



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

New Course Request

SDSU	College of Arts, Humanities and Social Sciences / School of Communication and Journalism
Institution	Division/Department
Dennis D. Hedge	4/3/2023
Institutional Approval Signature	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.

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;

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