



# SOUTH DAKOTA BOARD OF REGENTS ACADEMIC AFFAIRS FORMS

## New Course Request

SDSU

Institution

Dennis D. Hedge

Institutional Approval Signature

College of Arts, Humanities and Social Sciences / School of  
Communication and Journalism

Division/Department

4/3/2023

Date

### Section 1. Course Title and Description

Prefix & No.	Course Title	Credits
MCOM 620	Writing for Media Audiences	3

#### Course Description

Writing skills, with emphasis on choosing the appropriate messaging approach and multiplatform media channel for the target audience. Focus on information gathering, effective writing practices, ethics, revising, critiquing and responding to feedback.

#### 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 615	Opinion Writing	3
MCOM 556	Multimedia Design and Development	3

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

Opinion writing is specific to Journalism. SDSU has proposed the new course, Writing for Media Audiences, to allow flexibility in teaching this course to expand teaching students writing across a variety of industries, including public relations, advertising, or agricultural communications.

MCOM 556 Multimedia Design and Development, at USD, provides students with an introduction to the process of composing and constructing interactive multi-media programs for use in corporate training, general event promotion, instruction and education, as well as entertainment applications. Students apply and integrate video production/ computer technologies associated with the design and development process of multimedia. MCOM 620 would be focused on the writing process, the ethics of audience adaptation, and choosing various media channels.

### Section 3. Other Course Information

#### 3.1. Are there instructional staffing impacts?

☒ No. Replacement of MCOM 615 Opinion Writing (3 cr.)

Effective date of deletion: Fall 2023

#### 3.2. Existing program(s) in which course will be offered: Mass Communication (MMC)

**3.3. Proposed instructional method by university (as defined by [AAC Guideline 5.4](#)):** D - Discussion

**3.4. Proposed delivery method by university (as defined by [AAC Guideline 5.5](#)):** 001 Face-to-Face  
Term Based, 015 Online Asynchronous; 018 Online Synchronous

**3.5. Term change will be effective:** Fall 2023

**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: 20 ☐ 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:** School of Communication and Journalism

**4.2. Banner Department Code:** SCJR

**4.3. Proposed CIP Code:** 09.0401

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

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

Rebecca A. Kuehl	Rebecca A. Kuehl	2.27.2023
<b>Request Originator</b>	<b>Signature</b>	<b>Date</b>
Joshua Westwick	Joshua Westwick	2.27.2023
<b>School Director</b>	<b>Signature</b>	<b>Date</b>
Jason Zimmerman	Jason Zimmerman	2.27.2023
<b>School/College Dean</b>	<b>Signature</b>	<b>Date</b>

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

MCOM 620 Writing for Media Audiences will provide students with an understanding of how to research, write, revise and critique pieces for multiplatform media channels. Students will also learn how to tailor their writing to the appropriate audience and to consider the ethical implications of their work. MCOM 620 accounts for changes in the industry in terms of expanding students' writing skills for a variety of media audiences. This course will allow flexibility in teaching students writing across a variety of industries, including public relations, advertising, or agricultural communications.

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.  
N/A
5. Desired section size: 20
6. Provide qualifications of faculty who will teach this course. List name(s), rank(s), and degree(s).  
Marina Hendricks, Assistant Professor, Ph.D.; Rocky Dailey, Associate Professor, Ph.D.
7. Note whether adequate facilities are available and list any special equipment needed for the course.  
Resources are adequate.
8. Note whether adequate library and media support are available for the course.  
Resources are adequate.

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