

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

AGENDA ITEM: 7 – E (2)
DATE: June 21-22, 2023

SUBJECT

New Undergraduate Certificate Request – NSU – Marketing and Digital Design

CONTROLLING STATUTE, RULE, OR POLICY

[BOR Policy 2:23](#) – New Programs, Program Modifications, Curricular Requests, and Inactivation/Termination

BACKGROUND / DISCUSSION

Northern State University (NSU) requests authorization to offer an undergraduate certificate in Marketing and Digital Design. The proposed certificate 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.

IMPACT AND RECOMMENDATION

NSU plans to offer the Marketing and Digital Design certificate on campus. NSU does not request new state resources. No new courses will be required.

Board office staff recommends approval.

ATTACHMENTS

Attachment I – New Certificate Request Form: NSU – Marketing and Digital Design

DRAFT MOTION 20230621_7-E(2):

I move to authorize NSU to offer an undergraduate certificate in Marketing and Digital Design, as presented.



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

New Certificate

Use this form to propose a certificate program at either the undergraduate or graduate level. A certificate program is a sequence, pattern, or group of academic credit courses that focus upon an area of specialized knowledge or information and develop a specific skill set. Certificate programs typically are a subset of the curriculum offered in degree programs, include previously approved courses, and involve 9-12 credit hours including prerequisites. In some cases, standards for licensure will state explicit requirements leading to certificate programs requiring more than 12 credit hours (in such cases, exceptions to course or credit requirements must be justified and approved). 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 Certificate 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 CERTIFICATE:	Marketing and Digital Design
INTENDED DATE OF IMPLEMENTATION:	Fall 2023
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 2.7](#), which pertains to new certificate 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.

Michael Wernow

 Institutional Approval Signature
 President or Chief Academic Officer of the University

5/3/2023

 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. Is this a graduate-level certificate or undergraduate-level certificate (place an “X” in the appropriate box)?

Undergraduate Certificate Graduate Certificate

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

Northern State University (Northern) offers majors in Marketing and Digital Media. The Marketing and Digital Design certificate 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 certificate 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 on the campus, in the Aberdeen community, and beyond.

3. If you do not have a major in this field, explain how the proposed certificate 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 majors in Marketing and Digital Media. This certificate offers students the opportunity to personalize their education from a cross-disciplinary perspective. It prepares students to collaborate on the functions of marketing and graphic design. It is also attractive to students across campus who are interested in digital design and marketing and are looking to upskill and improve their integrated marketing communications knowledge.

- 4. Provide a justification for the certificate program, including the potential benefits to students and potential workforce demand for those who graduate with the credential. For workforce related information, please provide data and examples. Data 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, positions 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>

As shown the recent job postings (see Appendix), marketing positions are requiring 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

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

Northern's Certificate in Marketing and Digital Design better prepares graduates by helping them gain expertise across disciplines. Students in Northern's BFA in Digital Media enter careers in graphic design and understand the visual elements of design, but they may not understand the planning and implementation of an integrated marketing communications plan. This certificate will fill the gap and enable them to succeed in the jobs that require they wear multiple hats. Likewise, students in Northern's BS in Marketing understand integrated marketing communications plans but do not understand the visual elements of design, specifically graphic design. Graduates of Northern's Marketing program are often required to wear multiple hats, and this certificate will enable them to work beyond their personal aesthetic for design to actually understand the visual elements of design and think more wholistically and from different perspectives to better support their company or non-profit.

Students in a variety of majors could benefit from adding this certificate, particularly students in the following majors offered at Northern State University:

- Marketing
- Digital Media
- Art Education
- English
- Communication Studies
- Government
- Management
- Business Administration

6. Certificate Design

- A. Is the certificate designed as a stand-alone education credential option for students not seeking additional credentials (i.e., a bachelor's or master's degree)? If so, what areas of high workforce demand or specialized body of knowledge will be addressed through this certificate?**

The certificate can stand alone as an option for non-degree seeking students, but not ideal for those already in the workforce due to the scheduling/meeting times of graphic design (ARTD) courses.

- B. Is the certificate a value added credential that supplements a student's major field of study? If so, list the majors/programs from which students would most benefit from adding the certificate.**

Yes, Northern's certificate in Marketing and Digital Design, while housed in the School of Business, will be jointly supported by the School of Fine Arts. The certificate will add value to students pursuing majors in both schools, including but not limited to: BS in Marketing and the BFA in in Digital Media. Additionally, we expect students enrolled in Northern's BA in Communication Studies will pursue the certificate to develop skills in Marketing and Digital Design.

- C. Is the certificate a stackable credential with credits that apply to a higher level credential (i.e., associate, bachelor's, or master's degree)? If so, indicate the program(s) to which the certificate stacks and the number of credits from the certificate that can be applied to the program.**

Yes, Northern's certificate stacks with the BS in Marketing, with 6 credits directly applicable toward that program (BADM 370 is part of the Business core and BADM 403 is a required course in the Marketing major). It also stacks with the Bachelor of Fine Arts in (BFA) in Digital Media, with 6 credits directly applicable toward that program (ARTD 113 and ARTD 231). It also stacks with the Entrepreneurship minor, with 3 credits (BADM 370 Marketing) directly applicable to that program.

7. 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). Certificate programs by design are limited in the number of credit hours required for completion. Certificate programs consist of nine (9) to twelve (12) credit hours, including prerequisite courses. In addition, certificates typically involve existing courses. If the curriculum consists of more than twelve (12) credit hours (including prerequisites) or includes new courses, please provide explanation and justification below.

Prefix	Number	Course Title (add or delete rows as needed)	Prerequisites for Course <i>Include credits for prerequisites in subtotal below.</i>	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
Subtotal				12	

8. Student Outcome and Demonstration of Individual Achievement.

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

A. What specific knowledge and competencies, including technology competencies, will all students demonstrate before graduation? The knowledge and competencies should be specific to the program and not routinely expected of all university graduates.

PLO 1: Identify, locate, evaluate, and effectively use and convey information to address a marketing problem or opportunity.

PLO2: Demonstrate an understanding of visual thinking strategies and concepts related to digital technology and principles for their use in the creation and application of digital media-based work.

PLO 3: Synthesize ideas, images, and expertise in marketing strategy (target market, product, place, price, and promotion) in original ways and react in an imaginative way utilizing digital design strategies characterized by a high degree of innovation.

B. 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
PLO 1: Identify, locate, evaluate, and effectively use and convey information to address a marketing problem or opportunity.			X	X
PLO2: Demonstrate an understanding of visual thinking strategies and concepts related to digital technology and principles for their use in the creation and application of digital media-based work.	X	X		
PLO 3: Synthesize ideas, images, and expertise in marketing strategy (target market, product, place, price, and promotion) in original ways and react in an imaginative way utilizing digital design strategies characterized by a high degree of innovation.		X		X

Modify the table as necessary to include all student outcomes. Outcomes in this table are to be the same ones identified in the text.

9. 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 College 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 on-line program)?

	Yes/No	Intended Start Date
On campus	Yes	Fall 2023

	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)	No		Choose an item. Choose an item.
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 certificate through distance learning (e.g., as an on-line program)? This question responds to HLC definitions for distance delivery.

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

10. Additional Information:

Northern’s certificate in Marketing and Digital Design grew out of a partnership between faculty in the School of Business and the School of Fine Arts to work together to create experiential learning opportunities for students in their courses to support non-profits in the Aberdeen area. This partnership has been in place for more than 5 years. Please see the fall 2022 collaboration here:

<https://northern.edu/news/nsu-students-collaborate-local-organization-gain-real-world-experience>

11. 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.