



News Release

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New Programs Approved for SDSU and USD

MADISON, S.D. – The South Dakota Board of Regents today approved new degree programs at South Dakota State University and the University of South Dakota, ranging from natural resources law enforcement and agricultural education at SDSU to sport marketing and media at USD. Each degree program will be available beginning this fall.

M.S., Agricultural Education, SDSU – A master of science degree in agricultural education at SDSU will benefit career and technical education across South Dakota. SDSU officials report that only two of 80 agricultural education teachers within the state currently have a master’s degree, although labor trend data indicate an expected 9 percent growth in demand for career and technical education teachers through 2022. The university plans to graduate five to seven students from the program each year, which will also be delivered online.

B.S., Natural Resources Law Enforcement, SDSU – The bachelor of science degree in natural resources law enforcement at SDSU will prepare students for careers as conservation officers, federal wildlife officers, park rangers, and game wardens. The new degree is in response to discussions with staff from the state’s Game, Fish and Parks Department and the U.S. Fish and Wildlife Service, who say they are challenged to find qualified applicants for law enforcement positions. Only four institutions across the country offer a similar degree. SDSU estimates it will have 20 graduates annually from the program after full implementation.

B.A. and B.S., Sport Marketing and Media, USD – A new undergraduate degree in sport marketing and media at USD will equip students with broad skills in marketing, advertising and public relations, event management, and law/ethics. New graduates will be prepared to work in positions with college athletic departments, advertising and public relations firms, merchandising companies, professional sports teams, athletic facilities, and the news media. The university anticipates graduating about 15 students each year after the program’s full implementation.