

## DOCUMENTS OF THE GENERAL FACULTY

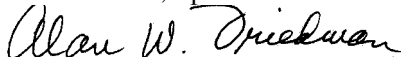
**PROPOSAL TO DELETE THE SPORTS MEDIA CERTIFICATE IN THE MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE *UNDERGRADUATE CATALOG 2018-2020***

Dean Jay M. Bernhardt, in the Moody College of Communication has filed with the Secretary of the Faculty Council the following proposal to delete the Sports Media certificate in the Moody College of Communication chapter in the *Undergraduate Catalog, 2018-2020*. On September 28, 2017, Michael Butterworth, Faculty Committee Chair, and the College Administrative Committee approved the proposal. On September 28, 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



4. **OFFICIAL CERTIFICATE NAME:** Undergraduate Certificate: Sports Media Certificate
5. **PROPOSED IMPLEMENTATION DATE:** retired effective fall 2018
6. **CIP CODE** (administrative unit awarding the certificate): Stan Richards School of Advertising & Public Relations 0909030001
7. **STATEMENT OF OBJECTIVE:** We are deleting this certificate, but are also proposing it as a minor.
8. **NUMBER OF STUDENTS EXPECTED TO RECEIVE THE CERTIFICATE EACH SEMESTER:**
9. **NUMBER OF HOURS REQUIRED FOR COMPLETION (Note: If the number of required hours is 21 to 24, THECB form is required):**
10. **LIST FACULTY ON THE CERTIFICATE PROGRAM FACULTY COMMITTEE.**

Name of Faculty Member	College/Department	Title at UT Austin	Highest Degree and Awarding Institution

11. **ACADEMIC COURSE REQUIREMENTS:** Use this table to identify the courses that qualify for this certificate program.

Course Abbreviation and Number	Course Title	SCH

12. **OTHER CERTIFICATE REQUIREMENTS:**
13. **GIVE A DETAILED RATIONALE FOR CHANGE(S):** We are deleting the Sports Media Certificate and replacing it in Fall 2018 with the Sports Media Minor
14. **COLLEGE/SCHOOL APPROVAL PROCESS:**
- |  |  |
|--|--|
| Department approval date: September 28, 2017 | Michael Butterworth, Faculty Committee Chair |
| College approval date: September 28, 2017    | College Administrative Committee             |
| Dean approval date: September 28, 2017       | Jay M. Bernhardt, Dean                       |

**PROPOSED CATALOG TEXT:**

**MINOR AND CERTIFICATE PROGRAMS**

**[Sports Media Certificate]**

[The Sports Media Certificate 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 certificate-accepted courses for which he or she meets the prerequisites, including a University grade point average of at least 2.25 to enroll in any upper-division course in the Moody College of Communication. Undergraduates who complete certificate requirements in conjunction with their degree requirements or within one year after earning the degree receive recognition on the University transcript; students in integrated undergraduate/graduate programs must complete certificate requirements within one year after they complete their undergraduate degree requirements. A maximum of nine semester hours of the certificate coursework may be taken after the student

has earned the undergraduate degree. At least half of the required certificate coursework must be completed in residence at the University.

[Advertising and public relations majors may count these courses towards their degree but are ineligible for the certificate because University policy precludes a student from earning any transcript-recognized certificate in the same field as his or her major. Kinesiology majors may not count Kinesiology 350, Sociological Aspects of Sport and Physical Activity, and Kinesiology 354, Sport and Event Marketing, towards the certificate. Sport management majors may not count Advertising 378S (Topic 1: Advertising and Public Relations for Sport); Public Relations 378S (Advertising and Public Relations for Sports topic), and Kinesiology 355, Media and Public Relations in Sport, towards the certificate.

[Students should apply for the certificate at <http://advertising.utexas.edu/undergraduate/certificate-sports-media> when they apply for graduation or when they complete the certificate program, whichever is later. Transcript recognition is awarded at the end of that semester or summer session.

[The certificate program requires 18 semester hours of coursework as described below. Nine hours must be taken at the upper-division level and at least nine hours must be taken in residence. The certificate requirements are:

- [1. Advertising 305S, Introduction to Integrated Communication for Sports or Public Relations 305S; Introduction to Integrated Communication for Sports
- [2. Advertising 350S, Internship in Sports Media, or Public Relations 350S, Internship in Sports Media
- [3. Advertising 348S, The Business of Sports Media, or Public Relations 348S, The Business of Sports Media; or Journalism 348G, The Business of Sports Media
- [4. Nine hours of coursework to be selected from:
  - [a. Advertising 378S, (Topic 1: Advertising and Public Relations for Sports) or Public Relations 378S, (Topic Advertising and Public Relations for Sports); or Kinesiology 355, Media and Public Relations in Sport
  - [b. Advertising 378S, (Topic 2: Legal Aspects of Sports and Media) or Public Relations 378S, (Topic 2: Legal Aspects of Sports and Media)
  - [c. Advertising 378S, (Topic 3: Return on Investment for Sports Media) or Public Relations 378S, (Topic 3: Return on Investment for Sports Media)
  - [d. Advertising 378S, (Topic 4: Analysis of Sports and Entertainment Audiences) or Public Relations 378S, (Topic 4: Analysis of Sports and Entertainment Audiences)
  - [e. Advertising 378S, (Topic 5: Ethics and Social Issues in Sports Branding) or Public Relations 378S, (Topic 5: Ethics and Social Issues in Sports Branding)
  - [f. Communication 325S, (Topic 1: Sports, Media and the Integration of American Society)
  - [g. Communication Studies 347K, Rhetoric of Popular Culture
  - [h. Journalism 326F, Reporting Sports
  - [i. Radio-Television-Film 359, (Topic 4: Youth and Social Media)
  - [j. Kinesiology 350, Sociological Aspects of Sport and Physical Activity
  - [k. Kinesiology 354, Sport and Event Marketing
- [5. Earn a grade of at least C in each course

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