



SOUTH DAKOTA BOARD OF REGENTS ACADEMIC AFFAIRS FORMS

New Baccalaureate Degree Minor

Use this form to propose a new baccalaureate degree minor (the minor may include existing and/or new courses. An academic minor within a degree program enables a student to make an inquiry into a discipline or field of study beyond the major or to investigate a particular content theme. Minors provide a broad introduction to a subject and therefore develop only limited competency. Minors consist of a specific set of objectives achieved through a series of courses. Course offerings occur in a specific department or may draw from several departments (as in the case of a topical or thematic focus). In some cases, all coursework within a minor proscribed; in others cases, a few courses may form the basis for a wide range of choices. Regental undergraduate minors typically consist of 18 credit hours. Proposals to establish new minors as well as proposals to modify existing minors must recognize and address this limit. The Board of Regents, Executive Director, and/or their designees may request additional information about the proposal. After the university President approves the proposal, submit a signed copy to the Executive Director through the system Chief Academic Officer. Only post the New Baccalaureate Degree Minor Form to the university website for review by other universities after approval by the Executive Director and Chief Academic Officer.


UNIVERSITY:	NSU
TITLE OF PROPOSED MINOR:	Public Relations
DEGREE(S) IN WHICH MINOR MAY BE EARNED:	Any
EXISTING RELATED MAJORS OR MINORS:	Communication Studies (BA)
INTENDED DATE OF IMPLEMENTATION:	Fall 2020
PROPOSED CIP CODE:	09.0902
UNIVERSITY DEPARTMENT:	Languages, Literature, and Communication Studies
BANNER DEPARTMENT CODE:	NLAC
UNIVERSITY DIVISION:	College of Arts and Sciences
BANNER DIVISION CODE:	5A

☒ **Please check this box to confirm that:**

- The individual preparing this request has read [AAC Guideline 2.8](#), which pertains to new baccalaureate degree minor requests, and that this request meets the requirements outlined in the guidelines.
- This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

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.



President of the University (or Designee)

4/8/2020

Date

Note: In the responses below, references to external sources, including data sources, should be documented with a footnote (including web addresses where applicable).

1. Do you have a major in this field (*place an “X” in the appropriate box*)? ☐ ☒
Yes No
2. If you do not have a major in this field, explain how the proposed minor relates to your university mission and strategic plan, and to the current Board of Regents Strategic Plan 2014-2020.

Board Policy 1:10:6 establishes the mission of NSU is in part “to promote excellence in teaching and learning, to support research, scholarly and creative activities, and to provide service to the State of South Dakota, the region, and the nation.” The proposed Public Relations minor meets and supports the NSU mission, primarily by promoting research, scholarly, and creative activities. Courses within the proposed Public Relations minor will develop and advance student skills in writing, research, persuasion, relationship management, strategic planning, and public communication.

A 2016 article in *Forbes*¹ magazine notes some of the tools of a public relations specialist, all of which exemplify the above skills:

- Write and distribute press releases
- Speech writing
- Write pitches (less formal than press releases) about a firm and send them directly to journalists for press release
- Create and execute special events designed for public outreach and media relations
- Conduct market research on the firm or the firm’s messaging
- Expansion of business contacts via personal networking or attendance and sponsoring at events
- Writing and blogging for the internet (internal or external sites)
- Crisis public relations strategies
- Social media promotions and responses to negative opinions online

3. What is the nature/purpose of the proposed minor? Please include a brief (1-2 sentence) description of the academic field in this program.

NSU does offer students within the Communications Studies major the option to select a public relations emphasis area within the major. However, emphases are relatively limited in scope, do not appear on a student’s transcript, and are not available to non-majors. A minor in Public Relations, however, would promote and provide an extension of the distinctly practical and job-oriented nature of this specialization that is not conveyed in the scope of the current coursework for the emphasis. Additionally, it would appear on a transcript and allow non-majors the opportunity to select this specialization. This minor would allow Communication Studies majors and non-majors the opportunity to earn credentials in Public Relations and obtain a specialization in this field.

¹ Robert Wynne. “Five Things Everyone Should Know About Public Relations.” *Forbes*.
<https://www.forbes.com/sites/robertwynne/2016/01/21/five-things-everyone-should-know-about-public-relations/#2d984bef2a2c>

The public relations field is one of reputation management. According to *The Princeton Review*: “A public relations specialist is an image shaper. Their job is to generate positive publicity for their client and enhance their reputation ... They keep the public informed about the activity of government agencies, explain policy, and manage political campaigns. Public relations people working for a company may handle consumer relations, or the relationship between parts of the company such as the managers and employees, or different branch offices.”²

4. How will the proposed minor benefit students?

Currently, NSU’s Communication Studies program offers its majors a 12-credit emphasis option in a specialized topic: critical practice or public relations. While NSU offers a minor in Communication Studies, it does not offer a minor in Public Relations. This minor would allow non-majors an opportunity to pursue this specialization area would provide a more comprehensive and practical study of the subject than is found in the 12-credit major’s emphasis, as is exemplified by the skills mentioned in item 2 of this proposal as well as in the proposed curriculum for this minor provided in items 8b. and 9 of this proposal.

A minor in Public Relations would enhance the creative enterprise, original product, and marketability of Communication Studies majors and non-majors. As such, while a minor in Public Relations would augment several programs offered at NSU, the non-Communication Studies majors that would pair best with this minor include Business, Human Performance, Sport Marketing and Administration, Art, Music, Theatre, and English as well as the new BFA in Digital Media and the pre-professional program in Journalism.

Additionally, a minor in Public Relations would allow those pursuing this minor the opportunity to become members of the Public Relations Student Society of America (PRSSA) (<http://prssa.prsa.org/>). Membership in PRSSA allows students to apply for scholarship opportunities as well as network and test their skills in national competitions and conferences. Students could also attain digital marketing certifications that are essential for employment in today’s Public Relations field, such as Google AdWord and Facebook Blueprint.

5. Describe the workforce demand for graduates in related fields, including national demand and demand within South Dakota. Provide data and examples; data sources may include but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc. Please cite any sources in a footnote.

According to the US Bureau of Labor Statistics, “[e]mployment of public relations specialists is projected to grow 9 percent from 2016 to 2026, about as fast as the average for all occupations. The need for organizations to maintain their public image will continue to drive employment growth. Candidates can expect strong competition for jobs at advertising and public relations firms and organizations with large media exposure.”³ The projected growth rate for employment of public relations specialists within South Dakota is 7.1 percent from 2016

² “Public Relations.” *Princeton Review*. <https://stg-www.princetonreview.com/careers/171/public-relations>

³ Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, Public Relations Specialist. <https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm#tab-7>

to 2026.⁴ Additionally, the National Association of Colleges and Employers (NACE) First-Destination Survey of 2017 cited an 85.9% Career Outcome Percentage for the Public Relations field.⁵

CareerOneStop, sponsored by the U.S. Department of Labor, Employment and Training Administration, indicates that a third of students interested in becoming Public Relations Specialists will study Public Relations at the graduate level,⁶ and these students will need an undergraduate background in the field (supplied by this minor) to find competitive placement in graduate programs. The Public Relations minor also serves those entering the job market directly upon completion of their undergraduate degree who wish to pursue public relations positions in some of the following occupations (the projected growth rate for employment from 2016-2026 is included)⁷. Please note that these are only a sample of related professions:

- Market Research Analysts and Marketing Specialists (projected 23% increase) (much faster than average)
- Meeting, Convention, and Event Planners (projected 11% increase) (faster than average)
- Advertising, Promotions, and Marketing Manager (projected 10% increase) (faster than average)
- Public Relations and Fundraising Managers (projected 10% increase) (faster than average)
- Arbitrators, Mediators, and Conciliators (projected 10% increase) (faster than average)
- Insurance Sales Agents (projected 10% increase) (faster than average)
- Copy Writers and Authors (projected 8% increase) (as fast as average)
- Securities, Commodities, and Financial Sales Agents, Financial Services (projected 6% increase) (as fast as average)
- Wholesale and Manufacturing Sales Representatives (projected 5% increase) (as fast as average)

In South Dakota, specifically, the above careers have the following projections:⁸

- Market Research Analysts and Marketing Specialists (projected 20% increase)
- Advertising, Promotions, and Marketing Manager (projected 16.7% increase)
- Insurance Sales Agents (projected 10.1% increase)
- Securities, Commodities, and Financial Sales Agents, Financial Services (projected 8.8% increase)
- Meeting, Convention, and Event Planners (projected 7.7% increase)
- Public Relations and Fundraising Managers (projected 7% increase)

⁴ Projections Central: State Occupations Projections, Public Relations Specialist.

<https://projectionscentral.com/Projections/LongTerm>

⁵ First Destination Survey Class of 2017 Definitions and Detailed Report, National Association of Colleges and Employers at <https://www.nacweb.org/uploadedfiles/files/2018/publication/report/first-destinations-for-the-class-of-2017.pdf> (page 27).

⁶ CareerOneStop, U.S. Department of Labor, “Public Relations Specialists”.

<https://www.careeronestop.org/Toolkit/Careers/Occupations/occupation-profile.aspx?keyword=Public%20Relations%20Specialists&onetcode=27303100&location=UNITED%20STATE&onet=27303100>

⁷ Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, Public Relations Specialist. <https://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm#tab-8>

⁸ Projections Central: State Occupations Projections, Public Relations Specialist.

<http://www.projectionscentral.com/Projections/LongTerm>

- Arbitrators, Mediators, and Conciliators (no information available for SD)⁹
- Copy Writers and Authors (no information available for SD)¹⁰
- Wholesale and Manufacturing Sales Representatives (no information available for SD)¹¹

6. Provide estimated enrollments and completions in the table below and explain the methodology used in developing the estimates (*replace “XX” in the table with the appropriate year*).

	Fiscal Years*			
	1 st	2 nd	3 rd	4 th
<i>Estimates</i>	FY 20	FY 21	FY 22	FY 23
Students enrolled in the minor (fall)	3	5	7	9
Completions by graduates		2	4	6

*Do not include current fiscal year.

Estimates are based on conversations our Communication Studies faculty and the academic advisor for the Department of Languages, Literature, and Communication Studies have had with undergraduate students in the Communication Studies program specifically and the College of Arts and Sciences generally, as well as the number of current majors in relevant fields, as indicated in number 4 above.

7. What is the rationale for the curriculum? Demonstrate/provide evidence that the curriculum is consistent with current national standards.

An analysis of over 10 Public Relations minor programs offered nationwide, including at Tulane University, University of Arizona, Iowa State University, University of Wyoming, Michigan State University, Kent State University, University of Illinois, Suffolk University, University of Miami, and Marquette University informed our proposed curriculum for the minor.

An 18-credit Public Relations minor is in keeping with regional and national norms. Similarly, in keeping with Public Relations minor program standards nationwide, the majority of credit hours are devoted to the study and practice of the foundations of public relations and communication (9 credits). Likewise, a minority of credit hours are devoted to electives in advanced topics in public relations that are crafted toward a student’s individual interest in pursuing the minor (6 credits). Also standard is an introductory course in public relations (3 credits) that allows students a practical survey of the discipline, surveying “aspects of ethics, law and theory of public relations, as well as the process, audiences, and professional practice involved in the discipline”.¹²

⁹ While there are projected to be no openings in South Dakota specifically for writers and authors through 2026 (but an expected average growth in demand nationally), related careers that would be supplemented by this minor are expected to grow within the state, as is indicated elsewhere in this section.

¹⁰ Same as above.

¹¹ Same as above.

¹² Course description: SPCM 150 Introduction to Public Relations. Northern State University course catalog. <http://catalog.northern.edu/content.php?catoid=10&navoid=936>

8. Complete the tables below. Explain any exceptions to Board policy requested.

Minors by design are limited in the number of credit hours required for completion. Minors typically consist of eighteen (18) credit hours, including prerequisite courses. In addition, minors typically involve existing courses. If the curriculum consists of more than eighteen (18) credit hours (including prerequisites) or new courses, please provide explanation and justification below.

A. Distribution of Credit Hours

[Insert title of proposed minor]	Credit Hours	Percent
Requirements in minor	12	80%
Electives in minor	6	20%
Total	18	100%

B. Required Courses in the Minor

Prefix	Number	Course Title (add or delete rows as needed)	Prerequisites for Course Include credits for prerequisites in subtotal below.	Credit Hours	New (yes, no)
SPCM	150	Introduction to Public Relations	None	3	No
SPCM	223	Mass Communications	None	3	No
SPCM	422	Persuasion	None	3	No
MCOM	475	Public Relations ¹³	None	3	Yes
Subtotal				12	

9. Elective Courses in the Minor: List courses available as electives in the program. Indicate any proposed new courses added specifically for the minor.

Prefix	Number	Course Title (add or delete rows as needed)	Prerequisites for Course Include credits for prerequisites in subtotal below.	Credit Hours	New (yes, no)
ARTD	113	Introduction to Digital Media	None	3	No
ARTD	231	Graphic Design I	ARTD 113	3	No
BADM	220	Business Statistics	MATH 114, MATH 115, MATH 120, MATH 121, MATH 123 OR MATH 125	3	No
BADM	370	Marketing	None	3	No
BADM	372	Advertising	BADM 370	3	No
MCOM	210	Basic Newswriting	ENGL 101	3	No

¹³ Proposed new course currently offered at another SDBOR institution. Authority to Offer an Existing Course form has been completed for this proposed new course. **Justification for new course:** this course provides more in-depth discussion of the policies and programs active in the field of public relations that will further supplement the information provided in the introductory course (SPCM 150).

SPCM	310	Business and Professional Speaking	None	3	No
SPCM	410	Organizational Communication	None	3	No
SPCM	416	Rhetorical Criticism	None	3	No
SPCM	470	Intercultural Communication	None	3	No
Subtotal				6	

- A. What are the learning outcomes expected for all students who complete the minor? How will students achieve these outcomes?** *Complete the table below to list specific learning outcomes—knowledge and competencies—for courses in the proposed program in each row. Label each column heading with a course prefix and number. Indicate required courses with an asterisk (*). Indicate with an X in the corresponding table cell for any student outcomes that will be met by the courses included. All students should acquire the program knowledge and competencies regardless of the electives selected. Modify the table as necessary to provide the requested information for the proposed program.*

Individual Student Outcome (Same as in the text of the proposal)	Program Courses that Address the Outcomes				
	SPCM 150	SPCM 223	SPCM 422	MCOM 475	any electives listed in item 9 above
Student can describe the discipline and employ its theories, perspectives, and concepts (<i>cross-curricular skill: Foundational Lifelong Learning Skills</i>)	X	X	X	X	X
Student can engage in Communication inquiry (<i>cross-curricular skill: Inquiry and Analysis</i>).	X	X	X	X	
Student can create influential messages appropriate to the audience, purpose, and context (<i>cross-curricular skill: Civic Knowledge and Engagement</i>).	X		X	X	
Student can critically analyze messages (<i>cross-curricular skill: Critical and Creative Thinking</i>)	X	X	X	X	X
Student can demonstrate the ability to accomplish communicative goals (self-efficacy) (<i>cross-curricular skill: Integrative Learning</i>)	X		X	X	X
Student can apply ethical communication principles and practices and embrace difference (<i>cross-curricular skill: Ethical Reasoning</i>)	X	X	X	X	

Modify the table as necessary to include all student outcomes. Outcomes in this table are to be the same ones identified in the text.

Students will achieve these outcomes through coursework, practical application, and the following assessments: cumulative portfolio, exams, and presentations.

- 10. What instructional approaches and technologies will instructors use to teach courses in the minor?** *This refers to the instructional technologies and approaches used to teach courses and NOT the technology applications and approaches expected of students.*

Standard instructional approaches of lecture and discussion will be used in all courses, but certain courses will also employ practical application with hands-on project-based learning models and presentations.

11. Delivery Location

Note: The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

- A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or deliver the entire program through distance technology (e.g., as an online program)?**

	Yes/No	Intended Start Date
On campus <i>-while the program will be offered on campus, some courses may be fulfilled through already established online offerings.</i>	Yes	Fall 2020

	Yes/No	If Yes, list location(s)	Intended Start Date
Off campus	No		

	Yes/No	If Yes, identify delivery methods <i>Delivery methods are defined in AAC Guideline 5.5.</i>	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No		
Does another BOR institution already have authorization to offer the program online?	No	If yes, identify institutions:	

- B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the minor through distance learning (e.g., as an online program)? This question responds to HLC definitions for distance delivery.**

	Yes/No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No		

12. Does the University request any exceptions to any Board policy for this minor? Explain any requests for exceptions to Board Policy. If not requesting any exceptions, enter "None."

No exceptions requested.

13. Cost, Budget, and Resources: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other operations and maintenance, facilities, etc., needed to implement the proposed minor. Address off-campus or distance delivery separately.

The Communication Studies program has been approved to hire a tenure-track faculty with a start date of August 2020. This new line together with the full-time faculty already in place are sufficient to cover the courses required/offered within the Public Relations minor and all are qualified to teach those courses. We currently offer the majority of the required courses and electives in our standard rotation (with the exception of the one course noted in Item 8B), so faculty will not be redirected from other assignments. The new course we would add to our rotation is indicated above in Item 8B. An Authority to Offer an Existing Course form has been completed for this new proposed course currently offered at another SDBOR institution (attached as Appendix C). It is anticipated that the new Public Relations faculty hire will teach this course as part of his or her standard course load within the Communication Studies program. Therefore, adding this new course to the current course rotation will not have an adverse effect on course offerings or faculty availability.

14. New Course Approval: New courses required to implement the new minor may receive approval in conjunction with program approval or receive approval separately. Please check the appropriate statement (place an "X" in the appropriate box).

☒ YES,

the university is seeking approval of new courses related to the proposed program in conjunction with program approval. All New Course Request forms are included as Appendix C and match those described in section 7.

☐ NO,

the university is not seeking approval of all new courses related to the proposed program in conjunction with program approval; the institution will submit new course approval requests separately or at a later date in accordance with Academic Affairs Guidelines.

Appendix C



SOUTH DAKOTA BOARD OF REGENTS ACADEMIC AFFAIRS FORMS

Authority to Offer an Existing Course

NSU
Institution

CAS/Languages, Literature, and Communication Studies
Division/Department

Michael W. W. W.
Institutional Approval Signature

4/8/2020
Date

1. Is this a request to offer an existing common course or an existing unique course (approval will change course status from unique to common)?

Common Course ☐
Unique Course ☒

2. Provide the complete description as it appears in the system database including pre-requisites and co-requisites.

Prefix & No.	Course Title	Credits
MCOM 475	Public Relations	3

Course Description
Interpreting institutional and industrial policies and programs to the public.

Pre-requisites or Co-requisites (add lines as needed, make sure to copy boxes in Pre-req and Co-req cells)

Prefix & No.	Course Title	Pre-req	Co-req
N/A			

3. Universities currently offering this course (*place an "X" in the appropriate boxes*):

☒ BHSU ☐ DSU ☐ NSU ☐ SDSMT ☐ SDSU ☐ USD

4. Does Offering the Course Create FTE Implications? No

5. Does Offering the Course Create Schedule Management Implications? No

Explain: Faculty member has workload available to teach the course.

6. Existing program(s) in which course will be offered: Public Relations Minor
7. CIP Code for the course: 090902
8. Proposed instructional method by this university: R - Lecture
9. Proposed delivery method by this university: N01 Face-to-face
10. University Dept. Code: NLAC
11. Authority to offer effective beginning in what term? Fall 2020
12. Section Restriction: None

RE: [EXT] Re: Feedback Requested Regarding NSU's Offering MCOM 475

Fashbaugh, Martin <Martin.Fashbaugh@bhsu.edu>

Fri 9/20/2019 5:47 PM

To: Haller, Elizabeth <Elizabeth.Haller@northern.edu>

Elizabeth,

Sorry for not getting back to you, though I thought I had! We have no problem with you offering this class—MCOM 475.

Apologies,

Martin

From: Haller, Elizabeth <Elizabeth.Haller@northern.edu>

Sent: Friday, September 20, 2019 3:35 PM

To: Fashbaugh, Martin <Martin.Fashbaugh@bhsu.edu>

Subject: [EXT] Re: Feedback Requested Regarding NSU's Offering MCOM 475

Hello, Dr. Fashbaugh. Just checking to see if you have any feedback regarding our offering MCOM 475.

Elizabeth

From: Haller, Elizabeth <Elizabeth.Haller@northern.edu>

Sent: Tuesday, September 17, 2019 3:28 PM

To: Fashbaugh, Martin <martin.fashbaugh@bhsu.edu>

Subject: Feedback Requested Regarding NSU's Offering MCOM 475

Hello, Dr. Fashbaugh.

NSU is looking to submit a request to offer MCOM 475 as part of our new minor in public relations. We would offer it as a face to face course. Would your department have any objections to our offering MCOM 475?

Thank you for your consideration.

Elizabeth

ELIZABETH HALLER, PH.D.

Department Chair of Languages, Literature, and Communication Studies

Associate Professor of English

Chair of SDBOR English Discipline Council

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