



**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 435	Agricultural Communication Capstone	3

Course Description

This capstone course is for students with an interest in agricultural communications. This course provides students with the opportunity to apply their agricultural communication skills through real-world projects. Students will create and evaluate communication strategies, utilizing various media to convey agricultural, scientific, and technical information to diverse audiences.

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 434	Advanced Multiplatform Storytelling	3
ADV/PUBR 442	Integrated Marketing Communication and Campaigns	3

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

MCOM 434 focuses on the application of storytelling across multiple platforms but is more specific to journalism. ADV/PUBR 442 focuses on integrated marketing communication and campaigns and is specific to advertising (NSAC section) or public relations (local campaign). None of these courses offers the opportunity for students to synthesize their cumulative skills 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 spring.

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

<u>Rebecca A. Kuehl</u>	<u>Rebecca A. Kuehl</u>	<u>12/10/2024</u>
Request Originator	Signature	Date
<u>Joshua Westwick</u>	<u>Joshua Westwick</u>	<u>12/10/2024</u>
Department Chair	Signature	Date
<u>Jason Zimmerman</u>	<u>Jason Zimmerman</u>	<u>12/11/2024</u>
School/College Dean	Signature	Date

1. 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. This capstone course will provide students with the opportunity to apply their agricultural communication skills through real-world projects. Adding MCOM 435 will fill a dire course need for this specialization and ensure the university is preparing students for industry needs and success upon entering the workforce. This course is integral to developing a comprehensive and nationally competitive academic program in agricultural communication.

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).

Erica Summerfield, Assistant Professor, Ph.D.

7. 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.

8. Note whether adequate library and media support are available for the course.

Adequate library and media support are available.

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