



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

New Course Request

SDSU **Arts, Humanities and Social Sciences / School of Communication and Journalism**
Institution **Division/Department**
Dennis D. Hedge **2/3/2025**
Institutional Approval Signature **Date**

Section 1. Course Title and Description

Prefix & No.	Course Title	Credits
MCOM 250	Principles of Agricultural Communication	3

Course Description

This course provides an overview of agricultural communication within the U.S. mass media landscape. It covers the communication process, the role of media in reaching diverse audiences, and the use of various communication methods in agriculture. Topics include agricultural news writing, media careers, and the impact of media on agriculture.

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
ADV 370	Advertising Principles	3
PUBR 243	Public Relations Principles	3

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

PUBR 243 focuses on principles of public relations and ADV 370 focuses on principles of advertising. Neither course offers a background to principles in agricultural communication. Agricultural communication as its own area of study lacks any specific courses within the SDBOR system.

Section 3. Other Course Information

3.1. Are there instructional staffing impacts?

No. Schedule Management, explain below: Faculty workload is available to teach this course every fall.

3.2. Existing program(s) in which course will be offered: Agricultural Education, Communication, and Leadership (B.S.) – Communication Specialization

3.3. Proposed instructional method by university (as defined by AAC Guideline 5.4): R - Lecture

3.4. Proposed delivery method by university (as defined by AAC Guideline 5.5): 001 - Face to Face, 015 - Online Asynchronous, 018 - Online Synchronous, 029 - Hybrid Online, 030 - Hybrid F2F

3.5. Term change will be effective: Fall 2025

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: 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: 01.0802

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	12/10/2024
Request Originator	Signature	Date
Joshua Westwick	Joshua Westwick	12/10/2024
Department Chair	Signature	Date
Jason Zimmerman	Jason Zimmerman	12/11/2024
School/College Dean	Signature	Date

- Provide specific reasons for the proposal of this course and explain how the changes enhance the curriculum.
At present, there are no courses specifically focused on Agricultural Communication. MCOM 250 will offer an overview of agricultural communication within the context of the U.S. mass media landscape. Introducing this course will address a significant gap in the curriculum for this specialization and ensure that the university is preparing students with the skills needed for success in the industry. This course is integral to developing a comprehensive and nationally competitive academic program in agricultural communication.
- Note whether this course is: Required Elective
- In addition to the major/program in which this course is offered, what other majors/programs will be affected by this course?
None.
- If this will be a dual listed course, indicate how the distinction between the two levels will be made.
N/A
- Desired section size 40
- Provide qualifications of faculty who will teach this course. List name(s), rank(s), and degree(s).
Erica Summerfield, Assistant Professor, Ph.D.
- Note whether adequate facilities are available and list any special equipment needed for the course.
Facilities are adequate and available. No special equipment is needed for the course.
- Note whether adequate library and media support are available for the course.
Adequate library and media support are available.
- Will the new course duplicate courses currently being offered on this campus? Yes No
- If this course may be offered for variable credit, explain how the amount of credit at each offering is to be determined.
N/A