral Communication	3
		SGR 3 – Social Sciences/Diversity	6			SGR 3 – Social Sciences/Diversity	6
		SGR 4 – Humanities and Arts/Diversity	6			SGR 4 – Humanities and Arts/Diversity	6

Existing Curriculum				*Proposed Curriculum (highlight changes)*			
Pref.	**Num.**	**Title**	**Cr. Hrs.**	**Pref.**	**Num.**	**Title**	**Cr. Hrs.**
		SGR 5 – Mathematics	3			SGR 5 – Mathematics	3
		SGR 6 – Natural Sciences	6			SGR 6 – Natural Sciences	6
AHSS College Requirements *Additional required credits of coursework beyond SGRs, Major, and Support Courses*			**9-13** **7-9**	**AHSS College Requirements** *Additional required credits of coursework beyond SGRs, Major, and Support Courses*			**9-13** **7-9**
		One declared minor outside of the major prefix OR a second major OR a teaching specialization. The minor may be a traditional minor within one department or it may be interdisciplinary involving more than one department. The minor can be in a different college. The minor must be declared no later than the student's third semester of enrollment.				One declared minor outside of the major prefix OR a second major OR a teaching specialization. The minor may be a traditional minor within one department or it may be interdisciplinary involving more than one department. The minor can be in a different college. The minor must be declared no later than the student's third semester of enrollment.	-
		Capstone course within major MCOM 434 Advanced Multiplatform Storytelling OR MCOM 433-433L Advanced Broadcast News Reporting				Capstone course within major MCOM 434 Advanced Multiplatform Storytelling ~~OR~~ ~~MCOM 433-433L Advanced Broadcast News Reporting~~	-
		Upper Division Credits (300-400 level coursework inside and outside of the major)				Upper Division Credits (300-400 level coursework inside and outside of the major)	33
Bachelor of Arts			**9+** **9+**	**Bachelor of Arts**			**9+** **9+**
		Modern Foreign Language (6+) *Competency at the 202 level (6 credits from one approved Modern Foreign language from SGR #4 may be counted toward goal)*	6+ 6			Modern Foreign Language (6+) *Competency at the 202 level (6 credits from one approved Modern Foreign language from SGR #4 may be counted toward goal)*	6+ 6
AHSS	111	Introduction to Global Citizenship and Diversity	3	AHSS	111	Introduction to Global Citizenship and Diversity	3
Bachelor of Science			**13+** **7+**	**Bachelor of Science**			**13+** **7+**
		Natural Sciences (10+) Satisfying coursework must include - at least two classes with laboratory components - at least two different prefixes *(MATH and STATS courses do not count toward the Science requirement.)* *(**6** credits of SGR #6 are counted toward this goal)*	**10+** **4+**			Natural Sciences (10+) Satisfying coursework must include - at least two classes with laboratory components - at least two different prefixes *(MATH and STATS courses do not count toward the Science requirement.)* *(**6** credits of SGR #6 are counted toward this goal)*	**10+** **4+**
AHSS	111	Introduction to Global Citizenship and Diversity	3	AHSS	111	Introduction to Global Citizenship and Diversity	3
Major Requirements			**44**	**Major Requirements**			**46**
MCOM	119	First-Year Seminar in Communication and Journalism	2	MCOM	119	First-Year Seminar in Communication and Journalism	2
MCOM	210-210L	Basic Newswriting & Lab	3	MCOM	210-210L	Basic Newswriting & Lab	3
MCOM	219	Social Media Strategies	3	MCOM	219	Social Media Strategies	3
MCOM	220-220L	Intro to Digital Media & Lab	3	MCOM	220-220L	Intro to Digital Media & Lab	3
MCOM	265-265L	Basic Photography & Lab	3	MCOM	265-265L	Basic Photography & Lab	3
MCOM	270	Data Analysis in Communication	3	MCOM	270	Data Analysis in Communication	3

Existing Curriculum				*Proposed Curriculum (highlight changes)*			
Pref.	**Num.**	**Title**	**Cr. Hrs.**	**Pref.**	**Num.**	**Title**	**Cr. Hrs.**
MCOM OR MCOM	311-311L 333-333L	News Editing (3) Broadcast News Reporting and Lab (3)	3	MCOM ~~OR~~ ~~MCOM~~	311-311L ~~333-333L~~	News Editing ~~Broadcast News Reporting and Lab (3)~~	3
				MCOM	317	Multimedia Reporting	3
MCOM	331-331L	Video Production & Lab	3	~~MCOM~~	~~331-331L~~	~~Video Production & Lab~~	~~3~~
				MCOM	333-333L	Broadcast News Reporting and Lab	3
MCOM OR MCOM	394 494	Internship (3) Internship (3)	3	MCOM OR MCOM	394 494	Internship (3) Internship (3)	3
MCOM OR MCOM	416 417	Mass Media in Society (3) History of Journalism (3)	3	MCOM ~~OR~~ ~~MCOM~~	416 ~~417~~	Mass Media in Society ~~History of Journalism (3)~~	3
MCOM	430	Media Law	3	MCOM	430	Media Law	3
MCOM OR MCOM	434 433-433L	Advanced Multiplatform Storytelling (3) Advanced Broadcast News Reporting and Lab (3)	3	MCOM ~~OR~~ ~~MCOM~~	434 ~~433-433L~~	Advanced Multiplatform Storytelling ~~Advanced Broadcast News Reporting and Lab (3)~~	3
				MCOM	495	Practicum (1-4)	2
Select 9 credits from the following MCOM or PUBR Electives:			9	Select 6 credits from the following MCOM or PUBR Electives:			6
MCOM	215	Sportswriting	3	~~MCOM~~	~~215~~	~~Sportswriting~~	~~3~~
MCOM	266-266L	Photojournalism and Studio	3	MCOM	266-266L	Photojournalism and Studio	3
MCOM OR MCOM	311-311L 333-333L	News Editing & Lab (3) Broadcast Reporting and Lab (3)	3	~~MCOM~~ ~~OR~~ ~~MCOM~~	~~311-311L~~ ~~333-333L~~	~~News Editing & Lab (3)~~ ~~Broadcast Reporting and Lab (3)~~	~~3~~
MCOM	336	Feature Writing	3	~~MCOM~~	~~336~~	~~Feature Writing~~	~~3~~
MCOM	359-359L	Mobile Media Design & Applications & Lab	3	~~MCOM~~	~~359-359L~~	~~Mobile Media Design & Applications & Lab~~	~~3~~
				MCOM	331-331L	Video Production & Lab	3
MCOM	365-365L	Advanced Photography & Lab	3	~~MCOM~~	~~365-365L~~	~~Advanced Photography & Lab~~	~~3~~
				MCOM	410	Advanced Reporting	3
MCOM	413	International Media	3	MCOM	413	International Media	3
MCOM	438-438L	Public Affairs Reporting & Lab	3	MCOM	438-438L	Watchdog Reporting & Lab	3
MCOM	474	Media Administration & Management	3	MCOM	474	Entrepreneurial Media	3
				MCOM	495	Practicum (1-4)	1
PUBR	243	Public Relations Principles	3	PUBR OR PUBR	243 345	Public Relations Principles (3) Public Relations Writing (3)	3
PUBR	345	Public Relations Writing	3	~~PUBR~~	~~345~~	~~Public Relations Writing~~	~~3~~
Electives *(Taken as needed to complete any additional degree requirements)*			**37-39**	**Electives** *(Taken as needed to complete any additional degree requirements)*			**35-37**
Academic Requirements: Journalism majors must have a "C" or better in ENGL 101; must have a GPA of 2.5 in required courses for the major; and must have grades of "C" or better in all major requirements. Students can not pursue a double major in any combination of Advertising, Journalism, or Public Relations. Students may pursue minors within the School of Communication and Journalism.				Academic Requirements: Journalism majors must have a "C" or better in ENGL 101; must have a GPA of 2.5 in required courses for the major; and must have grades of "C" or better in all major requirements. Students can not pursue a double major in any combination of Advertising, Journalism, or Public Relations. Students may pursue minors within the School of Communication and Journalism.			

Summary of Credits for Journalism (B.A.)

System General Education Requirements	**30**	**System General Education Requirements**	**30**
AHSS College Requirements	9	**AHSS College Requirements**	9
Additional required credits of coursework beyond SGRs, Major, and Support Courses	**9**	*Additional required credits of coursework beyond SGRs, Major, and Support Courses*	**9**
Majors Requirements	**44**	**Majors Requirements**	**46**

Existing Curriculum				*Proposed Curriculum (highlight changes)*			
Pref.	**Num.**	**Title**	**Cr. Hrs.**	**Pref.**	**Num.**	**Title**	**Cr. Hrs.**
Electives (*Taken as needed to complete any additional degree requirements)*			**37**	**Electives** (*Taken as needed to complete any additional degree requirements)*			**35**
Summary of Credits for Journalism (B.S.)							
System General Education Requirements			**30**	**System General Education Requirements**			**30**
AHSS College Requirements *Additional required credits of coursework beyond SGRs, Major, and Support Courses*			13 **7**	**AHSS College Requirements** *Additional required credits of coursework beyond SGRs, Major, and Support Courses*			13 **7**
Majors Requirements			**44**	**Majors Requirements**			**46**
Electives (*Taken as needed to complete any additional degree requirements)*			**39**	**Electives** (*Taken as needed to complete any additional degree requirements)*			**37**
Total number of hours required for major			44	Total number of hours required for major			46
Total number of hours required for degree			120	Total number of hours required for degree			120

7. Explanation of the Change:

The School of Communication & Journalism convened a taskforce in Fall 2021 to conduct a comprehensive review of the Journalism major. They found that the current Journalism major does not prepare students well enough to address the needs of the profession at both local and national levels. To remedy this situation, the school will add required major courses such as MCOM 317 Multimedia Reporting, MCOM 333-333L Broadcast News Reporting and Lab, and MCOM 495 Practicum to provide more comprehensive and updated coursework. They have also renamed a couple of courses to reflect the changing nature of the industry. Additionally, the requirement of 2 credits of MCOM 495 Practicum will focus on Student Media Activity at SDSU, including participation in the radio station KSDJ and/or the newspaper *The Collegian*. In 2021, SDSU student media moved to a new home within SDSU's School of Communication and Journalism, rather than being housed in Student Affairs. Adding 2 credits of MCOM 495 Practicum integrates this addition of student media into curricula within the school. Finally, they are deleting major elective courses that have not been offered in many years. These courses do not reflect the future of the industry nor do they have available faculty workload to offer them in the future. Overall, these curricula changes will benefit students in the following ways: 1) students will have broadcast rather than video production experience, which is necessary for their future success based on industry partners' feedback; 2) students get hands-on training and practice with incorporating a practicum in student media activity; and 3) students now have an updated list of major electives that will actually be offered that they can take. Finally, they are still offering MCOM 331-331L Video Production & Lab as an elective for students who want that additional experience.