



**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 i (c)14l i ()10 (i (c)14 12 T0x. ()1k10 (s)/MD 62 6803999 i318TT0 92m i

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		