

**COM Sports Media Minor**

**REQUEST TO ADD OR CHANGE A TRANSCRIPT-RECOGNIZED UNDERGRADUATE ACADEMIC MINOR AND/OR REQUEST FOR RECOGNITION ON THE UNIVERSITY TRANSCRIPTS<sup>1</sup>**

1. **TYPE OF PROPOSAL:**  New Transcript-Recognized Minor  
 Change an Existing Transcript-Recognized Minor  
 Delete a Transcript-Recognized Minor
2. **THIS PROPOSAL INVOLVES: (Please check all that apply)**
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|--|--|--|
| <input checked="" type="checkbox"/> Courses in other colleges                    | <input checked="" type="checkbox"/> Courses in proposer's college that are frequently taken by students in other colleges                      | <input type="checkbox"/> Flags   |
| <input type="checkbox"/> Course in the core curriculum                           | <input type="checkbox"/> Change in course sequencing for an existing program   | <input checked="" type="checkbox"/> Courses that have to be added to the inventory |
| <input type="checkbox"/> Change in admission requirements (external or internal) | <input type="checkbox"/> Requirements not explicit in the catalog language (e.g., lists of acceptable courses maintained by department office) |  |
3. **SCOPE OF PROPOSED CHANGE:**
- a. Does this proposal impact other colleges/schools? Yes  No   
If yes, then how? Students may choose to take courses from three options offered by Kinesiology. Students in this minor will take certain courses in other colleges.
- b. Do you anticipate a net change in the number of students in your college? Yes  No   
If yes, how many more (or fewer) students do you expect?
- c. Do you anticipate a net increase (or decrease) in the number of students from outside of your college taking classes in your college? Yes  No   
If yes, please indicate the number of students and/or class seats involved.
- d. Do you anticipate a net increase (or decrease) in the number of students from your college taking courses in other colleges? Yes  No   
If yes, please indicate the number of students and/or class seats involved.
- If 3 a, b, c, or d was answered with yes, please answer the following questions. If the proposal has potential budgetary impacts for another college/school, such as requiring new sections or a non-negligible increase in the number of seats offered, at least one contact must be at the college-level.**
- How many students do you expect to be impacted? We do not anticipate that this will have a budgetary impact, but we did consult with the Department of Kinesiology.  
Impacted schools must be contacted and their response(s) included:  
Person communicated with: John Bartholomew, chair of the Department of Kinesiology  
Date of communication: September 26, 2017  
Response: No objection
4. **OFFICIAL NAME:** Sports Media Minor
5. **PROPOSED IMPLEMENTATION DATE:**<sup>2</sup> Fall 2018
6. **FIELD OF STUDY, CIP CODE** (administrative unit awarding the certificate):<sup>3</sup> Sports Communication 09.0906
7. **STATEMENT OF OBJECTIVE:** We are deleting the Sports Media Certificate (separate document) and proposing it here as a minor.
8. **ADMISSIONS REQUIREMENT (IF ANY):** None, though if demand exceeds space available the Moody College reserves the right to select students based on a review of academic record.

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**9. NUMBER OF STUDENTS EXPECTED TO RECEIVE THE TRANSCRIPT-RECOGNIZED MINOR EACH SEMESTER:** 10

**10. ANTICIPATED ENROLLMENT CAPACITY?** 100

**11. NUMBER OF HOURS REQUIRED FOR COMPLETION:**<sup>4</sup> 18

**12. COMPOSITION OF THE MINOR FACULTY COMMITTEE (INCLUDING THE COMMITTEE CHAIR):**<sup>5</sup>

Name of Faculty Member	College/Department	Title at UT Austin	Highest Degree and Awarding Institution
Michael Butterworth	Moody College/CMS	Director, Center for Sports Communication and Media	Ph.D., Indiana University
Barry Brummett	Moody College/CMS	Chair and Professor	Ph.D., University of Minnesota
Angeline Close-Scheinbaum	Moody College/Advertising	Associate Professor	Ph.D., The University of Georgia
Joel Lulla	Moody College/Advertising	Lecturer	JD, University of North Carolina
Kathleen McElroy	Moody College/Journalism	Associate Director	Ph.D., University of Texas
Kevin Robbins	Moody College/Journalism	Senior lecturer	B.S. University of Central Missouri
S. Craig Watkins (tentative)	Moody College/Radio-TV-Film	Professor	Ph.D., University of Michigan
Tommy Hunt (tentative)	College of Education/Kinesiology and Health Education	Associate Professor	Ph.D., The University of Texas at Austin

**13. Academic Course Requirements:**<sup>6</sup> Use this table to identify the courses that qualify for this certificate program.

Course Abbreviation and Number	Course Title	SCH
* ADV 305S or PR 305S	Integrated Comm for Sports	3
* ADV 348S or PR 348S or J 348G	The Business of Sports Media	3
* COM 323.1	Sports Media Minor Internship	3
* KIN 355	Media and PR in Sport	3
* CMS 347K	Rhetoric of Popular Culture	3
* J 326F	Reporting Sports	3
* KIN 350	Sociological Aspects of Sport and Physical Activity	3
* KIN 354	Sport and Event Marketing	3
* ADV 378S.8 or PR 378S.8	College Sports Media	3

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* ADV 378S.9 or PR 378S.9	Sports Contract Negotiation Techniques	3
* ADV 378S.11 or PR 378S.11	Sports and Social Media	3
* ADV 378S.12 or PR 378S.12	Sports Audiences	3

### 14. OTHER MINOR REQUIREMENTS:

### 15. COLLEGE/SCHOOL APPROVAL PROCESS:

Department approval date: September 28, 2017 Approved by whom: Michael Butterworth, Faculty  
Committee Chair

College approval date: September 28, 2017 Approved by whom: Moody College Administrative  
Committee

Dean approval date: September 28, 2017 Approved by whom: Jay Bernhardt, Dean

## CATALOG TEXT

### Sports Media Minor

The Sports Media Minor is designed to complement a student's education by developing his or her proficiency and knowledge in the area of sports media. A student may enroll in any of the courses for which he or she meets the prerequisites.

The minor requires 18 semester hours of coursework. Nine hours must be taken at the upper-division level and at least nine hours must be taken in residence. Students must earn a grade of at least C- (or CR for courses offered only on a pass/fail basis) in each course.

The requirements are:

1. COM 323.1, Sports Media Minor Internship
2. Advertising 305S or Public Relations 305s
3. Advertising 348S, or Public Relations 348S, or Journalism 348G
4. Nine hours of coursework to be selected from:
  - Kinesiology 355, Media and Public Relations in Sport
  - Communication Studies 347K, Rhetoric of Popular Culture
  - Journalism 326F, Reporting Sports
  - Kinesiology 350, Sociological Aspects of Sport and Physical Activity
  - Kinesiology 354, Sport and Event Marketing
  - Advertising 378S.8 or Public Relations 378.8- College Sports Media
  - Advertising 378S.9 or Public Relations 378.9- Sports Contract Negotiation Techniques
  - Advertising 378S.11 or Public Relations 378.11- Sports and Social Media
  - Advertising 378S.12 or Public Relations 378.12- Sports Audiences

Additional electives may be offered on a semester-by-semester basis.

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Please include a draft of the catalog copy immediately following the above form. If this is an update of an existing copy, the draft should be based on the text of the current catalog available at:

<http://catalog.utexas.edu/undergraduate/>.

**Strike through and replace (with underlines) only the specific language to be changed. Do NOT use track changes.** Submit form electronically to the Office of the General Faculty and Faculty Council at [fc@austin.utexas.edu](mailto:fc@austin.utexas.edu). For questions on completing this section, please contact Victoria Cervantes, [fc@austin.utexas.edu](mailto:fc@austin.utexas.edu), 471-5934 or Brenda Schumann, [brenda.schumann@austin.utexas.edu](mailto:brenda.schumann@austin.utexas.edu), 475-7654

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<sup>1</sup> Proposed Policy on the Recognition of Undergraduate Academic Minors on Official University Transcripts as Approved by the Educational Policy Committee ([D 10359-10361](#)):

- A. Minimum Criteria for a Transcript-Recognized Undergraduate Academic Minor
  - a. The transcript-recognized undergraduate academic minor must be completed in conjunction with an undergraduate degree at the University of Texas at Austin; students pursuing an integrated undergraduate/graduate program must complete the requirements for the minor within one year after completing the undergraduate requirements of their program.
  - b. Transcript-recognized undergraduate academic minors must require a minimum of fifteen hours of course work but not more than eighteen hours. None of the specified coursework for the minor can include unnumbered topics courses. Minors will include a minimum of six hours of upper division coursework except in cases where students are pursuing a minor in a foreign language. In those instances, the minor must include at least nine semester hours of coursework beyond first year competence in a foreign language, including at least three hours of upper-division coursework.
  - c. At least half of the required course work in the minor must be completed in residence at The University of Texas at Austin.
  - d. A student may not earn a minor in the same field of study as his or her major, and at least nine of the hours required for the minor must include coursework not used to satisfy the requirements of the student's major. However, courses in the minor may fulfill other degree requirements such as general education requirements or required elective hours.
  - e. Students apply for transcript-recognized undergraduate academic minors at the time they complete their undergraduate degree. Transcript recognition is awarded at that time.
- B. Approval Process For Transcript-Recognized Undergraduate Academic Minors

The requirements of transcript-recognized undergraduate academic minors shall be listed in the undergraduate catalog, with proposals reviewed and approved by the Committee on Undergraduate Degree Program Review (CUDPR) and subsequently sent to the Faculty Council as minor legislation for approval. Proposals for these minors are required to obtain prior approval from the sponsoring college(s) or school(s).

Program proposals submitted by the offering unit (e.g., the department or academic program) must include a statement of objective and need (expected demand), anticipated enrollment capacity, academic course and other requirements, the field of study (and CIP code), and the composition of the minor faculty committee, including the committee chair. Proposals for a transcriptable minor should describe the admissions process (if any) for acceptance into the minor. In cases where minors are offered in the same field of study as a major, the faculty of the unit offering the major will de facto constitute the faculty committee for the minor, and the department chair (or designate) will be designated as the committee chair for the minor. The committee must have a minimum of five members, and at least two-thirds of the committee must be tenured or tenure-track faculty.

Once approved, programs are required to submit a report to CUDPR every four years. The report must list the current chair and all committee members and include the number of students completing the minor in each of the prior four years. If the committee plans any changes in the requirements of the minor, these changes should be explained; changes require the same approvals as an original application, that is, approval by the college(s) or school(s), CUDPR, and the Faculty Council.

- C. The Certification Process for Students Completing the Requirements for a Minor

Certification of completion of the requirements is done by the program's faculty committee chair (or the department's undergraduate advisor). An application for the certification of completion is initiated by the student and submitted to the chair of the faculty oversight committee at the time they complete their undergraduate degree or the certificate program, whichever comes later. Transcript

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recognition is awarded at that time.

Application for certification must be made directly to the academic unit offering the minor and is not a substitute for the application for graduation required by a student's degree-granting school or college.

After approval of the student's application, the Office of the Registrar will be notified so that the minor can be shown on the official transcript.

<sup>2</sup> Transcript-recognized minors will not appear on the University transcripts until next catalog.

<sup>3</sup> Use the federal CIP code selector site to pick a code, <http://nces.ed.gov/ipeds/cipcode>. After all other areas of this form are completed, forward a copy to the Office of Institutional Reporting, Research, and Information Systems (IRRIS) [IRRIS\\_data\\_request@utlists.utexas.edu](mailto:IRRIS_data_request@utlists.utexas.edu) with a request to verify the CIP code ("CIP CODE" in the subject line). Include your contact information, so an IRRIS member may contact you with any questions.

<sup>4</sup> See footnote <sup>1</sup>A.b. above: 15-20hours are required.

<sup>5</sup> See footnote <sup>1</sup>B. above

<sup>6</sup> Note with an asterisk (\*) courses that would be added if the transcript-recognized minor is approved. Specify changes to the qualifying courses by noting those no longer qualifying and those now qualifying. (*Add and delete rows as needed.*) If the course numbers and titles change on a regular basis, please indicate the types of courses and number of hours for required for each.

Note with a hashtag (#) courses that require a prerequisite and provide the prerequisite course numbers.