



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

New Course Request

Use this form to request a new common or unique course. Consult the system course database through for information about existing courses before submitting this form.

NSU	Department of Art
Institution	Division/Department
<i>Michael Wanous</i>	
Institutional Approval Signature	10/17/2024
	Date

Section 1. Course Title and Description

If the course contains a lecture and laboratory component, identify both the lecture and laboratory numbers (xxx and xxxL) and credit hours associated with each. Provide the complete description as you wish it to appear in the system course database, including pre-requisites, co-requisites, and registration restrictions.

Prefix & No.	Course Title	Credits
ARTD 238	Video News, Advertising, & Sportscasting	3

NOTE: The Enrollment Services Center assigns the short, abbreviated course title that appears on transcripts. The short title is limited to 30 characters (including spaces); meaningful but concise titles are encouraged due to space limitations in the student information system.

Course Description
This basic videography and video switching/editing course supports the interdisciplinary fields of sports broadcasting, sports marketing, video advertising, and promotions. Students from multiple majors across campus collaborate in the writing, planning, and production of both live-to-tape and filmed-edited content for delivery on multiple streaming and web platforms

NOTE: Course descriptions are short, concise summaries that typically do not exceed 75 words. DO: Address the content of the course and write descriptions using active verbs (e.g., explore, learn, develop, etc.). DO NOT: Repeat the title of the course, layout the syllabus, use pronouns such as “we” and “you,” or rely on specialized jargon, vague phrases, or clichés.

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

Prefix & No.	Course Title	Pre-Req/Co-Req?
ARTD 113	Introduction to Digital Media	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
MCOM 305	Sports Broadcasting	3
MCOM 333	Broadcast News Reporting	3

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

While institutions like Black Hills State and USD provide individual courses in Sports Broadcasting & Sports Marketing as well as in Basic News Writing, and SDSU provides courses in Broadcast News Reporting, no one in the system provides a specific course in video advertising and no one simulates how all these factors work together in a real-world media business like a television station or streaming platform (an experiential learning opportunity). Additionally, no South Dakota institution other than Northern State provides such video/film production classes with a curriculum that integrates the media history and theories with production practices (a recommendation both scholars and professionals have called for since the 1940s). This new course will also help to eliminate enrollment confusion for both Art and non-Art students seeking their respective majors/minors.

Common Course Indicate universities that are proposing this common course:

BHSU DSU NSU SDSMT SDSU USD

Section 3. Other Course Information

3.1. Are there instructional staffing impacts?

No. Replacement of _____
(course prefix, course number, name of course, credits)
*Attach course deletion form

Effective date of deletion: [Click here to enter a date.](#)

No. Schedule Management, explain below:
Course will be incorporated into the regular teaching rotation.

Yes. Specify below:

3.2. Existing program(s) in which course will be offered (i.e., any current or pending majors, minors, certificates, etc.):

Sport Marketing & Administration – Minor in Sports Media
School of Business – Minor in Marketing & Digital Design

3.3. Proposed instructional method by university (as defined by AAC Guideline 2.4.3.A):

Please provide a brief description of how the course is appropriate for the instructional method, as defined in AAC Guidelines.

Studio (A)

3.4. Proposed delivery method by university (as defined by AAC Guideline 2.4.3.B and 2.4.3.B(A-1)):

X01 Face-to-Face (F2F)
X02 HyFlex
X03 HyFlex Synchronous
X15 Online Asynchronous

3.5. Term change will be effective:

Fall 2025

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?

Yes No

If yes, indicate the course(s) to which the course will equate (add lines as needed):

Prefix & No.	Course Title

3.10. Is this prefix approved for your university?

Yes No

If no, provide a brief justification below:

Section 4. Department and Course Codes (Completed by University Academic Affairs)

4.1. University Department: NART

4.2. Banner Department Code: NART

4.3. Proposed [CIP Code](#): 50.0701

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