SOUTH DAKOTA BOARD OF REGENTS

Committee on Academic and Student Affairs

AGENDA ITEM: III – B (3)

DATE: December 12-13, 2012

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South Dakota State University has submitted a request for a Health Journalism Certificate (Attachment I). The certificate requires 9-12 credit hours and would be effective Fall 2013. The certificate proposals were reviewed by the Academic Affairs Council as well as the Council of Presidents and Superintendents. The Executive Director recommends approval.

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RECOMMENDED ACTION OF THE EXECUTIVE DIRECTOR

Approve SDSU’s request to offer a Health Journalism Certificate.
SOUTH DAKOTA BOARD OF REGENTS
Certificate Request

This form is to be used to request approval for a new certificate program that includes currently offered courses. A certificate program is not a major or minor. Refer to BOR policy 2:23 Certificate Programs.

1. Name of Program: Health Journalism

2. Provide a justification for the program.
The Certificate in Health Journalism is designed for media professionals who seek expertise in communicating with Health Professionals in creating easy-to-understand and effective written text, marketing and social media for the general public. In addition to the required coursework for the Journalism Master’s, students completing the Health Journalism Certificate will complete 9-12 credit hours from the Health Journalism course offerings.

3. Who is the audience for the program?
Graduate students who seek an emphasis in health journalism and expertise communicating with Health Professionals and in creating easy-to-understand and effective written text, marketing and social media for the general public.

4. List the courses to be completed, the credit hours of each course, and the total number of credit hours required for the program.

<table>
<thead>
<tr>
<th>Prefix &amp; #</th>
<th>Title</th>
<th>Credit Hrs</th>
</tr>
</thead>
<tbody>
<tr>
<td>MPS 742</td>
<td>Health Campaigns</td>
<td>3</td>
</tr>
<tr>
<td>MPS 760</td>
<td>Social Marketing for Health and Behavioral Change</td>
<td>3</td>
</tr>
<tr>
<td>MPS 785</td>
<td>Health Journalism</td>
<td>3</td>
</tr>
<tr>
<td>MPS 794</td>
<td>Internship Optional, depending on professional experience in the field</td>
<td>3</td>
</tr>
</tbody>
</table>

Total Credit Hours Required 9 - 12

5. Proposed CIP code 09.0905 (health communication)

6. Effective Date of Certificate Program Fall 2013