



SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS
New Course Request

USD	Arts & Sciences/Communication Studies
Institution	Division/Department
<i>Elizabeth M. Freeburg</i>	5/4/2020
Institutional Approval Signature	Date

Section 1. Course Title and Description

Prefix & No.	Course Title	Credits
SPCM 411/511	Content Analysis	3

Course Description
Students experientially master the methods and scientific purposes of sampling textual artifacts, operationalizing concepts, calculating inter-coder agreement, and quantitatively summarizing communication content.

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 (place an "X" in the appropriate box)?

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

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

Unique Course

Prefix & No.	Course Title	Credits
SPCM 305	Communication Research Methods	3
SPCM 425/525	Philosophy of Communication	3

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

Communication Research Methods (SPCM 305): SPCM 305 students are introduced to content analysis; while SPCM 411/511 students complete an entire content analytic study, including conceptualization, data collection, data analysis, and discussion of results.

Philosophy of Human Communication (SCPM 425/525): SPCM 425/525 students teaches students to conceptualize a humanistic or social scientific study, while SPCM 411/511 trains students to use and produce a social scientific study using a single method (i.e., quantitative content analysis).

Section 3. Other Course Information

3.1. Are there instructional staffing impacts?

- No.** Schedule Management, explain below:

The course will be offered every other year, rotating with another methods course.

3.2. Existing program(s) in which course will be offered: The course would be offered as an elective for USD's undergraduate communication studies major and minor, in the graduate program in Communication, and as a research methods elective for undergraduate and graduate students in the College of Arts and Sciences and across the University

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

3.4. Proposed delivery method by university:

- a. U01 Face to Face Term-based
- b. U15 Internet Asynchronous
- c. U30 Blended Hybrid

3.5. Term change will be effective (enter catalog year): 202080

3.6. Can students repeat the course for additional credit?

- Yes, total credit limit: 6 No

Course may be repeated at the 500 level by students who have completed 411.

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: 22 total 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: UCST

4.2. Proposed [CIP Code](#): 231304

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