



SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS
New Course Request

USD	School of Health Sciences/ Department of Public Health and Health Sciences
Institution	Division/Department
<i>Elizabeth M. Freeburg</i>	12/7/2020
Institutional Approval Signature	Date

Section 1. Course Title and Description

Prefix & No.	Course Title	Credits
PUBH 410	Public Health Communication	3

Course Description
This course will prepare students to communicate public health content (both oral and written) using strategies appropriate for different audiences and sectors, including social media. The importance of cultural considerations in public health content, education, and advocacy is integrated.

Pre-requisites or Co-requisites (add lines as needed)

Prefix & No.	Course Title	Pre-Req/Co-Req?
HSC 315	Introduction to Public Health	Pre-Req

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

If the request is for a unique course, institutions must review the common course catalog in the system course database 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. Courses requested without an attempt to find comparable courses will not be reviewed.

Prefix & No.	Course Title	Credits
CMST/ SPCM 440	Health Communication	3
CMST/ SPCM 441	Health Communication Campaigns	3

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

CSMT/SPCM 440 is a common course through SDSU & USD which focuses on communications between patients and providers in health and medical settings. CSMT/SPCM 440 is significantly different from the proposed course PUBH 410 in that CSMT/SPCM 440 examines health communication with *individuals*, whereas PUBH 410 prepares students to communicate public health content to the population at large via a variety of modalities to diverse audiences. In addition, PUBH 410 aims to meet the learning outcome of "utilizing basic concepts of public health specific communication, including technical and professional writing and the use of mass media and electronic technology" which is a required outcome for program accreditation. CMST/SPCM 440 does not aim to meet this learning outcome for program accreditation.

CMST/SPCM 441 is a course taught at SDSU and focuses on community health. This course is significantly different from the proposed course, PUBH 410 in that CMST/SPCM 441 emphasizes focus groups and aims to address community health issues, which are more narrowly defined than population health issues. PUBH 410 targets population health and has a strong emphasis on advocacy. CMST/SPCM 441 does not address advocacy. In addition, PUBH 410 aims to meet the learning outcome of "utilizing basic concepts of public health specific communication, including technical and professional writing and the use of mass media and electronic technology" which is a required outcome for program accreditation. CMST/SPCM 441 does not aim to meet this learning outcome for program accreditation.

Section 3. Other Course Information

3.1. Are there instructional staffing impacts?

<input checked="" type="checkbox"/>	No. Schedule Management, explain below: The course rotation will be scheduled according to faculty workloads.
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3.2. Existing program(s) in which course will be offered (i.e., any current or pending majors, minors, certificates, etc.): New Bachelor of Science in Public Health (BSPH) program

3.3. Proposed instructional method by university *If requesting an instructional method that is exempt from the [Section Size Guidelines](#), please provide a brief description of how the course is appropriate for the instructional method, as defined in AAC Guidelines.* : Lecture (R)

3.4. Proposed delivery method by university (as defined by [AAC Guideline 5.5](#)):
U01 Face to Face; U15 Internet asynchronous – Term based; U18 Internet synchronous; U30 Blended/Hybrid

3.5. Term change will be effective (enter catalog year): 2023-2024

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: 30 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:	UHSC		
4.2. Proposed CIP Code:	51.2201		
<i>Is this a new CIP code for the university?</i>	<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/> No