



**SOUTH DAKOTA BOARD OF REGENTS**  
**ACADEMIC AFFAIRS FORMS**  
**New Course Request**

<u>USD</u>	<u>Arts &amp; Sciences/Media &amp; Journalism</u>
<b>Institution</b>	<b>Division/Department</b>
<u>Elizabeth M. Freeburg</u>	<u>5/4/2020</u>
<b>Institutional Approval Signature</b>	<b>Date</b>

**Section 1. Course Title and Description**

Prefix & No.	Course Title	Credits
MCOM 484/584	Media Analytics	3

Course Description
This course offers an understanding of media data and the tools necessary to adapt in an ever-evolving media marketplace. In addition to a theoretical background, students will learn how to make data-driven media marketing decisions. Students also will explore the global marketplace with an understanding of people from different genders, races, ethnicities, sexual orientations, and cultures.

**Pre-requisites or Co-requisites** None

**Registration Restrictions** None

**Section 2. Review of Course**

**2.1. Was the course first offered as an experimental course?**

- Yes (if yes, provide the course information below)       No, The course was taught as a MCOM 492 Topics class in both spring 2019 and spring 2020.

**2.2. Will this be a unique or common course?**

*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
ADV/PUBR 411	Media Analytics & Studio	3
ADV/PUBR 411L	Media Analytics Studio	0
MCOM 786	Conduct Professional Research	3

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

The undergraduate courses listed above center on advertising and public relations analytics and application. MCOM 484/584 will focus on the entire media analytics industry including a strong emphasis on theory in an ever-changing media marketing landscape. The graduate course listed above focuses primarily on surveys, statistical procedures and focus groups, in addition to media analytics.
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**Section 3. Other Course Information**

**3.1. Are there instructional staffing impacts?**

- No.** Schedule Management, explain below: MCOM 484/584 will be part of the regular teaching load and course rotation. No new hire will be necessary.

**3.2. Existing program(s) in which course will be offered:** BA/BS Media & Journalism, BA/BS Sport Marketing & Media, MA Communication

**3.3. Proposed instructional method by university:** D Discussion Recitation

**3.4. Proposed delivery method by university:** 001 Face-to-Face

**3.5. Term change will be effective:** Fall, 2020

**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 Code:** UMJR

**4.2. Proposed [CIP Code](#):** 09.0903

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