

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.