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.

Clar W. Opiekwan

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

Distributed through the Faculty Council Wiki site https://wikis.utexas.edu/display/facultycouncil/Wiki+Home on March 9, 2018.

Response:

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

	☐ Cha	w Certificate Prog inge an Existing C ete a Program		am					
	Note: If the certificate program proposed for addition or change includes a requirement of 21 to 24 semester credit hours, an additional form is required for THECB approval/notification.								
	Proposed classification:	☐ Exclusive	⊠ General	☐ Major					
l.	IF THE ANSWER TO ANY OF THE FOLLOWING QUESTIONS IS YES, THE COLLEGE MUST CONSULT LINDA DICKENS, DIRECTOR OF ACCREDITATION AND ASSESSMENT, TO DETERMINE IF SACSCOC APPROVAL IS REQUIRED. Is this a new transcript-recognized certificate program? Is this a request to delete an existing transcript-recognized certificate program? Does the certificate offer courses that will be taught off campus? Will courses in this program be delivered electronically? Will courses be developed specifically for the new certificate? Yes □ No □								
2.	THIS PROPOSAL INVOLUTION Courses in other colleged Course in the core curriculum Change in admission requirements (external internal)	es	es in proposer's on the ntly taken by stu	college that are dents in other encing for an icit in the lists of	☐ Flags ☐ Courses that have to be added to the inventory				
3.	a. Does this proposal impact If yes, then how? We are coursework options. b. Do you anticipate a net of the course in the course in taking classes in your column of the course in other colleges. If yes, please indicate the course in other colleges. If yes, please indicate the courses in other colleges. If yes, please indicate the course in other colleges in your column of your anticipate a net in courses in other colleges. If yes, please indicate the course in other colleges in your column of your anticipate a net in courses in other colleges. If yes, please indicate the course in the number of your many students do you impacted schools must be person communicate. Date of communicate course we will not be provided in the property of the provided in the pro	to ther colleges/s deleting this cert hange in the number fewer) students acrease (or decrease (or decrease) anumber of studencease (or decrease) anumber of students for another college of the college	ber of students in do you expect? ase) in the number of students in the number of the state of t	er of students from seats involved. Seats involved. Seats involved. Seats involved. Sellowing question as requiring none contact must	Yes ☐ No ☒ m outside of your college Yes ☐ No ☒ m your college taking Yes ☐ No ☒ ns. If the proposal has ew sections or a non-				

- 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	Course Title	SCH
Abbreviation		
and Number		

- 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)
 - [e. 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.]