SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS

Substantive Program Modification Form

UNIVERSITY:	SDSU
CURRENT PROGRAM DEGREE:	Minor
CURRENT PROGRAM MAJOR/MINOR:	Professional Writing
CURRENT SPECIALIZATION:	N/A
CIP CODE:	23.1301
UNIVERSITY DEPARTMENT:	English and Interdisciplinary Studies
BANNER DEPARTMENT CODE:	SENI
UNIVERSITY COLLEGE:	Arts, Humanities and Social Sciences
BANNER COLLEGE 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	2/27/2024
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 supportive course work
   - ☐ Total credits of elective course work
   - ☐ Total credits required for program
   - ☒ Program name
   - ☐ Existing specialization
   - ☐ CIP Code
   - ☒ Other: Revised Coursework
   - ☐ Modification requiring Board of Regents approval
     Must have prior approval from Executive Director or designee

2. **Effective date of change: 2024-2025 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: Professional Communication

6. **Is the program being modified associated with a current articulation agreement?**
   Yes ☐   No ☒
   a. **If yes, will the articulation agreement need to be updated with the partner institution following the approve of the program change? Please explain:** N/A

7. Primary Aspects of the Modification:

Existing Curriculum   *Proposed Curriculum (==highlight changes==)*

Pref.	Num.	Title	Cr. Hrs.	Pref.	Num.	Title	Cr. Hrs.
				==CMST==	==201==	==Interpersonal Communication==	==3==
				==CMST==	==311==	==Business and Professional Communication==	==3==
CMST	410	Organizational Communication	3	~~CMST~~	~~410~~	~~Organizational Communication~~	~~3~~
ENGL OR	379	Technical Communication (3)	3	ENGL OR	379	Technical Communication (3)	3
ENGL	383	Creative Writing (3)		ENGL	383	Creative Writing (3)	
LING	203	English Grammar	3	~~LING~~	~~203~~	~~English Grammar~~	~~3~~
MCOM	220	Introduction to Digital Media	3	MCOM	220	Introduction to Digital Media	3
		Electives Select from the following courses	6			Electives Select from the following courses	6
CMST	311	Business and Professional Communication	3	~~CMST~~	~~311~~	~~Business and Professional Communication~~	~~3~~
				==CMST==	==320==	==Interviewing==	==3==
				==CMST==	==410==	==Organizational Communication==	==3==
CMST	415	Communication and Gender	3	CMST	415	Communication and Gender	3
CMST	416	Rhetorical Criticism	3	CMST	416	Rhetorical Criticism	3
				==CMST==	==422==	==Persuasion==	==3==
CMST	470	Intercultural Communication	3	CMST	470	Intercultural Communication	3
				==CMST==	==494==	==Internship==	==3==
				==ENGL==	==283==	==Introduction to Creative Writing==	==3==
ENGL	379	Technical Communication	3	ENGL	379	Technical Communication	3
ENGL	383	Creative Writing	3	ENGL	383	Creative Writing	3
ENGL	471	Academic Editing and Publishing	3	ENGL	471	Academic Editing and Publishing	3
ENGL	472	Film Criticism	3	ENGL	472	Film Criticism	3
ENGL	473	Creative Writing: Screenwriting	3	ENGL	473	Creative Writing: Screenwriting	3
ENGL	475	Creative Writing: Non-Fiction	3	ENGL	475	Creative Writing: Non-Fiction	3
ENGL	476	Creative Writing: Fiction	3	ENGL	476	Creative Writing: Fiction	3
ENGL	478	Creative Writing: Poetry	3	ENGL	478	Creative Writing: Poetry	3
ENGL	485	Writing Center Tutoring	3	ENGL	485	Writing Center Tutoring	3
ENGL	492	Topics	3	ENGL	492	Topics	3
ENGL	494	Internship	1-12	==ENGL==	==494==	==Internship==	==3==
GDES	101	Computer Graphics	3	GDES	101	Computer Graphics	3
GDES	207	Interactive Design	3	GDES	207	Interactive Design	3
GDES	216	Typography	3	GDES	216	Typography	3
HIST	280	Writing History	3	HIST	280	Writing History	3
				==LING==	==203==	==English Grammar==	==3==
LING	420	The New English	3	~~LING~~	~~420~~	~~The New English~~	~~3~~
MCOM	151	Introduction to Mass Communication	3	MCOM	151	Introduction to Mass Communication	3
MCOM	210	Basic Media Writing	3	MCOM	210	Basic Media Writing	3
MCOM	219	Social Media Strategies	3	MCOM	219	Social Media Strategies	3
MCOM	311	News Editing	3	MCOM	311	News Editing	3
MCOM	359	Mobile Media Design and Applications	3	~~MCOM~~	~~359~~	~~Mobile Media Design and Applications~~	~~3~~
				==MCOM==	==494==	==Internship==	==3==
PUBR	243	Public Relations Principles	3	PUBR	243	Public Relations Principles	3
PUBR	345	Public Relations Writing	3	PUBR	345	Public Relations Writing	3
				==THEA==	==325==	==Playwriting==	==3==
THEA	492	Topics (Playwriting)	3	~~THEA~~	~~492~~	~~Topics (Playwriting)~~	~~3~~
		Total Hours Required	18			Total Hours Required	18

8. Explanation of the Change:

The School of English and Interdisciplinary Studies has reviewed the Professional Writing minor.

The minor continues to evolve to address industry and workforce needs/demands for employees with well-rounded and multi-faceted communication skills. The revised name, Professional Communication, reflects the corresponding changes in the curriculum, and it also reflects how the minor prepares students to communicate in multiple modalities, ranging from traditional forms of oral communication and writing to multi-modal digital and other technology-based forms. In other words, calling the minor "Professional Writing" given the evolving nature of the curriculum as well as the collaboration between other academic programs does not accurately convey how it prepares students in multiple forms of communication that include, but are certainly not limited to, writing. The proposed name change to "Professional Communication" accurately conveys how it prepares students in multiple forms of communication. By revising the required component to include an additional communication class and by adding additional elective courses, such as Internship in both CMST and MCOM, the revised minor can continue to help students develop the communication skills they need to be successful in their careers.