



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

Substantive Program Modification Form

UNIVERSITY:	SDSU
CURRENT PROGRAM DEGREE:	M.M.C.
CURRENT PROGRAM MAJOR/MINOR:	Mass Communication
CURRENT SPECIALIZATION:	N/A
CIP CODE:	09.0102
UNIVERSITY DEPARTMENT:	School of Communication & Journalism
BANNER DEPARTMENT CODE:	SCJR
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

3/28/2024

Vice President of Academic Affairs or
President of the University

Date

1. This modification addresses a change in:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Total credits required within the discipline | <input type="checkbox"/> Total credits of supportive course work |
| <input checked="" type="checkbox"/> Total credits of elective course work | <input checked="" type="checkbox"/> Total credits required for program |
| <input type="checkbox"/> Program name | <input type="checkbox"/> Existing specialization |
| <input type="checkbox"/> CIP Code | <input type="checkbox"/> Other (explain below) |
| <input type="checkbox"/> Modification requiring Board of Regents approval
<i>Must have prior approval from Executive Director or designee</i> | |

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:

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:

<i>Existing Curriculum</i>				<i>Proposed Curriculum (highlight changes)</i>			
Pref.	Num.	Title	Cr. Hrs.	Pref.	Num.	Title	Cr. Hrs.
		At least 50% of coursework on the Plan of Study <i>must</i> be skills-based coursework. Skills-based courses are designated below.				At least 50% of coursework on the Plan of Study <i>must</i> be skills-based coursework. Skills-based courses are designated below.	
MCOM	705	Introduction to Master of Mass Communication	3	MCOM	705	Introduction to Master of Mass Communication	3
MCOM	710	Cross-Platform Storytelling (skills-based)	3	MCOM	710	Cross-Platform Storytelling (skills-based)	3
MCOM	730	Media Law Case Studies (skills-based)	3	MCOM	730	Media Law Case Studies (skills-based)	3
MCOM	746	Cross-Platform Campaigns (skills-based)	3	MCOM	746	Cross-Platform Campaigns (skills-based)	3
MCOM	786	Conducting Professional Research (skills-based)	3	MCOM	786	Conducting Professional Research (skills-based)	3
		Select one of the following options				Select one of the following options	
		<i>Option B – Research/Design Paper</i>				Option B – Research/Design Paper <i>Non-Thesis</i>	
MCOM	788	Research Problems/Projects	2	MCOM	788	Research Problems/Projects	3
		Electives	15			Electives	12
		<i>Option C – Coursework Only</i>				Option C – Coursework Only	
		Electives	21			Electives	24
		Electives for Options B & C - select from the following list of courses. Other courses may be selected with prior approval.				Electives - for options B & C - select from the following list of courses. Other courses may be selected with prior approval.	
CMST	510	Organizational Communication		CMST	510	Organizational Communication	3
CMST	540	Health Communication		CMST	540	Health Communication	3
CMST	541	Current Issues in Health Communication (skills-based)		CMST	541	Current Issues in Health Communication (skills-based)	3
CMST	592	Topics		CMST	592	Topics	1-5
CMST	792	Topics		CMST	792	Topics	1-3
MCOM	513	International Media	3	MCOM	513	International Media	3
MCOM	574	Entrepreneurial Media (skills-based)	3	MCOM	574	Entrepreneurial Media (skills-based)	3
MCOM	592	Topics		MCOM	592	Topics	3
MCOM	620	Writing for Media Audiences (skills-based)	3	MCOM	620	Writing for Media Audiences (skills-based)	3
MCOM	653	Mass Communication Teaching Methods	3	MCOM	653	Mass Communication Teaching Methods	3
MCOM	692	Topics		MCOM	692	Topics	3
MCOM	761	Social Media Management (skills-based)		MCOM	761	Social Media Management (skills-based)	3
MCOM	791	Independent Study	1-3	MCOM	791	Independent Study	1-3
MCOM	794	Internship	1-3	MCOM	794	Internship	1-3
PUBR	592	Topics	1-3	PUBR	592	Topics	1-3
Total Hours Required				Total Hours Required			
Option B			32	Non-Thesis			30
Option C			36				

8. Explanation of the Change:

The SDSU Graduate School has revised SDSU Policy 2:17 Credit Requirements for Graduate Credential Programs. The Graduate School adjusted the language to no longer refer to master's programs using Option A (Thesis Option), B (Research/Design Paper Option), C (Coursework Only), and D (Coursework Only – Professional Program) but to move forward with Thesis and Non-Thesis options that will require a minimum of 30 credits. The School of Communication and Journalism has requested to change the non-thesis option from 32 credits (Option B) and 36 credits (Option C) to one non-thesis option of 30 credits. The graduate faculty have also requested to slightly increase the number of required credits for MCOM 788 from 2 credits to 3 credits to account for the number of hours required of a project associated with the non-thesis option.