



SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS
New Course Request

USD	Arts & Sciences/Media & Journalism
Institution	Division/Department
<i>Elizabeth M. Freeburg</i>	5/8/18
Institutional Approval Signature	Date

Section 1. Course Title and Description

Prefix & No.	Course Title	Credits
MCOM 445/545	Tourism Marketing & Promotion	3

Course Description
This course explores the fundamental marketing strategies applied to the Tourism industry. Content includes client and customer relations, consumer behavior, marketing research, ethical considerations, and promotional strategies.

Pre-requisites or Co-requisites (add lines as needed): None

Registration Restrictions: None

Section 2. Review of Course

2.1. Was the course first offered as an experimental course (place an "X" in the appropriate box)?

- Yes (if yes, provide the course information below) No

The course is being offered as MCOM 492 TOPICS: Tourism Marketing & Management in fall 2018 as a face-to-face course. The maximum enrollment is 18; 14 undergraduate and 4 graduate students. Following the fall semester it is anticipated as an online course.

2.2. Will this be a unique or common course (place an "X" in the appropriate box)?

If the request is for a unique course, verify that you have reviewed the common course catalog via Colleague and the system [Course Inventory Report](#) to determine if a comparable common course already exists. List the two closest course matches in the common course catalog and provide a brief narrative explaining why the proposed course differs from those listed. If a search of the common course catalog determines an existing common course exists, complete the Authority to Offer an Existing Course Form.

- Unique Course**

Prefix & No.	Course Title	Credits
MCOM 342	Strategic Communications	3
MCOM 442	Integrated Marketing Communication	3

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

The proposed course provides in-depth marketing research tools and strategies specific to the Tourism industry. MCOM 342 Strategic Communications and MCOM 442 Integrated Marketing Communication address but do not provide this in-depth analysis.

Section 3. Other Course Information

3.1. Are there instructional staffing impacts?

- No.** Schedule Management, explain below: The M&J Department faculty member will be assigned this course as part of the regular course load.

- 3.2. **Existing program(s) in which course will be offered:** Media & Journalism (B.A./B.S, Journalism & Strategic Communication Specializations), Sport Marketing & Media (B.A./B.S.), Social Media Marketing minor, M.A. in Communication Studies
- 3.3. **Proposed instructional method by university:** R - Lecture
- 3.4. **Proposed delivery method by university:** 001 Face-to-Face and 015 Internet Asynchronous
- 3.5. **Term change will be effective (enter catalog year):** Fall 2018
- 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: 35 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
If yes, indicate the course(s) to which the course will equate (add lines as needed):

Prefix & No.	Course Title

- 3.10. **Is this prefix approved for your university?**
 Yes No
If no, provide a brief justification below:

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Section 4. Department and Course Codes (Completed by University Academic Affairs)

- 4.1. **University Department Code:** MCOM
- 4.2. **Proposed [CIP Code](#):** 09.0401

Is this a new CIP code for the university? Yes No

NEW COURSE REQUEST
Supporting Justification for On-Campus Review

Michelle Van Maanen	<i>Michelle Van Maanen</i>	4/9/2018
Request Originator	Signature	Date
Michelle Van Maanen	<i>Michelle Van Maanen</i>	4/9/2018
Department Chair	Signature	Date
		Click here to enter a date.
School/College Dean	Signature	Date

1. Provide specific reasons for the proposal of this course and explain how the changes enhance the curriculum.

In today's media industry environment and the region in which a majority of students find careers, teaching about tourism marketing and promotion is especially valuable. This course effectively integrates the tools of strategic communication, public relations and marketing research, and applies them to the Tourism industry. This new course will enhance the current curriculum in a major way. A majority of students seeking careers in this region find that having a background in tourism enhances their opportunities.

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? English, Communication Studies, Business Administration - Marketing

4. If this will be a dual listed course, indicate how the distinction between the two levels will be made. Consistent with the learning outcomes associated with the M.A. in Communication Studies, graduate students will demonstrate a higher degree of depth and sophistication in course projects and assignments. Graduate students will demonstrate proficiency in applied communication activities (presentations, workshops, forums, trainings, group discussions, etc.) in professional contexts. Students will interpret and critique research methods used in published communication research, conduct scholarly research using one or more method of inquiry, and develop in-depth understanding of conceptual foundations and research methods through advanced scholarly writing. Specific assignments meeting these objectives will include an original research paper and an oral presentation on a topic chosen in consultation with the professor.

5. Desired section size 35

6. Provide qualifications of faculty who will teach this course. List name(s), rank(s), and degree(s).
 Charles Lubbers, Professor, Ph.D
 Teddi Joyce, Associate Professor, Ph.D

7. Note whether adequate facilities are available and list any special equipment needed for the course.
 Resources are adequate.

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

9. Will the new course duplicate courses currently being offered on this campus?
 Yes No
 If yes, provide justification.

10. If this course may be offered for variable credit, explain how the amount of credit at each offering is to be determined.
11. Add any additional comments that will aid in the evaluation of this request.

The Media & Journalism Advisory Council members, made up of regional and national professionals, has advised the department of the growing need for this type of knowledge and background in the media industry.