

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

AGENDA ITEM: 5 – B
DATE: December 13-14, 2023

SUBJECT

New Program Request – NSU – Minor in Marketing and Digital Design

CONTROLLING STATUTE, RULE, OR POLICY

[BOR Policy 2.3.2](#) – New Programs, Program Modifications, Curricular Requests, and Inactivation/Termination

BACKGROUND / DISCUSSION

Northern State University (NSU) requests authorization to offer a minor in Marketing and Digital Design. The proposed minor connects the marketing and digital media curriculum between the School of Business and the School of Fine Arts, with deeper exploration and application of marketing and visual design concepts. The minor is intended for students who desire career positions in business that require marketing and graphic design strategy, development, and implementation.

IMPACT AND RECOMMENDATION

NSU plans to offer the minor in Marketing and Digital Design on campus and online. NSU does not request new state resources. No new courses will be required. NSU estimates 25 students enrolled and 15 graduates by the fourth year of the program.

Board office staff recommends approval.

ATTACHMENTS

Attachment I – New Program Request Summary: NSU – Minor in Marketing and Digital Design

DRAFT MOTION 20231213_5-B:

I move to authorize NSU to offer a minor in Marketing and Digital Design, as presented.



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

New Baccalaureate Degree Minor

Use this form to propose a new baccalaureate degree minor (the minor may include existing and/or new courses. An academic minor within a degree program enables a student to make an inquiry into a discipline or field of study beyond the major or to investigate a particular content theme. Minors provide a broad introduction to a subject and therefore develop only limited competency. Minors consist of a specific set of objectives achieved through a series of courses. Course offerings occur in a specific department or may draw from several departments (as in the case of a topical or thematic focus). In some cases, all coursework within a minor proscribed; in others cases, a few courses may form the basis for a wide range of choices. Regental undergraduate minors typically consist of 18 credit hours. Proposals to establish new minors as well as proposals to modify existing minors must recognize and address this limit. The Board of Regents, Executive Director, and/or their designees may request additional information about the proposal. After the university President approves the proposal, submit a signed copy to the Executive Director through the system Chief Academic Officer. Only post the New Baccalaureate Degree Minor Form to the university website for review by other universities after approval by the Executive Director and Chief Academic Officer.

UNIVERSITY:	NSU
TITLE OF PROPOSED MINOR:	Marketing and Digital Design
DEGREE(S) IN WHICH MINOR MAY BE EARNED:	Bachelor's
EXISTING RELATED MAJORS OR MINORS:	BS Marketing and BFA Digital Design
INTENDED DATE OF IMPLEMENTATION:	Fall 2024
PROPOSED CIP CODE:	52.1404
UNIVERSITY DEPARTMENT:	School of Business and School of Fine Arts
BANNER DEPARTMENT CODE:	5B
UNIVERSITY DIVISION:	Management, Marketing, and MIS Department
BANNER DIVISION CODE:	NMAM

Please check this box to confirm that:

- The individual preparing this request has read [AAC Guideline 2.8](#), which pertains to new baccalaureate degree minor requests, and that this request meets the requirements outlined in the guidelines.
- This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

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.



President (or Designee) of the University

11/7/2023

Date

Note: In the responses below, references to external sources, including data sources, should be documented with a footnote (including web addresses where applicable).

1. Do you have a major in this field (place an "X" in the appropriate box)?

No, Northern does not offer a Marketing and Digital Design major. Northern does offer two related degrees: BS in Marketing and BFA in Digital Media. Yes No

2. If you do not have a major in this field, explain how the proposed minor relates to your university mission and strategic plan, and to the current Board of Regents Strategic Plan 2014-2020.

Links to the applicable State statute, Board Policy, and the Board of Regents Strategic Plan are listed below for each campus.

BHSU:	SDCL § 13-59	BOR Policy 1:10:4
DSU:	SDCL § 13-59	BOR Policy 1:10:5
NSU:	SDCL § 13-59	BOR Policy 1:10:6
SDSMT:	SDCL § 13-60	BOR Policy 1:10:3
SDSU:	SDCL § 13-58	BOR Policy 1:10:2
USD:	SDCL § 13-57	BOR Policy 1:10:1

[Board of Regents Strategic Plan 2014-2020](#)

Northern State University (Northern) offers a BS in Marketing and a BFA in Digital Media. The Marketing and Digital Design minor bridges the marketing and digital media curriculum between the School of Business and School of Fine Arts. It prepares graduates for careers that combine the visual elements of design and the business strategy of marketing, filling the gap between planning and implementation of an integrated marketing communications plan. It is intended for students who desire to be entrepreneurs, freelancers, work in small businesses, and those who are required to wear multiple hats in their organization.

The Marketing and Digital Design minor supports Northern's strategic priority of distinctive learning, specifically experiential learning. The curriculum in Northern's Marketing and Digital Design certificate is experiential, innovative, interdisciplinary, and relevant. Courses invite students to create, circulate, and apply scholarly work both on the campus, in the Aberdeen community, and beyond.

3. What is the nature/purpose of the proposed minor? Please include a brief (1-2 sentence) description of the academic field in this program.

- The Marketing and Digital Design minor connects the marketing and digital media curriculum between the School of Business and School of Fine Arts with deeper exploration and application of marketing and visual design concepts. It is intended for students who desire career positions in business that require marketing and graphic design strategy, development, and implementation.

4. How will the proposed minor benefit students?

The minor prepares graduates for careers in the ever-changing fields of design and marketing and how when combined, they work together for greater impact, effectiveness, and efficiency.

5. Describe the workforce demand for graduates in related fields, including national demand and demand within South Dakota. *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. Please cite any sources in a footnote.*

- In industry, particularly in small business, applicants in marketing are also required to have graphic design skills. According to the Bureau of Labor Statistics (BLS), marketers monitor market trends, create advertising campaigns, develop pricing strategies and targeting strategies based on demographic data, and work with the company to develop more awareness of what they offer. In order to create advertising campaigns, marketers need basic graphic design skills. <https://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm#tab-2>
Recent job postings for marketing positions require graphic design skills, and graphic design positions are requiring business/marketing strategic planning.
- According to the South Dakota Department of Labor Statewide South Dakota Employment Projections by Occupation (2020-2030), Market Research Analysts and Marketing Specialists positions are expected to increase by 25.74% and Marketing Manager positions by 12.35%. https://dlr.sd.gov/lmic/menu_projections_occupation_statewide.aspx

6. Provide estimated enrollments and completions in the table below and explain the methodology used in developing the estimates (replace “XX” in the table with the appropriate year).

	Fiscal Years*			
	1 st	2 nd	3 rd	4 th
<i>Estimates</i>	FY 24	FY 25	FY 26	FY 27
Students enrolled in the minor (fall)	10	15	20	25
Completions by graduates	0	5	10	15

*Do not include current fiscal year.

7. What is the rationale for the curriculum? Demonstrate/provide evidence that the curriculum is consistent with current national standards.

The required courses in the curriculum provide the foundation necessary to perform marketing and digital design functions. The additional digital design course reflects the modes and formats of design in web, video, and brand development. The additional marketing elective courses provide students a deeper exploration of consumer behavior and digital marketing.

8. Complete the tables below. Explain any exceptions to Board policy requested.

Minors by design are limited in the number of credit hours required for completion. Minors typically consist of eighteen (18) credit hours, including prerequisite courses. In addition, minors typically involve existing courses. If the curriculum consists of more than eighteen (18) credit

hours (including prerequisites) or new courses, please provide explanation and justification below.

A. Distribution of Credit Hours

[Insert title of proposed minor]	Credit Hours	Percent
Requirements in minor	12	66%
Electives in minor	6	33%
Total	18	100%

B. Required Courses in the Minor

Prefix	Number	Course Title (add or delete rows as needed)	Prerequisites for Course Include credits for prerequisites in subtotal below.	Credit Hours	New (yes, no)
ARTD	113	Introduction to Digital Media		3	No
ARTD	231	Graphic Design I	ARTD113	3	No
BADM	370	Marketing		3	No
BADM	403	Integrated Marketing Communications	BADM370	3	No
					Choose an item.
Subtotal				12	

9. Elective Courses in the Minor: List courses available as electives in the program. Indicate any proposed new courses added specifically for the minor.

Prefix	Number	Course Title (add or delete rows as needed)	Prerequisites for Course Include credits for prerequisites in subtotal below.	Credit Hours	New (yes, no)
ART DESIGN ELECTIVE (CHOOSE 1)					
ARTD	331	Graphic Design II	ARTD113 and ARTD231	3	No
ARTD	333	Game, App, & Web Design I	ARTD113	3	No
ARTD	337	Podcasting & Sound Design I	ARTD113	3	No
ARTD	338	Video Streaming & Digital Filmmaking I	ARTD113	3	No
MARKETING ELECTIVE (CHOOSE 1)					
BADM	475	Consumer Behavior	BADM370	3	No
BADM	378	Marketing for eCommerce	BADM370	3	No
Subtotal				6	

- A. What are the learning outcomes expected for all students who complete the minor? How will students achieve these outcomes? *Complete the table below to list specific learning outcomes—knowledge and competencies—for courses in the proposed program in each row. Label each column heading with a course prefix and number. Indicate required courses with an asterisk (*). Indicate with an X in the corresponding table cell for any student outcomes that will be met by the courses included. 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.***

Individual Student Outcome (Same as in the text of the proposal)	Program Courses that Address the Outcomes					
	ARTD 113	ARTD 231	BADM 370	BADM 403	ARTD 331 ARTD 333 ARTD 337 ARTD 338	BADM 475 BADM 378
SLO 1: Demonstrate a capacity to synthesize existing ideas, images, or expertise in original ways and react in an imaginative way characterized by a high degree of innovation.			X	X		X
SLO2: Demonstrate an understanding of 1) visual thinking strategies, and 2) concepts related to digital technology and principles for their use in the creation and application of digital media-based work.	X	X			X	
SLO 3: Recognize the connections among ideas and experiences to synthesize and transfer learning to new and complex situations.		X		X		

- 10. What instructional approaches and technologies will instructors use to teach courses in the minor? *This refers to the instructional technologies and approaches used to teach courses and NOT the technology applications and approaches expected of students.***

The instructional approach used in digital design course is project-based. Supplemental design exercises encourage collaboration in visual thinking practices. Upper-level digital media courses incorporate student-driven projects with more design autonomy. Critiques and evaluations are used to strengthen design knowledge and communication skills. The instructional approach used in the introductory marketing course is application focused where students apply marketing principles to a company/product of their choice. In upper-level marketing courses, students plan and create integrated marketing communications through an experiential client-based project.

11. Delivery Location

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

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., USD Community Center for Sioux Falls, Black Hills State University-Rapid City, Capital City Campus, etc.) or deliver the entire program through distance technology (e.g., as an online program)?

	Yes/No	Intended Start Date
On campus	Yes	Fall 2024

	Yes/No	If Yes, list location(s)	Intended Start Date
Off campus	No		Choose an item. Choose an item.

	Yes/No	If Yes, identify delivery methods <i>Delivery methods are defined in AAC Guideline 5.5.</i>	Intended Start Date
Distance Delivery (online/other distance delivery methods)	Yes	HyFlex	Fall 2024
Does another BOR institution already have authorization to offer the program online?	No	If yes, identify institutions:	

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the minor through distance learning (e.g., as an online program)? *This question responds to HLC definitions for distance delivery.*

	Yes/No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No		Choose an item. Choose an item.

12. Does the University request any exceptions to any Board policy for this minor? Explain any requests for exceptions to Board Policy. *If not requesting any exceptions, enter "None."*

None

13. Cost, Budget, and Resources: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other operations and maintenance, facilities, etc., needed to implement the proposed minor. *Address off-campus or distance delivery separately.*

There is little identifiable cost, budget, or resources needed to offer this minor. The courses in this minor are already offered in consistent course rotations. All courses are taught by existing faculty.

No new faculty are needed to offer this minor with the projected enrollments. If the minor grows in popularity beyond projections, faculty workload may be impacted, and chairs will adjust workloads and may hire adjuncts to support certain courses (though not necessarily those in this program) accordingly.

14. New Course Approval: New courses required to implement the new minor may receive approval in conjunction with program approval or receive approval separately. Please check the appropriate statement (*place an “X” in the appropriate box*).

YES,

the university is seeking approval of new courses related to the proposed program in conjunction with program approval. All New Course Request forms are included as Appendix C and match those described in section 7.

NO,

the university is not seeking approval of all new courses related to the proposed program in conjunction with program approval; the institution will submit new course approval requests separately or at a later date in accordance with Academic Affairs Guidelines.

15. Additional Information: *Additional information is optional. Use this space to provide pertinent information not requested above. Limit the number and length of additional attachments. Identify all attachments with capital letters. Letters of support are not necessary and are rarely included with Board materials. The University may include responses to questions from the Board or the Executive Director as appendices to the original proposal where applicable. Delete this item if not used.*

The minor in Marketing and Digital Design is open to all students and is designed to attract undergraduates majoring in Communications, Sports Marketing and Administration, Music, Management, Business Administration, English, International Business, and Psychology who desire a marketing and digital design foundation. It will also complement the Entrepreneurship minor and the Arts Administration certificate.

The minor is also a good fit for students earning the BFA in Digital Media. Northern’s BFA in Digital Media requires no courses with the BADM prefix; so, 9 credits built into the minor do not overlap with the BFA in Digital Media major. Each of the emphases in the BFA in Digital Media have options that enable students to earn both the BFA in Digital Media and the minor in Marketing and Digital Design while not overlapping more than 6 credits between the major and the minor.

Northern’s BS in Marketing has 4 different emphases available. Two of emphases for the BS in Marketing (Marketing Management and Public Relations) do not require any courses with the ARTD prefix, and they have several courses available in each emphasis. Students in the BS in Marketing with the Marketing Management or Public Relations emphasis who want to earn the minor in Marketing and Digital Design will need to take and apply BADM 378 toward their minor, not their major/emphasis. They will need to take 3 other courses to fulfill their emphasis requirements without overlapping more than 6 credits between the major and the minor. Faculty will revise the BS Marketing – Digital Marketing Emphasis to add another

course not in the minor to enable students in that emphasis to earn the minor while not overlapping more than 6 credits between the major and the minor.

Students earning the BS in Marketing with an emphasis in Digital Media requires up to 9 ARTD credits to complete. As such, BS in Marketing students who are pursuing the Digital Media emphasis are not eligible to minor in the Marketing and Digital Design due to significant overlap of required courses. Students earning the BS in Marketing with an emphasis in Digital Media will be advised that emphases are not shown on their transcript. If transcription is important to the student, BS in Marketing students will be advised to choose another emphasis and minor in Marketing and Digital Design.

APPENDIX A: SAMPLE JOB POSTINGS/DESCRIPTIONS

[All Jobs](#) > [Marketing Designer & Communications Coordinator](#)

Persona Signs, LLC

Marketing Designer & Communications Coordinator

Watertown, SD • Marketing



Apply

Job Type

Full-time

Description

Job Summary

Perform a variety of specialized and administrative functions to increase Persona's visibility through development and distribution of information and materials.

Job Responsibilities

- Create and implement a comprehensive marketing and communications program that enhances Persona's image and position within the marketplace and general public.
- Plan and execute internal and external communications including brochures, product sheets, collateral, web content, trade advertising, newsletters, booth graphics, signage, and other support tools.
- Ensure consistent adherence to brand guidelines and trademarks in all marketing materials and activities.
- Coordinate media interest in the agency and its various services, and ensure regular contact with target media and appropriate response to media requests.
- Maintain content of all agency websites.
- Provide counsel to program staff on marketing, communications and public relations.
- Contribute to a climate that attracts, retains and motivates top-quality personnel.
- Ensure effective coordination within the marketing, communications and public relations functions.
- Analyze and report departmental stats, ensuring this data is communicated to the President.
- Develop short-term and long-term plans and budgets for the marketing/communications/public relations program and its activities, monitor progress, assure adherence and evaluate performance.
- Drive continual process improvements and implement best practices to manage projects efficiently.

Position Type and Expected Hours of Work

This is a full-time position. Typical days and hours worked are Monday- Friday, 8:00 a.m. to 5:00 p.m.

Physical Demands

This position will require an employee to be able to be sedentary for long periods of time in an environment with the noise level of an average office.

Requirements

Education and Experience

- Bachelor's Degree in Marketing or related field preferred

Knowledge, Skills, and Abilities

- Excellent Communication Skills
- Ability to work under pressure and meet deadlines
- Graphic Design experience required
- Work effectively as a team and independently
- Meticulous attention to detail

Graphic Design and Media Specialist ×

EmBe Avera Sioux Falls

Sioux Falls, SD

Full-time

[Apply now](#)



Job details

Job Type

Full-time

EmBe is seeking a highly motivated, confident Graphic Design and Digital Marketing Specialist who is a responsible team player with self-driven abilities – possess strong, detailed skills in developing creative ideas and work in a fast – paced, fun and exciting work environment and industry. An ideal candidate will create and inspire new concepts and work closely with program leaders and the development team, supporting the organization’s strategic plans and tactical needs.

QUALIFICATIONS

- A Bachelor’s degree in Graphic Design, Digital Media, Marketing, advertising, or related field. Applicants must be prepared to provide recent graphic design samples and demonstrate effective strategic planning.
- Demonstrated knowledge of digital communication management, SEO, Adobe Creative Suite, Canva, and related web applications, and social media sites such as Facebook, Instagram, and others.
- Strong organizational skills including planning, delegating, program development and ability to manage multiple projects simultaneously.
- Video and photography skills is an advantage.
- Contribution to an atmosphere of team building and mutual respect.
- Demonstrated strong written and verbal communication skills.
- Ability to understand, manage and utilize a contact database.
- Ability to work with a Marketing Committee and utilize committee members’ strengths and abilities to further the brand.
- Proven project and budget management.
- Broad understanding of targeting and channels, applying knowledge to inform, inspire and engage the wide range of EmBe audiences.
- Dedication to continual learning, staying informed of community trends and functional advances in marketing and digital media.
- Knowledge of website design and maintenance.
- Ability to appeal to and communicate with diverse individuals and organizations.
- Skills in editing and providing creative direction.
- Ability to work independently and as a member of a team.
- No substantiated history of child abuse or neglect.
- No staff member or volunteer will have a felony conviction on record within the past five years.
- No staff members name will appear on the sex offenders’ registry.

For a full job description and to apply online please visit www.embe.org/careers

#hc71250

If you require alternative methods of application or screening, you must approach the employer directly to request this as Indeed is not responsible for the employer’s application process.