



SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS
New Course Request

USD	Arts & Sciences/Media & Journalism
Institution	Division/Department
<i>Elizabeth M. Freeburg</i>	2/18/2021
Institutional Approval Signature	Date

Section 1. Course Title and Description

Prefix & No.	Course Title	Credits
MCOM 460/560	Crisis Communication	3

Course Description
This course explores the role of communication in crisis management and prevention. Topics include how to use communication to prevent a crisis, how to strategically plan for a potential crisis, and how to mitigate damage to an individual, group or organization’s reputation.

Pre-requisites or Co-requisites N/A
Registration Restrictions N/A

Section 2. Review of Course

2.1. Will this be a unique or common course (place an “X” in the appropriate box)?

Unique Course

Prefix & No.	Course Title	Credits
MCOM 373	Public Relations Case Studies	3
MCOM 475	Public Relations	3

Provide explanation of differences between proposed course and existing system catalog courses below:
Unlike the above listed courses, the proposed new course covers strategies specific to avoiding and managing crises. Content will include theories on crisis communication management, best practices in a crisis, and employing specific methods to create strategic initiatives in a crisis context.

Section 3. Other Course Information

3.1. Are there instructional staffing impacts?

No. Replacement of Course was previously taught as a 492/592 TOPICS course.

(course prefix, course number, name of course, credits)

*Attach course deletion form

Effective date of deletion: Click here to enter a date.

3.2. Existing program(s) in which course will be offered (i.e., any current or pending majors, minors, certificates, etc.): BA, BS, and minors: Media & Journalism; Sport Marketing & Media; MA Communication

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

3.4. Proposed delivery method by university:
U15/U18 Internet Asynchronous/Synchronous
U01 Face to Face term Based Limitation

3.5. Term change will be effective: 202180 (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: 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?
 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. Banner Department Code: UMJR

4.3. Proposed CIP Code: 090900

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