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| S:\Communications\Logos and photos\SDBORLogos\final_sdbor_webreadyBW_trans.gif | **SOUTH DAKOTA BOARD OF REGENTS**  ACADEMIC AFFAIRS FORMS |
| New Course Request |
|  |  |

Use this form to request a new common or unique course. Consult the system database through Colleague or the [Course Inventory Report](http://apps.sdbor.edu/ris-reporting/CourseInventoryOptions.cfm) for information about existing courses before submitting this form.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Choose an item. |  | **College of Education** | | |
| **Institution** |  | **Division/Department** | | |
| C:\Users\slaughts\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Dr. McKay Signature.jpg | | |  | 3/19/2019 |
| **Institutional Approval Signature** | | |  | **Date** |

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**Section 1. Course Title and Description**

If the course contains a lecture and laboratory component, identify both the lecture and laboratory numbers (xxx and xxxL) and credit hours associated with each. Provide the complete description as you wish it to appear in the system database in Colleague and the [Course Inventory Report](http://apps.sdbor.edu/ris-reporting/CourseInventoryOptions.cfm) including pre-requisites, co-requisites, and registration restrictions.

|  |  |  |
| --- | --- | --- |
| **Prefix & No.** | **Course Title** | **Credits** |
| PE 775 | Fan Experience, Sportainment, and Brand Management | 3 |

*NOTE: The Enrollment Services Center assigns the short, abbreviated course title that appears on transcripts. The short title is limited to 30 characters (including spaces); meaningful but concise titles are encouraged due to space limitations in Colleague.*

|  |  |
| --- | --- |
| **Course Description** |  |
| The purpose of this course is to develop knowledge and understanding with fan engagement in today’s sport industry. Since there are new technological platforms present in today’s industry, it’s becoming more important than ever to better understand fans and their motivation for attending games, interactions, retention rates, and fan loyalty. Sportainment works to generate a story that connects to the fans and offer them more things to do before and after the event. The creation and implementation of strategic brand plans with a keen focus on developing and implementing a strategy connected to the digital ecosystem (social, apps, blog, e-commerce, membership). | |

*NOTE: Course descriptions are short, concise summaries that typically do not exceed 75 words. DO: Address the content of the course and write descriptions using active verbs (e.g., explore, learn, develop, etc.). DO NOT: Repeat the title of the course, layout the syllabus, use pronouns such as “we” and “you,” or rely on specialized jargon, vague phrases, or clichés.*

**Pre-requisites or Co-requisites (add lines as needed)**

|  |  |  |
| --- | --- | --- |
| **Prefix & No.** | **Course Title** | **Pre-Req/Co-Req?** |
|  |  |  |

**Registration Restrictions**

|  |
| --- |
| None |

**Section 2. Review of Course**

1. **Was the course first offered as an experimental course (*place an “X” in the appropriate box*)?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes *(if yes, provide the course information below)* |  | No |

1. **Will this be a unique or common course (*place an “X” in the appropriate box*)?**

*If the request is for a unique course, verify that you have reviewed the common course catalog via Colleague and the system* [*Course Inventory Report*](http://apps.sdbor.edu/ris-reporting/CourseInventoryOptions.cfm) *to determine if a comparable common course already exists. List the two closest course matches in the common course catalog and provide a brief narrative explaining why the proposed course differs from those listed. If a search of the common course catalog determines an existing common course exists, complete the Authority to Offer an Existing Course Form.*

|  |  |
| --- | --- |
|  | **Unique Course** |

|  |  |  |
| --- | --- | --- |
| **Prefix & No.** | **Course Title** | **Credits** |
| KSM 783 | Sports Marketing and Promotions | 3 |
| PE 511 | Sports Marketing | 3 |
| *Provide explanation of differences between proposed course and existing system catalog courses below:* | | |
| The proposed course is different from KSM 783 in that the proposed course includes a focus on the fan experience in sport settings and the sportainment processes and experiences which are not a part of KSM 783.  The proposed course is different from PE 511 in that the proposed course includes a focus on the fan experience in sport settings and the sportainment processes and experiences which are not a part of PE 511. Additionally, the proposed course is a 700-level course and not a 500-level course. | | |

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|  | **Common Course** | | | | *Indicate universities that are proposing this common course:* | | | | | | | | |
|  |  | | | |  | | | | | | | | |
|  |  | BHSU |  | DSU | |  | NSU |  | SDSMT |  | SDSU |  | USD |

**Section 3. Other Course Information**

1. **Are there instructional staffing impacts?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **No**. Replacement of |  | | |
|  |  | (course prefix, course number, name of course, credits) | | |
|  |  | \*Attach course deletion form | | |
|  |  |  | | |
| Effective date of deletion: | | | Click here to enter a date. |  |

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|  | **No**. Schedule Management, explain below: This course will be part of a specialization within an existing MBA and covered through rotation and management of faculty workload. |

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| --- | --- |
|  | **Yes**. Specify below: |

1. **Existing program(s) in which course will be offered**: Master Business Administration
2. **Proposed instructional method by university**: Lecture, R
3. **Proposed delivery method by university**: 001, 018
4. **Term change will be effective**: Fall, 2019
5. **Can students repeat the course for additional credit?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Yes, total credit limit: |  |  |  | No |

1. **Will grade for this course be limited to S/U (pass/fail)?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes |  | No |

1. **Will section enrollment be capped?**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Yes, max per section: | 25 |  |  | No |

1. **Will this course equate (i.e., be considered the same course for degree completion) with any other unique or common courses in the common course system database in Colleague and the** [**Course Inventory Report**](http://apps.sdbor.edu/ris-reporting/CourseInventoryOptions.cfm)**?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes |  | No |
| *If yes, indicate the course(s) to which the course will equate (add lines as needed):* | | | |
|  | | | |

|  |  |
| --- | --- |
| **Prefix & No.** | **Course Title** |
|  |  |

1. **Is this prefix approved for your university?**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Yes |  | No |
| *If no, provide a brief justification below:* | | | |
|  | | | |

**Section 4. Department and Course Codes (Completed by University Academic Affairs)**

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| --- | --- |
| 1. **University Department Code:** | DHPE |

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| 1. **Proposed** [**CIP Code**](http://nces.ed.gov/ipeds/cipcode/default.aspx?y=55)**:** | 31.0504 | | | | |
|  |  | | | | |
| *Is this a new CIP code for the university?* | |  | Yes |  | No |