SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS

Substantive Program Modification Form

Use this form to request minor changes in existing programs (majors, minors, certificates, or specializations).

UNIVERSITY:	NSU
CURRENT PROGRAM DEGREE:	Minor
CURRENT PROGRAM MAJOR/MINOR:	Professional Writing and Rhetoric
CURRENT SPECIALIZATION (If applicable)**:**	N/A
CIP CODE:	23.1303
UNIVERSITY DEPARTMENT:	English, Communication, and Global Languages
BANNER DEPARTMENT CODE:	NECL
UNIVERSITY COLLEGE:	College of Arts and Sciences
BANNER COLLEGE CODE:	5A

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Michael Wanous _____   10/17/2024
　　　　Vice President of Academic Affairs or　　　　　　　　　　　Date
　　　　　　President of the University

1. **This modification addresses a change in (*place an "X" in the appropriate box*):**

☐ Total credits required within the discipline　☐ Total credits of supportive course work

☐ Total credits of elective course work　☐ Total credits required for program

☒ Program name　☐ Existing specialization

☐ CIP Code　☒ Other (explain below)
　　　　　　　　　　　　　　　　　Course *additions* and *deletions* that do
　　　　　　　　　　　　　　　　　not change the nature of the program, or
　　　　　　　　　　　　　　　　　distribution of courses in the program,
　　　　　　　　　　　　　　　　　or change of total credit hours required.

☐ Modification requiring Board of Regents approval
　　Must have prior approval from Executive Director or designee

2. Effective date of change: 8/1/2025

3. Program Degree Level (*place an "X" in the appropriate box*):

Associate ☐   Bachelor's ☒   Master's ☐   Doctoral ☐

4. Category (*place an "X" in the appropriate box*):

Certificate ☐   Specialization ☐   Minor ☒   Major ☐

5. If a name change is proposed, the change will occur (*place an "X" in the appropriate box*):

☐ On the effective date for all students

☒ On the effective date for students new to the program (enrolled students will graduate from existing program)

Proposed new name: **Professional and Media Writing**

Reminder: Name changes may require updating related articulation agreements, site approvals, etc.

6. Is the program being modified associated with a current articulation agreement?

Yes ☐   No ☒

 a. **If yes, will the articulation agreement need to be updated with the partner institution following the approve of the program change? Please explain:**

7. Primary Aspects of the Modification (*add lines or adjust cell size as needed*):

		Existing Curriculum					*Proposed Curriculum (highlight changes)*	
Pref.	**Num.**	**Title**	**Cr. Hrs.**		**Pref.**	**Num.**	**Title**	**Cr. Hrs.**
ARTD	113	Introduction to Digital Media	3		ARTD	113	Introduction to Digital Media	3
ENGL	480	Contemporary Rhetoric	3					
ENGL	486	Rhetorical Theory and Practice	3					
MCOM	311	News Editing	3					
					ENGL	283	Introduction to Creative Writing	3
					ENGL	305	Professional, Technical, and Grant Writing	3
					ENGL	303	Foundations in English: New Media	3
					MCOM	210	Basic Media Writing	3
Choose Two: (6 credits)								
ENGL	301	Advanced Composition	3					
ENGL	302	Hypertext Writing	3					
ENGL	305	Professional, Technical, and Grant Writing	3					
MCOM	210	Basic Media Writing	3					
					Electives (choose one)			
					ARTD	337	Podcasting and Sound Design I	3
					BADM	244	Business Communication	3
					ENGL	475	Creative Writing: Non-Fiction	3
					ENGL	486	Rhetorical Theory and Practice	3

Program Forms, Substantive Program Modification Form (last revised 10/2022)

				MCOM	311	News Editing	3

Total number of hours required for major, minor, or specialization	18	Total number of hours required for major, minor, or specialization	18
Total number of hours required for degree	120	Total number of hours required for degree	120

8. Explanation of the Change:

The English program is revising its curriculum, and this Substantive Program Modification for the Professional Writing and Rhetoric minor reflects those revisions. The English program has removed the following classes from its active rotation, so each has been deleted from the minor:

- ENGL 301 Advanced Composition
- ENGL 302 Hypertext Writing
- ENGL 480 Contemporary Rhetoric

The addition of ARTD 337, BADM 244, and ENGL 475 as elective options better aligns with elective offerings within similar minors in professional and media writing and with training in writing, editing, communication, and design for professional and media related fields.

The proposed name change for the minor better illustrates the new focus on professional and media writing. A combined background in professional writing and in media writing is beneficial for several career fields including public relations, human resources, journalism, marketing, publishing, and the evolving technical climate where AI generative prompt writers are increasingly in high demand.