

## DOCUMENTS OF THE GENERAL FACULTY

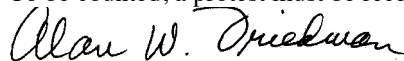
**PROPOSAL TO CREATE A MEDIA AND ENTERTAINMENT INDUSTRIES MINOR IN THE MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE *UNDERGRADUATE CATALOG* 2018-2020**

Dean Jay M. Bernhardt, in the Moody College of Communication, has filed with the Secretary of the Faculty Council the following proposal to create a Media and Entertainment Industries minor in the Moody College of Communication chapter in the *Undergraduate Catalog, 2018-2020*. On September 5, 2017, the Faculty Advisory Committee and the Moody College Administrative Committee approved the proposal. On September 11, 2017, Dean Bernhardt approved it. The Secretary has classified this proposal as legislation of exclusive interest to one college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the proposal on February 16, 2018, and forwarded it to the Office of the General Faculty. The Faculty Council has the authority to approve this legislation on behalf of the General Faculty. The authority to grant final approval on this legislation resides with the Provost on behalf of the President.

If no objection is filed with the Office of the General Faculty by the date specified below, the legislation will be held to have been approved by the Faculty Council. If an objection is filed within the prescribed period, the legislation will be presented to the Faculty Council at its next meeting. The objection, with reasons, must be signed by a member of the Faculty Council.

To be counted, a protest must be received in the Office of the General Faculty by March 16, 2018.



Alan W. Friedman, Secretary of the General Faculty and Faculty Council  
The University of Texas at Austin

Arthur J. Thaman and Wilhelmina Doré Thaman Professor of English and Comparative Literature

**PROPOSAL TO CREATE A MEDIA AND ENTERTAINMENT INDUSTRIES MINOR IN THE  
MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE *UNDERGRADUATE CATALOG*  
2018-2020**

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)**
- |  |  |  |
|--|--|--|
| <input 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 checked="" type="checkbox"/> Flags  |
| <input checked="" 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?
- 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.  
*If we enroll twenty-five to fifty minors per year, then increase in number of seats taken might be roughly 50-100 presumably per semester.*
- 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? Not applicable  
Impacted schools must be contacted and their response(s) included:  
Person communicated with:  
Date of communication:  
Response:
4. **OFFICIAL NAME:** Media and Entertainment Industries Minor
5. **PROPOSED IMPLEMENTATION DATE:** Fall 2018
6. **FIELD OF STUDY, CIP CODE** (administrative unit awarding the certificate): Mass Communication/Media Studies 09.0102
7. **STATEMENT OF OBJECTIVE:**  
**Minor Description:**  
The minor in Media and Entertainment Industries will provide undergraduates with an understanding of how the media and entertainment industries operate and are studied by media scholars. University students will survey the histories, structures, and contemporary work practices of the media and entertainment

industries. They will learn about the activities of media organizations and how media professionals operate. The minor is designed to prepare students for careers within and related to a range of media and entertainment industries and professions including film, television, social and mobile media, and gaming, among other possibilities. Students will be exposed to employment opportunities in both the private and public sectors at a time when the media landscape is undergoing rapid transformations both nationally and internationally. The Media and Entertainment Industries minor allows students from a range of majors across UT Austin to interact in class, engage in experiential learning, enhance their employment qualifications, and generally prepare them to be leaders in the dynamically evolving media and entertainment industries. The minor also allows enough flexibility for students to customize their study to focus on areas of the media and entertainment industries of great interest to them.

**Rationale and Market:**

As the Department of Radio-Television-Film (RTF) offers industry-oriented courses across the production, screenwriting, and studies areas, we are uniquely positioned to offer a broad-based minor in media and entertainment industries. Offering such a minor in RTF can be an effective means of branding our program, highlighting its already existent strengths. Courses noted below as possible offerings either have space available already or could be offered at relatively limited additional cost, at least in the initial rollout of the minor. A Media and Entertainment Industries minor has the potential to appeal to students across the University, including Fine Arts, Music, McCombs, LBJ, School of Information, as well as Liberal Arts.

**8. ADMISSIONS REQUIREMENT (IF ANY):**

This program is open to all University of Texas students who are not majoring in RTF. Applicants must have a cumulative GPA of 2.5 in order to be considered for admission. The Moody College reserves the right to limit the number of students accepted into this minor by instituting a competitive application process. Applicants may be judged on such factors as GPA, prior coursework taken, prior experience in the field, and response to essay prompts.

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

**10 ANTICIPATED ENROLLMENT CAPACITY? 100**

Enrollment caps of certain courses can be increased to accommodate need. In particular, the new Introduction to Media Industries course and the Business of Hollywood course have room to grow. In addition, several upper-division courses regularly have a limited number of seats available; new minors can help fill these classes to capacity.

Depending on level of demand, a limited amount of additional funding might be necessary in the form of increased Teaching Assistant (TA) support or additional lecturers. TAs could either run additional sections for introductory level courses or assist in grading and administrative responsibilities for upper-division courses.

**11. NUMBER OF HOURS REQUIRED FOR COMPLETION: Fifteen**

**12. COMPOSITION OF THE MINOR FACULTY COMMITTEE (INCLUDING THE COMMITTEE CHAIR):**

Name of Faculty Member	College/Department	Title at UT Austin	Highest Degree and Awarding Institution
Wenhong Chen (co-chair)	Moody College/RTF	Associate Professor	PhD, Toronto
Alisa Perren (co-chair)	Moody College/RTF	Associate Professor	PhD, UT Austin
Tom Schatz	Moody College/RTF	Professor	PhD, University of Iowa
Richard Lewis	Moody College/RTF	Associate Professor	MFA, UT Austin
Cindy McCreery	Moody College/RTF	Associate Professor	BA, University of California, Santa Barbara

**13. Academic Course Requirements:** Use this table to identify the courses that qualify for this certificate program.

<b>Course Abbreviation and Number</b>	<b>Course Title</b>	<b>SCH</b>
RTF 303C*	Introduction to Media and Entertainment Industries	3
RTF 330N*	Internship in Media Industries (#upper-division standing)	3
RTF 350L	Internship course (UTLA) (#upper-division standing)	3
RTF 650L	Internship course (UTLA) (#upper-division standing)	6 (only three may count)
RTF 347P	The Business of Hollywood (#upper-division standing)	3
RTF 367K	Producing Film & Television (#For Radio-Television-Film majors, upper-division standing, Radio-Television-Film 317 and 318 with a grade of at least B- in each, and six additional hours of coursework in Radio-Television-Film; for non-majors, upper-division standing.)	3
RTF 306	Introduction to World Cinema History	3
RTF 308	Development of Film & Media	3
RTF 321C	History of American Television (#upper-division standing)	3
RTF 324C	Introduction to Global Media (#upper-division standing)	3
RTF 331K.8	Transmedia Storytelling (#upper-division standing)	3
RTF 333	Introduction to Screenwriting (#For radio-television-film majors, upper-division standing and twelve semester hours of lower-division coursework in radio-television-film; for non-majors, upper-division standing.)	3
RTF 335.3	Contemporary Television Criticism (#upper-division standing)	3
RTF 342S.1	Global Hollywood (#upper-division standing)	3
RTF 345.7	British Film and Television (#upper-division standing)	3
RTF 347P	The Business of Hollywood (#upper-division standing)	3
RTF 347C.3	The Entertainment Industry: The Big Picture (UTLA)	3
RTF 348.2	Development Process for Film and Television (UTLA)	3
RTF 348.3	Inside the Music Industry (UTLA)	3
RTF 348.4	New Media and Emerging Entertainment (UTLA)	3
RTF 359.3	Asian American Media Cultures	3
RTF 359S.13	Latin American Television (#upper-division standing)	3
RTF 365.9	Digital Media Industries and Entrepreneurship (#For radio-television-film majors, upper-division standing and twelve semester hours of lower-division coursework in radio-television-film; for others, consent of instructor.)	3
RTF 365C.1	Media, Communication Law & Ethics (#upper-division standing)	3
RTF 367K	Producing Film & Television (#For Radio-Television-Film majors, upper-division standing, Radio-Television-Film 317 and 318 with a grade of at least B-, and six additional hours of coursework in Radio-Television-Film; for non-majors, upper-division standing.)	3
RTF 377H.1	Media and Popular Culture (#upper-division standing and 3.0 GPA)	3

**14. OTHER MINOR REQUIREMENTS:**

- Only three hours of non-internship coursework may come from UTLA course offerings.
- If a six-hour internship is taken, only three of the hours may count toward the minor.

**15. COLLEGE/SCHOOL APPROVAL PROCESS:**

Department approval date: September 5, 2017	The Faculty Advisory Committee
College approval date: September 5, 2017	Moody College Administrative Committee
Dean approval date: September 11, 2017	Jay M. Bernhardt, Dean

**PROPOSED NEW CATALOG TEXT:****MINOR AND CERTIFICATE PROGRAMS****Media and Entertainment Industries Minor**

The minor in Media and Entertainment Industries will provide undergraduates with an understanding of how the media and entertainment industries operate. Students will survey the histories, structures, and contemporary work practices of the media and entertainment industries. They will learn about the activities of media organizations and how media professionals navigate a rapidly changing industrial environment. The minor is designed to prepare students for careers within and related to a range of media and entertainment industries and professions including film, television, social and mobile media, and gaming, among other possibilities. Students will be exposed to a range of employment opportunities in both the private and public sectors at a time when the media landscape is undergoing rapid transformations both nationally and internationally.

The Media and Entertainment Industries minor allows students from a range of majors across UT Austin to interact in class, engage in experiential learning, enhance their employment qualifications, and generally prepare them to be leaders in these dynamically evolving industries. The minor also allows enough flexibility for students to customize their study to focus on areas of the media and entertainment industries of great interest to them.

This program is open only to students who are not majoring in Radio-Television-Film. Applicants must have a 2.5 cumulative grade point average. The Department of Radio-Television-Film (RTF) reserves the right to limit the number of students accepted as Media and Entertainment Industries minors. If demand exceeds space available, students will be selected based such factors as GPA, prior coursework taken, prior experience in the field, and response to essay prompts. Acceptance into the minor does not come with preference or guarantee of a seat in any RTF course.

The minor requires fifteen hours of coursework, with at least nine hours being upper-division and at least nine hours completed in residence. All courses must be taken for a letter grade, unless the course is only offered on the pass/fail basis. Only courses with a C- or better (or CR for courses offered only on a pass/fail basis) will be counted toward the minor.

Courses that appear in multiple lists may only be counted once. If a student chooses to take a six-hour internship course, only three of the hours may count toward the minor. Only three hours of non-internship coursework taken during the Semester in Los Angeles Program may be counted toward the minor. Students must petition the internship coordinator in advance if they wish to substitute another internship course number in place of RTF 330N.

Students must take the following coursework:

1. Radio-Television-Film 303C.

2. Three hours from the following: Radio-Television-Film 330N, 350L, 650L, 347P, 367K.

3. Nine hours from the following: Radio-Television-Film 306, 308, 321C, 324C, 331K.8, 333, 335.3, 342S.1, 345.7, 347C.3, 347P, 348.2, 348.3, 348.4, 359.3, 359S.13, 365.9, 365C.1, 367K, 377H.1.