



**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.

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.