

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

AGENDA ITEM: 3 – H (4)
DATE: December 4-6, 2018

SUBJECT

New Certificate: USD Undergraduate Certificate in Tourism & Hospitality Marketing

CONTROLLING STATUTE, RULE, OR POLICY

[BOR Policy 2:23](#) – Program and Curriculum Approval

BACKGROUND / DISCUSSION

The University of South Dakota (USD) requests authorization to offer an undergraduate certificate in Tourism & Hospitality Marketing. The certificate is intended as an add-on credential providing value to a student’s major. USD states that many travel and tourism employees in the state do not have a college degree; the certificate would provide an educational credential to those working in the field. The certificate will also interest students in majors such as Business and Media & Journalism. In addition, the state’s tourism industry has witnessed seven straight years of growth.

IMPACT AND RECOMMENDATION

The certificate consists of 12 credit hours comprised of existing courses. The certificate is not designed to stack into an existing degree program. USD currently offers 24 undergraduate certificate programs. USD is not asking for additional resources to offer the program.

Board office staff recommends approval of the program.

ATTACHMENTS

Attachment I – New Certificate Request Form: USD – Undergraduate Certificate in Tourism & Hospitality Marketing

DRAFT MOTION 20181204_3-H(4):

I move to authorize USD to offer an undergraduate certificate Tourism and Hospitality Marketing as presented.



SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS
New Certificate

UNIVERSITY:	University of South Dakota
TITLE OF PROPOSED CERTIFICATE:	Tourism & Hospitality Marketing
INTENDED DATE OF IMPLEMENTATION:	Fall 2019
PROPOSED CIP CODE:	09.0902
UNIVERSITY DEPARTMENT:	Media & Journalism
UNIVERSITY DIVISION:	College of Arts and Sciences

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.

Elizabeth M. Freeburg

10/29/18

Institutional Approval Signature

Date

President or Chief Academic Officer of the University

1. Is this a graduate-level certificate or undergraduate-level certificate?

Undergraduate Certificate Graduate Certificate

2. What is the nature/purpose of the proposed certificate?

This course of study will recognize student learning in the area of tourism and hospitality marketing. Tourism activities cross over into many other industry categories (nonprofit management, economic development, etc.), thus having a certificate will allow students to demonstrate their study in the area while allowing them to continue to focus on their major(s) and minor(s). This certificate provides additional credentials for existing students. This certificate is comprised of 50% foundational marketing content (MCOM 241-Social Media Marketing and BADM 370-Marketing) and 50% focus on the hospitality and tourism industries (MCOM 440-Event Marketing & Management and MCOM 445-Tourism Marketing & Promotion) respectively.

3. Provide a justification for the certificate program, including the potential benefits to students and potential workforce demand for those who graduate with the credential.¹

The economic impact of travel and tourism to the State of South Dakota requires higher levels of training for the thousands of employees in the tourism industry, nearly all of whom do not have a college degree in the tourism field. According to the SD Tourism Department, in 2016 “the South Dakota tourism industry has once again reached record numbers of visitors, visitor spending and impact on the state’s economy.² This marks seven straight years of economic growth for the industry.”²

“2016 economic impact stats (percent increases are over 2015)*²:

- 13.9 million – number of visitors that came to South Dakota, an increase of 1.4 percent
- \$3.8 billion – amount of visitor spending, which is an increase of 1.5 percent
- \$2.5 billion – amount of GDP contributed to the state’s economy, which is an increase of 4.5 percent

¹ For workforce related information, please provide data and examples; data sources may include but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc.

² www.travelsouthdakota.com/newsroom/press-releases/tourism-news-releases/Tourism-Department-Posts-Record-Numbers-2016

- \$279 million – state and local tax dollars generated by travel and tourism activity, an increase of \$8.4 million
- \$821 – the amount of tax dollars each South Dakota household saves because of the tourism industry
- 53,258 – number of jobs sustained by the tourism industry, an increase of 2.1 percent”

The economic impact from the industry has a significant impact on the job sector in the state. According to the 2016 economic impact report of the Tourism Department, tourism is a major employer in South Dakota. “A total of 53,258 jobs, with income of \$1.5 billion, were sustained by the visitor economy in South Dakota last year. Visitor-supported employment represents 9.5% of all employment in South Dakota. The unemployment rate in South Dakota was 2.7% in 2016. Without visitor supported jobs, the unemployment rate would have been 14.4%.”³

According to the Bureau of Labor Statistics’ Occupational Outlook Handbook, the job outlook for Meeting, Convention, and Event Planners for 2016-26 is expected to grow by 11% (faster than average).⁴ Moreover, the location quotient for this occupation in Western South Dakota (1.83) is the second-highest for all nonmetropolitan areas in the U.S.⁵

4. Who is the intended audience for the certificate program (including but not limited to the majors/degree programs from which students are expected)?

There are numerous programs where the students can reasonably expect to have tourism-related activities as part of future occupations. Some of those programs include: 1) Strategic Communication (Public Relations and Advertising), 2) Communication Studies, 3) Political Science (Public Administration), 4) Marketing, 5) Management, 6) Kinesiology and Sport Management.

Others may be drawn to the certificate because they are in a position that requires some work in tourism marketing, but they have no background in the area. The certification would allow them to get four core courses that would provide a base of knowledge with which to perform their duties. A non-degree seeking student could potentially return to complete the certificate. However, the intention is for this credential to supplement an existing degree program. This certificate is open to any student in any major, but likely will be most attractive to the student choosing a program such as Business and Media & Journalism. The courses in this certificate program do not have pre-requisites making them an easy addition to any program.

5. List the courses required for completion of the certificate in the table below (if any new courses are proposed for the certificate, please attach the new course requests to this form):⁶

Prefix	Number	Course Title	Credit Hours	New (yes, no)
BADM	370	Marketing	3	No
MCOM	241	Social Media Marketing	3	No
MCOM	440	Event Marketing & Management	3	No
MCOM	445	Tourism Marketing & Promotion	3	Yes*
Subtotal			12	

* MCOM 445 is a course focused entirely on marketing and promotion, whereas, as a course in the Business School at BHSU, THM 480 is focused on the following: “planning and development, personnel organization and human relations, marketing, and finance.” Marketing is only one of many topics, and

³ http://sdvisit.com/tools/research/pdf/16TSA_Tourism_Economics.pdf

⁴ <https://www.bls.gov/ooh/business-and-financial/meeting-convention-and-event-planners.htm>

⁵ <https://www.bls.gov/oes/current/oes131121.htm#st>

⁶ Regental system certificate programs typically are a subset of the curriculum offered in degree programs, include existing courses, and involve 9-12 credits for completion. Deviations from these guidelines require justification and approval.

public relations and promotion issues are not covered at all. The emphasis for that course is primarily on planning issues, which in our program are covered in the existing course MCOM 440 Event Marketing and Management. This course is being offered on campus this semester as an independent study course in tourism marketing. There is interest from existing students to gain this expertise.

6. Student Outcome and Demonstration of Individual Achievement.⁷

A. What specific knowledge and competencies, including technology competencies, will all students demonstrate before graduation?

- Understand best practices in using Social Media to create meaningful relationships with customers and clients. (MCOM 241)
- Gain a basic understanding of public relations tasks as they apply to event planning, skills & responsibilities. (MCOM 440)
- Understand the marketing process and how it applies to the tourism industry. (445)
- Understand the diversity of peoples and cultures, and the significance and impact of media communications in society. (MCOM 445)
- Understand marketing's linkage to business, consumer behavior, marketing research and strategy. (BADM 370)

B. Complete Appendix A – Outcomes using the system form. *Outcomes discussed below should be the same as those in Appendix A.*

7. Delivery Location.⁸

A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off campus location (e.g., UC Sioux Falls, Capital University Center, Black Hills State University-Rapid City, etc.) or deliver the entire program through distance technology (e.g., as an on-line program)?

	Yes/No	Intended Start Date
On campus	Yes	Fall 2019

	Yes/No	If Yes, list location(s)	Intended Start Date
Off campus	No		

	Yes/No	If Yes, identify delivery methods ⁹	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No		

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the certificate through distance learning (e.g., as an on-line program)?¹⁰

	Yes/No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery (online/other distance delivery methods)	Yes	018 Internet Synchronous	Fall 2019

⁷ Board Policy 2:23 requires certificate programs to “have specifically defined student learning outcomes.”

⁸ The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

⁹ Delivery methods are defined in [AAC Guideline 5.5](#).

¹⁰ This question responds to HLC definitions for distance delivery.

Appendix A

Individual Student Outcomes and Program Courses				
<i>List specific individual student outcomes—knowledge and competencies—in each row. Label each column with a course prefix and number. Indicate required courses with an asterisk (*). Indicate with an X the courses that will provide the student with an opportunity to acquire the knowledge or competency listed in the row. All students should acquire the program knowledge and competencies regardless of the electives selected. Modify the table as necessary to provide the requested information for the proposed program.</i>				
Program Courses that Address the Outcomes				
Individual Student Outcome	MCOM 241	BADM 370	MCOM 440	MCOM 445
Understand best practices in using Social Media to create meaningful relationships with customers and clients.	X			
Gain a basic understanding of public relations tasks as they apply to event planning, skills & responsibilities			X	
Understand how event marketing programs influence individuals & society			X	
Understand the marketing process and how it applies to the tourism industry.				X
Understand marketing's linkage to business, consumer behavior, marketing research and strategy.		X		
Develop skills as reflective professionals including an understanding of ethical issues related to the industry.	X		X	X