



SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS
New Course Request

USD	College of Arts & Sciences – Department of 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/CMST 452/552	Science Communication	3

Course Description
<p>This course explores the challenges of communicating about complex issues in science and technology, focusing on three primary roles of communication in science: the dialogue of research team collaboration, the translation of scientific methods and findings to a variety of audiences, and the persuasive strategies necessary to advocate for public policy and support. Areas of the course include audience analysis and adaptation, collaboration, decision-making, explanation, advocacy, media channels, and visual communication.</p>

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

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
SPCM 440/540	Health Communication (C)	3
SPCM 418/518	Environmental Communication (U)	3

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

While *Health Communication* and *Environmental Communication* include some aspects of science and technology in their content, *Science Communication* (proposed) focuses directly on the knowledge and skills necessary to communicate about complex scientific and technological issues to a variety of audiences.

This course will meet the requirements of many funding organizations (NSF, NIH, etc.) which require a student oral communication training component as part of the award.

There is a 700-level elective course in the (BME 715 Scientific Communications) Biomedical Engineering program. It is focused primarily on students in the BME program and does not serve wider programs or student populations. However, through ongoing collaboration with BME, the SPCM 452/552 course would provide the foundational content and practice for students moving into the BME program.

Section 3. Other Course Information

3.1. Are there instructional staffing impacts?

- No.** Schedule Management, explain below: The course will be part of a course rotation (every other year) with SPCM 418/518 *Environmental Communication*.

3.2. Existing program(s) in which course will be offered: Communication Studies

Also will support the N3 program

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

3.4. Proposed delivery method by university: U01 Face to Face Instruction, U15 Internet Asynchronous, U18 Internet Synchronous, U30 Blended/Hybrid

3.5. Term change will be effective: Fall 2021

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: 24 (14 ugrad; 10 grad) 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: 231 304

4.2. Banner Department Code: UCST

4.3. Proposed [CIP Code](#): 23.1304

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