

DOCUMENTS OF THE GENERAL FACULTY

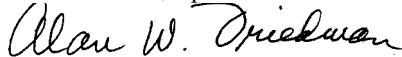
PROPOSAL TO CREATE THE SPORTS MEDIA MINOR IN THE MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE *UNDERGRADUATE CATALOG 2018-2020*

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

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

10 ANTICIPATED ENROLLMENT CAPACITY? 100

11. NUMBER OF HOURS REQUIRED FOR COMPLETION: Eighteen

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
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: 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 (#upper-division standing and consent of instructor)	3
KIN 355	Media and PR in Sport (#upper-division standing)	3
CMS 347K	Rhetoric of Popular Culture (#upper-division standing)	3
J 326F	Reporting Sports (#Journalism 310F (or 320D) and 311F (or 321C) with a grade of at least B- in each.)	3
KIN 350	Sociological Aspects of Sport and Physical Activity	3

KIN 354	Sport and Event Marketing (#upper-division standing)	3
ADV 378S.8 or PR 378S.8	College Sports Media (#Upper-division standing and a University grade point average of at least 2.25.)	3
ADV 378S.9 or PR 378S.9	Sports Contract Negotiation Techniques (#Upper-division standing and a University grade point average of at least 2.25.)	3
ADV 378S.11 or PR 378S.11	Sports and Social Media (#Upper-division standing and a University grade point average of at least 2.25.)	3
ADV 378S.12 or PR 378S.12	Sports Audiences (#Upper-division standing and a University grade point average of at least 2.25.)	3

14. OTHER MINOR REQUIREMENTS:

15. COLLEGE/SCHOOL APPROVAL PROCESS:

Department approval date: September 28, 2017	Michael Butterworth, Faculty Committee Chair
College approval date: September 28, 2017	Moody College Administrative Committee
Dean approval date: September 28, 2017	Jay Bernhardt, Dean

PROPOSED NEW CATALOG TEXT

MINOR AND CERTIFICATE PROGRAMS

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 eighteen 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.