

Meeting: ACAP Meeting
Meeting Date: March 28, 2024
Agenda Item: 4A

New Program Proposal Form

Name of Institution: University of South Carolina

Name of Program (include degree designation and all concentrations, options, or tracks):
Bachelor of Arts in Sports Media

Program Designation:

- | | |
|--|--|
| <input type="checkbox"/> Associate's Degree | <input type="checkbox"/> Master's Degree |
| <input checked="" type="checkbox"/> Bachelor's Degree: 4 Year | <input type="checkbox"/> Specialist |
| <input type="checkbox"/> Bachelor's Degree: 5 Year | <input type="checkbox"/> Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA) |
| <input type="checkbox"/> Doctoral Degree: Professional Practice (e.g., D.N.P., J.D., Pharm.D., and M.D.) | |

Consider the program for supplemental Palmetto Fellows and LIFE Scholarship awards?

- Yes
 No

Proposed Date of Implementation: Fall 2024

CIP Code, Title, and Definition: 09.0906 Sports Communication.

Definition: A program that focuses on the methods and techniques for communicating about sports in a variety of formats, media, and contexts; and that prepares individuals to be sports reporters and writers, photojournalists, radio and television announcers, producers and directors, recreational sports promoters, and public relations specialists. Includes instruction in sports writing, photography, broadcast journalism, sports production, game rules, media and public relations, and sports promotion.

Delivery Site(s): 51102 USC Columbia Main Campus

Delivery Mode:

- | | |
|---|---|
| <input checked="" type="checkbox"/> Traditional/face-to-face
*select if less than 25% online | <input checked="" type="checkbox"/> Distance Education |
| | <input type="checkbox"/> 100% online |
| | <input type="checkbox"/> Blended/hybrid (50% or more online) |
| | <input checked="" type="checkbox"/> Blended/hybrid (25-49% online) |
| | <input type="checkbox"/> Other distance education (explain if selected) |

Program Contact Information (name, title, telephone number, and email address):

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Institutional Approvals and Dates of Approval (include department through Provost/Chief Academic Officer, President, and Board of Trustees approval):

SJMC Faculty Approval: 4/14/2023
Dean of College of Information and Communications approval: 4/24/2023
Provost pre-authorization: 5/31/2023
School of Journalism and Mass Communications: 7/21/2023
College of Information and Communications: 7/21/2023
Faculty Senate Committee on Curricula and Courses: 8/23/2023
Faculty Senate: 9/13/2023
Provost: 11/20/2023
President: 11/20/2023
Board of Trustees Committee on Academic Excellence and Student Experience: 12/19/2023
Board of Trustees approval: 12/19/2023

Statement of REACH Act Compliance (undergraduate programs only):

USC Columbia complies with §59-29-130 which requires a public institution shall require each undergraduate student to complete no fewer than three semester credit hours or their equivalent in American history, American government, or another equivalent course of instruction that provides a comprehensive overview of the major events and turning points of American history and government which includes, at a minimum, reading: the United States Constitution in its entirety; the Declaration of Independence in its entirety; the Emancipation Proclamation in its entirety; a minimum of five essays in their entirety from the Federalist Papers as selected by an instructor; and one or more documents that are foundational to the African American Freedom struggle. Section 59-29-130 also states no public institution of higher learning may grant a certificate of graduation for a baccalaureate degree program to a student unless he successfully completes these requirements.

As a result, USC Columbia includes the founding documents requirement for graduation and the following language is included in the academic bulletin for all undergraduate programs.

Founding Documents Requirement

All undergraduate students must take a 3-credit course or its equivalent with a passing grade in the subject areas of History, Political Science, or African American Studies that covers the founding documents including the United State Constitution, the Declaration of Independence, the Emancipation Proclamation and one or more documents that are foundational to the African American Freedom struggle, and a minimum of five essays from the Federalist papers. This course may count as a requirement in any part of the program of study including the Carolina Core, the major, minor, or cognate, or as a general elective. Courses that meet this requirement are listed at: <https://academicbulletins.sc.edu/undergraduate/founding-document-courses/>

For this program of study, students are advised to meet the REACH Act requirement with HIST 111, which meets the GHS– Global Citizenship and Multicultural Understanding: Historical Thinking Carolina Core requirement.

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Background

Description, Purpose, and Rationale

Provide a narrative describing the proposed program, explaining the purpose, intended audience, and rationale for why the new academic program is necessary, and state the modalities of instruction.

As the School of Journalism and Mass Communication (SJMC) at the University of South Carolina (USC) celebrates its 100th anniversary in 2023, the school's faculty have explored options to attract new students, prepare those students for an ever-changing media world, and expand our offerings to meet the needs of South Carolina. Following an examination of what the school is currently offering, existing faculty, student interests, and what topics will be in demand in the future, the data-supported addition to our school is to create a degree in sports media.

Therefore, the purpose of the proposed *Sports Media* Bachelor of Arts (B.A.) program is to provide educational opportunities for those wishing to become practitioners in sports media, which is one of the fastest growing areas of mass communications. The degree plan is focused on sports content creation and is tailored to meet the education needs of graduates who wish to work in the broad sports media industry, including fields in electronic and print journalism, advertising, public relations, visual communication, and other assorted mass communications positions. Those skills are combined with a critical and theoretical approach to studying sports media, including critically examining the role of sports in society.

As stated, sports media is one of the fastest growing areas in the world of mass communications, as teams and leagues – which used to rely on the traditional media such as television and newspaper reporters to communicate with the public – now employ their own journalists, public relations, advertising, and visual communication teams. Not only are traditional hiring locations looking for entry-level workers, but teams and leagues are also looking for these positions. By having a sports media degree, the University of South Carolina will be able to train our students to acquire those positions.

SJMC also views the sports media degree as a way to recruit, retain, and graduate a diverse undergraduate student body, which is an element of the University of South Carolina's strategic priorities.¹ Sports media is of interest to a wide range of students, both in background and in skills, so it should attract a diverse student body looking to attend a higher education institution to start their career in the sports media.

The program will be taught primarily in a face-to-face capacity on the Columbia campus of the University of South Carolina. However, some courses may be delivered online at times as needed to accommodate student and faculty schedules.

Alignment with Public Agenda

Provide a detailed explanation of how the proposed new academic program will advance the [South Carolina Public Agenda for Higher Education](#).

¹ <https://sc.edu/docs/usc-strategic-priorities-document.pdf>

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The *South Carolina Public Agenda for Higher Education* plan² will be reflected in the sports media program by preparing graduates to have the knowledge and skills needed to succeed in both the sports media and in other aspects of a global economy.

One of the Commission on Higher Education's (CHE) stated goals is to **increase high-quality postsecondary credentials**, which the organization defines as "ones that provide clear pathways to further education, employment, or both" (page 4 of CHE document). The sports media degree will help achieve that goal by providing students with the skills and career preparation that will help set them up for jobs in various aspects of the sports media. Students will have opportunities to take classes in sports journalism, graphic design, photography, public relations, and multimedia content creation. With jobs in team media growing rapidly, students will have those clear pathways to employment by taking classes that are aligned with the sports media's workforce needs and requirements (page 14 of CHE document).

The second goal of the CHE is to **promote equity in higher education** by eliminating the achievement gaps that have existed in the past (page 4 of CHE document). The sports media degree will be of interest to a wide range of students from various socioeconomic, racial, ethnic, and gender backgrounds as sports is a topic that often unifies people despite differences. The nearly 80,000 fans that pack South Carolina's Williams-Brice Stadium on Saturdays in the fall and the millions more watching on television may not have much in common other than that they all come together to share a sporting event together. Students of all backgrounds want to be a part of the action, whether that is describing the game to the audience, creating multimedia content, or informing the public about the latest news, and a sports media degree can prepare them for those careers. Students, no matter what their personal story, will perhaps be more motivated to apply for a higher education degree, and then have an opportunity to take classes, internships, and career preparation lessons in the world of sports media.

In addition, with 30-hours of major requirements, 15 hours of supporting courses from across the university, and 0 college requirements for the B.A., the sports media program encourages "on-time completion" by allowing students to choose 32-44 hours of electives within the flexible coursework schedule that work with their own personal schedule. By offering some classes online, adult learners or those with external work or professional demands can still complete the degree at a pace that should allow them to finish on-time (page 14 of CHE document). Keeping the number of major requirements low will also help ease the transition of those who transfer from two-year institutions as they will be able to begin the program immediately upon admission (page 11 of CHE document).

Alignment with Institutional Mission

Connect the proposed new academic program with the approved institutional mission.

One of the University of South Carolina's strategic priorities is to "reimagine the student experience and advance post-graduate success."³ Creating a new degree in sports media, especially at an institution that is a member of the prestigious Southeastern Conference in athletics, will give opportunities to students to experience a new major in a fast-growing industry.

This program offers high-quality educational experiences by combining broadcast journalism, print journalism, photography, and multimedia editing with digital marketing and other core business skills to

² https://che.sc.gov/sites/che/files/Documents/General%20Public/2021_02_05_CHE_Public_Agenda_Implementation_Plan_Final.pdf

³ <https://sc.edu/docs/usc-strategic-priorities-document.pdf>

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give graduates a variety of pathways into the sports media profession. This sports media degree, along with what is offered from sport and entertainment management, will make the University of South Carolina a prime destination for those looking for nearly any career in sports.

As stated in the previous section of this document, this proposed major will also address one of the University’s signature initiatives of “empowering diverse students” by creating a program that should be of interest to a wide range of students from various socioeconomic, racial, ethnic, and gender backgrounds.

In addition, included in the mission of the College of Information and Communications in which the School of Journalism and Mass Communications is housed is the promise of “the integration of information literacy skills into the education of the university’s diverse student population.”⁴ The sports media degree will create not only high-quality sports media producers, but also educated sports media consumers. Through required classes such as *JOUR 391 Sports Media and Society*, and the options within the *Diversity and Social Advocacy in Sports Media* requirement, students will learn how the sports media influences what they watch, read, and consume within the world of sports. These critical thinking skills will lead to graduates who are able to understand the impact the media has on their everyday life.

Duplication

Table 1 – Duplication

Similar or Related Degrees/Programs	CIP Code	5-Year Annual Average Supply of Graduates (Graduates/Completers)	Competitor Institutions at Public and Private Institutions in SC
Sports Communication, B.A.	09.0906	545	Clemson University
Journalism and Sports Media, B.A.	09.0401	11,991*	Coastal Carolina University
Communications with Sports Communication Concentration, B.A.	09.0199	3,192**	Newberry College
Sport and Entertainment Management, B.S.	31.0504	15,981	University of South Carolina

Data from this chart comes from EDEPS – Economic Development and Employer Planning System

*While Coastal Carolina’s degree is “Journalism and Sports Media,” this number from EDEPS represents “journalism” and is not specific to a joint journalism and sports media degree.

**While Newberry College has a sports communication concentration, this number from EDEPS represents “communication and media studies, other” and is not specific to just those graduating with a sports communication concentration.

In the state of South Carolina, there are sports communication programs at both Clemson University (offered since 2022) and Coastal Carolina University (approved for 2023). However, both of those focus almost entirely on lecture-based theoretical classes about the discipline of sports communications⁵. Our sports media degree also has those classes, but, more importantly, gives students hands-on skills

⁴ https://sc.edu/study/colleges_schools/cic/about/college_mission_statement.php

⁵ <https://www.clemson.edu/cbshs/departments/communication/degrees/sports-communication.html>

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training in a variety of different mediums in the sports media. In addition to the one required sports media skills class, students also have several electives from which to choose so they can enter the job market with the skills needed to be successful sports practitioners. Our Sports Media major will be open to all students and will allow students to focus their attention on more than just journalism. In addition to journalism, our students can have a focus in public relations, advertising, or visual communications.

Newberry College’s sports communication concentration incorporates Sports Management courses into a student’s curriculum⁶ and would not duplicate this proposed major.

While the University of South Carolina’s College of Hospitality, Retail and Sport Management’s (HRSM) sports and entertainment management degree may seem similar, it should be noted that that HRSM’s degree is focused on the business side of sports, while this new major will focus on the media aspects of journalism, public relations, advertising, and visual communications in sports. We have been in communication with HRSM about the creation of this Sports Media, B.A. and they are supportive and have said they will be sure there are seats in the SPTE courses that will be supporting courses for this new major.

Labor Market Needs and Student Demand

Industry Needs and Student Demand

*Provide an assessment of the need for the program for the institution, the state, the region, and beyond, if applicable. Sources of information include: Data from program accreditor, student Interest surveys, market analysis research, [Economic Development and Employer Planning System \(EDEPS\)](#), [IPEDS](#), [O*Net](#), [Projections Central](#), and [SC Works](#).*

Table 2 –Labor Market / Career Placement Outlook and Salaries

Occupation	SOC Code	Source	Current Employment Totals	10 year % Growth Projections	Average Salary (O-Net data)
Advertising and Promotions Managers	11-2011.00	O*Net and EDEPS	28,000; 100 in SC with average annual openings of 10	4-7% nationally ; 20% in SC	\$127,830
Audio and Video Technicians	27-4011.00	O*Net and EDPEP	68,600; 490 in SC with average annual openings of 60	11% or higher nationally and 22.4% in SC	\$50,660
Broadcast Announcers and Radio Disc Jockeys	27-3011.00	O*Net and EDEPS	25,000; 380 in SC with average annual	-2% or lower nationally	\$41,750

⁶ <https://www.newberry.edu/news/newberry-college-retools-communications-program>

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			openings of 40	and 5.3% in SC	
Camera Operators, Television, Video, and Film	27-4031.00	O*Net and EDEPS	33,700; 140 in SC with average annual openings of 20	8-10% nationally and 14.3% in SC	\$58,230
Film and Video Editors	27-4032.00	O*Net and EDEPS	48,100; 170 in SC with average annual openings of 20	11% or higher nationally and 29.4% in SC	\$63,520
Graphic Designers	27-1024.00	O*Net and EDEPS	265,000; 2,801 in SC with average annual openings of 280	2-3% nationally and 7.5% in SC	\$57,990
Media Technical directors/Managers	27-2012.05	O*Net and EDEPS	166,200; 860 in SC with average annual openings of 30	8-10% nationally and 17.4% in SC	\$85,320
News Analysts, Reporters, and Journalists	27-3023.00	O*Net and EDEPS	47,100; 630 in SC with average annual openings of 80	-2% or lower nationally and 12.7% in SC	\$55,960
Photographers	27-4021.00	O*Net and EDEPS	125,600; 1,050 in SC with average annual openings of 100	8-10% nationally and 5.7% in SC	\$40,170
Public Relations Managers	11-2032.00	O*Net	66,700	8-10%	\$129,430
Public Relations Specialists	27-3031.00	O*Net and EDEPS	276,800; 3,810 in SC with average annual openings of 410	8-10% nationally and 11.5% in SC	\$67,440
Writers and Authors	27-3043.00	O*Net	142,800	4-7%	\$73,150

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As noted from the list provided in the table, the proposed Sports Media degree will prepare students to work in a variety of different fields based on their interests. While many different industries have undergone change, the popularity of sports viewership and fandom as a recreational activity should ensure that jobs in the sports media field remain plentiful.

For example, sports games and matches on television are some of the most-watched programming each year.⁷ To put those events on television, *audio and video technicians* set up all cameras, microphones, and miles of cable before the games begin. Once the action starts, the *camera operators* follow the athletes, the *media technical directors* select which of those cameras to show on broadcast, and the *broadcast announcers* describe what is happening. When the game is over, *news analysts, reporters, and journalists* write about the results in the newspaper or on the website, while *photographers* publish their best pictures from the game.

However, a new form of sports media has also led to the rise of additional jobs in the industry. J.A. Adande, a former sportswriter for *The Washington Post*, *Los Angeles Times*, and ESPN stated that the fastest growth in sports media is through team media⁸, the practice of teams and league creating their own content on websites and social media. Instead of relying on just newspapers and television stations to report the latest news, teams have essentially become their own news media outlet. Therefore, teams are hiring *journalists* to report on the team⁹, *photographers* to take photos¹⁰, and *video editors* and *graphic designers* to create eye-catching multimedia content for websites and social media.¹¹

A look at the staff for the Charlotte FC soccer team shows a variety of sports media jobs that students finishing this degree would be prepared for.¹² In addition to the various media jobs listed in the previous paragraph under the Digital & Creative banner, the team employs communication directors, which is a job similar to the *public relations manager* and *public relations specialist* positions from the table. The marketing department could consist of *advertising and promotion managers* and *writers* that create the advertising copy. Charlotte FC is just one example of the hundreds of professional, college, and amateur sports organizations throughout the United States that has created its own media branch.

Student demand for sports media courses and programs is strong at the undergraduate level. Hundreds of students sign up for sports media courses each semester already, with graduates landing jobs in sports media organizations all over the country. These students are often taking just a few electives in sports media, but having specialized training in sports media should allow them to be even more marketable upon graduation. In addition, this new program will allow USC to stay competitive with other programs that have added sports media or sports communication degrees.

Sports media courses have been offered since Fall 2016. In seven years, these courses have grown to capacity enrollment every semester, with 200 students in the courses. This demonstrates high student interest in these courses. Additionally, in 2020 and 2021, respectively, we created a Sports Media

⁷ <https://variety.com/2022/tv/news/top-rated-shows-2022-yellowstone-ncis-oscars-fbi-super-bowl-1235475629/>

⁸ <https://bit.ly/3oJhclM>

⁹ <https://www.panthers.com/author/augusta-stone>

¹⁰ https://sc.edu/study/colleges_schools/cic/journalism_and_mass_communications/news/2021/tori_richman_scores_big_at_super_bowl.php

¹¹ <https://www.on3.com/teams/south-carolina-gamecocks/news/how-justin-king-turned-south-carolina-into-the-social-media-example-of-college-football/>

¹² <https://www.charlottefootballclub.com/front-office>

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Concentration and then a Sports Media Minor, and we have seen enrollment in these programs grow quickly.

Sports Media Concentration enrollment (started in Fall 2020)

- Fall 2020: 26 students
- Spring 2021: 56 students
- Fall 2021: 65 students
- Spring 2022: 123 students
- Fall 2022: 145 students
- Spring 2023: 186 students
- Fall 2023: 286 students

Sports Media Minor enrollment (started in Fall 2021)

- Fall 2021: 6 students
- Spring 2022: 32 students
- Fall 2022: 46 students
- Spring 2023: 64 students
- Fall 2023: 71 students

Industry Collaboration and Feedback

Provide evidence (e.g., industry advisory councils, formal/informal industry collaborations, internship/externship opportunities, letters of support, etc.) of institution-industry collaboration for the proposed new academic program. Letters of support from regional/statewide industry partners should be included in the appendix.

In the last two years, SJMC students with sports media interests have landed internships at ESPN, Major League Soccer, Gamecocks Online, various professional and amateur sports teams throughout the United States, and sports departments at local television and newspapers. Based on the success of our program, these entities often reach out to the school and sports media professors looking specifically for our students to intern.

Informal collaborations often occur through guest speaker opportunities. In the 2022-2023 school year, guest speakers from nearly all the professional sports leagues (including the NFL, MLB, NHL, MLS, WNBA, and NBA), college teams and administration, sports marketing agencies, sports apparel companies, social media platforms, and local and national sports media outlets visited SJMC sports media classes either face-to-face or through video conferencing. Students were encouraged to connect with these speakers after class, and many turned those introductions into internships or career placement following graduation.

In addition, the College of Information has a “Dean’s Leadership Council”¹³ that works with administration as an industry advisory group. The organization has members from a variety of different media-related professions that can work with students on collaborative initiatives.

Academic Planning

¹³ https://sc.edu/study/colleges_schools/cic/about/advisory_groups/deans_leadership_council/index.php

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Enrollment and Graduation Projections

Using Table 3, provide a narrative detailing the anticipated enrollment, attrition, and graduation projections. Explain how the enrollment projections were calculated. Enrollment should be realistic and based on demonstrated student demand as identified in a feasibility study or through benchmarking with existing similar programs. Data from a feasibility study or benchmarking for the proposed program should accompany the proposal in the appendix. Enrollment and graduation projections should meet CHE degree productivity standards based on the degree level expectations. Enrollment projections should consider data provided in Table 2 to ensure the program does not oversaturate future labor market needs.

Table 3 – Enrollment Projections

Year	Fall New Enrollment	Spring New Enrollment	Summer New Enrollment	Total New Annual Enrollment	Projected Attrition	Projected Graduates
1	20	0	0	20	0	0
2	38	0	0	38	2	0
3	56	0	0	56	2	0
4	64	0	0	64	2	10
5	65	0	0	65	2	17

Based on the current enrollment in the sports media concentration and sports media minor, we estimate that the major will start with approximately 20 students enrolling each new school year. The attrition estimate in the table above is based on our enrollment trends in the minor, which has very low attrition per minor declarations. We have a very good track record that when they declare, they do not leave unless they stop-out.

We have projected to enroll 20 new students each year in this sports media major as a conservative estimate but have a belief that the number could be higher based on projections from other institutions. For example, at the University of Nebraska, leaders there estimated they would have a total of 50 students majoring in their sports media program in the first five years. Instead, they had 50 declare for the major in the first year alone and that grew to 300 total students by year five¹⁴.

Academic Standards

Clearly articulate the admission, retention, and graduation standards for the proposed program. Should the proposed program differ from standard institutional admission, retention, and graduation standards, please provide a brief explanation regarding the need for such differences.

Admissions

Freshman Students

In order to be admitted to a program of study in the School of Journalism and Mass Communications, freshmen must meet all University admission requirements.

Transfer Students

A student desiring to transfer to the School of Journalism and Mass Communications, from either another college of the University or another institution, must have a cumulative minimum GPA of 2.50 on all work attempted. Transfer students from other institutions must take at least half the sports media course work in residence at the University of South Carolina Columbia. Other sports media courses from those institutions may be used as electives at the discretion of the SJMC administration. No more than 12 credit hours of sports media related courses will be applied toward the Sports Media degree.

Retention

Students must maintain a minimum 2.50 cumulative GPA to remain enrolled in the sports media degree. Students who have less than a 2.50 cumulative GPA are not in good standing and will be placed on probation within the school. Students will be permitted to remain in the school while on probation for

¹⁴ <https://journalism.unl.edu/news/shrader-helps-power-success-nebraska%E2%80%99s-sports-media-program>

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only one semester, after which the student will be administratively removed from the school if their cumulative USC GPA is less than 2.50.

All majors within SJMC will be expected to pass all journalism and mass communications courses (JOUR) used toward the degree with a minimum grade of C. No journalism and mass communication course (JOUR) may be repeated more than once by any student unless formally approved by the school petition committee.

Graduation

Students in the sports media major must reach a minimum total of 120 hours, with at least 30 major requirement hours, in order to meet graduation requirements.

Marketing and Recruitment

Provide a plan outlining how the institution will market and recruit targeted populations (e.g., transfer, adult learners, underrepresented populations, etc.).

With a sports media focus, a marketing and recruitment effort will be made to reach those following, watching, or attending sporting events. Therefore, a partnership with the South Carolina Gamecocks Athletic Department could potentially prove to be a fruitful method of reaching our potential audience of both sports fans and those interested in the University of South Carolina. Advertisements on the GamecocksOnline website and social media would be targeting efforts to reach those interested in the sports media.

SJMC currently has a “Diversity Roadshow” that visits high schools in South Carolina to tell students about the school and the careers for which our professors prepare students. The program is aimed at high schools that have a high minority population. The newly created sports media major would be a part of the presentation that is given to these students. The school also employs an undergraduate recruiter who can promote the sports media program to the students she interacts with.

In addition, the sports media program would be featured on the SJMC website and social media accounts. Examples of classes offered, internship opportunities, and recent graduates will be promoted heavily so that potential students will know what they can get out of the program should they attend. There will also be in-person information sessions/ activities to raise awareness of the new major, and we will let USC admissions know so they can build it into their talking points for promotion to high school students. We also can reach out to high schoolers about this program via Southern Interscholastic Press Association (SIPA) and South Carolina Scholastic Press Association (SCSPA).

Program of Study

*Provide the proposed program of study for full-time students and differentiate between existing courses, newly developed and approved courses (put an * by new courses), core courses, and electives courses for the proposed program. Provide the course suffix, course number, course description, credit hours, and link to the course catalog for each existing course in the program of study.*

If a baccalaureate program, provide a program of study for students matriculating from a South Carolina Technical College System institution in the most common related program(s) of study to the proposed program.

This program of study has been designed to ensure ease of adapting to 2+2 programs with technical colleges. As we foresee this as being a very popular major, the Carolina Core and Program Requirements have been streamlined to ensure students transferring from other universities and other majors can

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enter the Sports Media major without undue restriction. The Sports Media program design and course content are appropriately rigorous and include a range of large lecture survey courses and skills-based courses suitable to the learning outcomes.

Degree Requirements (120 hours)

Program of Study

Requirements	Credit Hours
1. Carolina Core	31-43
2. College Requirements	0
3. Program Requirements	47 -59
4. Major Requirements	30

Carolina Core Requirements (31-43 hours)

- CMW – Effective, Engaged, and Persuasive Communication: Written (6 hours) must be passed with a grade of C or higher
 - **ENGL 101**
 - **ENGL 102**
- ARP – Analytical Reasoning and Problem Solving (6-7 hours)
 - Choose one from STAT 110, STAT 112, STAT 201, STAT 205, or STAT 206
 - Choose any other approved CC-ARP course
- SCI– Scientific Literacy (7 hours)
 - Two approved Carolina Core **Scientific Literacy courses** including one laboratory course
- GFL– Global Citizenship and Multicultural Understanding: Foreign Language (0-6 hours) Demonstration of proficiency in one foreign language equivalent to the 110 or 121 course through course credit or the corresponding foreign language placement score.
 - **CC-GFL courses**
- GHS– Global Citizenship and Multicultural Understanding: Historical Thinking (3 hours)
 - One US History course selected from the following:
 - **HIST 111 * (REACH Act)**
 - **HIST 112**
 - **HIST 201**
 - **HIST 214**
 - **SOST 202**

*students are advised to meet the REACH Act requirement with HIST 111, which meets the GHS– Global Citizenship and Multicultural Understanding: Historical Thinking Carolina Core requirement.
- GSS– Global Citizenship and Multicultural Understanding: Social Sciences (3 hours)
 - **Any CC-GSS course**
- AIU– Aesthetic and Interpretive Understanding (3 hours)

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- **Any CC-AIU course**
 - CMS– Effective, Engaged, and Persuasive Communication: Spoken Component1 (0-3 hours)
- **Any CC-CMS course**
 - INF– Information Literacy (0-3 hours)
- **Any overlay or stand-alone CC-INF course**
 - VSR–Values, Ethics, and Social Responsibility (0-3 hours)
- **Any overlay or stand-alone CC-VSR course**

Carolina Core Stand Alone or Overlay Eligible Requirements — Overlay-approved courses offer students the option of meeting two Carolina Core components in a single course. A maximum of two overlays is allowed. The total Carolina Core credit hours must add up to a minimum of 31 hours. Some programs may have a higher number of minimum Carolina Core hours due to specified requirements.

College Requirements (0 hours)

No college-required courses for this program.

Program Requirements (47-59 hours), including supporting courses and electives.

Supporting Courses (15 hours)

Complete the required credit hours for each category below.

Course suffix and number (with link to Course Catalog)	Title and Description Course	Credit Hours
Data Analytics		
Select three hours of the following:		3
ISCI 434	<p>Introduction to Knowledge Discovery</p> <p><i>Course description: The students will review knowledge discovery basics concepts, techniques, tools, and applications. This course is project based and the students will develop new Wikipedia pages by reading papers in a selected domain.</i></p>	
ISCI 560	<p>Data Visualization</p> <p><i>Course description: Foster theoretical insights about data visualization. Prepare temporal, geospatial, and textual data for visual representations. In hands-on sessions, students practice data visualization techniques and apply them in a wide range of real-world scenarios.</i></p>	

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Course suffix and number (with link to Course Catalog)	Title and Description Course	Credit Hours
Business/Finance/Management		
Select six hours of the following:		6
ACCT 222 OR ACCT 225	<p>Survey of Accounting</p> <p><i>Course description: Survey of accounting topics related to business decisions including financial reporting, managerial accounting, and other special topics.</i></p> <p>Introduction to Financial Accounting</p> <p><i>Course description: User-oriented approach to the study of financial accounting and reporting topics related to business decisions</i></p>	
ECON 224 OR ECON 221 OR ECON 222 OR ECON 221 & ECON 222	<p>Introduction to Economics</p> <p><i>Course description: The study of supply and demand, markets, household and firm decision-making, gross domestic product, inflation, unemployment, and government policies. Open to all students except business administration and economics majors.</i></p> <p>Principles of Microeconomics</p> <p><i>Course description: The study of supply and demand, pricing and cost concepts, firm and consumer decision-making, market structure, and government policies.</i></p> <p>Principles of Macroeconomics</p> <p><i>Course description: The study of gross domestic product, business cycles, economic growth, inflation, unemployment, and monetary and fiscal policy.</i></p>	

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Course suffix and number (with link to Course Catalog)	Title and Description Course	Credit Hours
<p>FINA 333</p> <p>OR</p> <p>FINA 363</p>	<p>Finance and Markets</p> <p><i>Course description: In-depth introduction to the world of finance. Interaction of individuals and companies with financial markets.</i></p> <p>Introduction to Finance</p> <p><i>Course description: Basic concepts of finance related to decision making.</i></p>	
<p>MKTG 350</p>	<p>Principles of Marketing</p> <p><i>Course description: Principles and concepts underlying marketing functions, including the conception, pricing, promotion, and distribution of products and services and the role of marketing in society.</i></p>	
<p>MGMT 371</p>	<p>Principles of Management</p> <p><i>Course description: A comprehensive survey of the basic principles of management applicable to all forms of business. The course provides the student with a basis for thinking about complex business situations in the framework of analysis of the management process.</i></p>	
<p>ISCI 402</p>	<p>Management in Data Driven Organizations</p> <p><i>Course description: History, development, and implementation of theories and practices associated with managing information environments.</i></p>	
<p>ISCI 435</p>	<p>Planning and Sustaining Digital Projects</p> <p><i>Course description: Theoretical and technological foundations of building the digital information infrastructure. Emphasis on technical aspects of managing digital assets for Intranet and Internet use.</i></p>	
<p>SPTI 380</p>	<p>Sport and Entertainment Marketing</p> <p><i>Course description: Marketing theory and practice and how it relates and applies to sport and entertainment.</i></p>	

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Course suffix and number (with link to Course Catalog)	Title and Description Course	Credit Hours
SPT 440	<p>Sport and Entertainment Business and Finance</p> <p><i>Course description: Economic and finance theories applied to the management of sport and entertainment organizations.</i></p>	
SPT 450	<p>Sales in Sport and Entertainment Business</p> <p><i>Course description: Students will be provided with an overview of the sales process and learn how the sales process applies to sport and entertainment while using hands on exercises to perpetuate the understanding of the importance of sales.</i></p>	
SPT 550	<p>The Business of Esports</p> <p><i>Course description: This course is designed to provide students with an overview of the business of esports. It will focus on the history of video games from creation to the present and will also cover the various business elements of the modern, competitive esports environment.</i></p>	
Law		
Select three hours of the following:		3
JOUR 303	<p>Law and Ethics of Mass Communications</p> <p><i>Course description: Examination of First Amendment free speech and press guarantees and limitations, including commercial speech regulation, libel, privacy, copyright, trademark and open records and meetings, and related ethical principles for mass communications professionals.</i></p>	
JOUR 304	<p>Internet and Social Media Law</p> <p><i>Course description: Examination of the origins and history of First Amendment and related law and ethics, with an emphasis on how they apply to the Internet and social media.</i></p>	
SPT 240	<p>Business Law</p> <p><i>Course description: Formation of contracts and their operation as they apply to business; promissory notes and checks; agency and employment.</i></p>	
SPT 320	Sport and the Law	

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Course suffix and number (with link to Course Catalog)	Title and Description Course	Credit Hours
	<i>Course description: Laws and regulatory bodies affecting the management of sport personnel, facilities, and events.</i>	
Additional Professional Courses		
Select one additional course from any of the courses listed in the categories above		3
Total Credit Hours		15

Electives (32-44 hours)

The Sports Media curriculum includes 32-44 hours of electives, depending on how students fulfill the Carolina Core requirements. Courses used to satisfy the elective requirement, which may include additional JOUR Major Electives, must be approved by the Sports Media advisor.

Major Requirements (30 hours), including major courses and major electives

A minimum grade of C is required in all major courses.

Major Courses (27 hours)

Course suffix and number (with link to Course Catalog)	Title and Description Course	Credit Hours
JOUR 101	Media and Society <i>Course description: Principles, history, philosophies, theories of the mass media and allied professions and their societal role and impact.</i>	3
JOUR 291	Writing for Mass Communications <i>Course description: Basic writing skills for all areas of the mass media.</i>	3
JOUR 391	Sports Media and Society <i>Course description: History of sports media and an analysis of current relationships between the sports industry, athletes, media, social media and the audience.</i>	3

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Course suffix and number (with link to Course Catalog)	Title and Description Course	Credit Hours
JOUR 445	<p>Team Media for Sports Media</p> <p><i>Course description: The emerging field of sports team media. Content will expose students to many topic areas that comprise team media including sports advertising, journalism, public relations, visual communications, and content creation.</i></p>	3
Diversity and Social Issues in Sports Media		
Select three hours of the following:		3
JOUR 243	<p>Sports Activism and Media</p> <p><i>Course description: Analysis of prominent sports activism cases and exploration of issues of access, economics, race, religion, gender, culture and nationality, through the lens of media coverage.</i></p>	
JOUR 307	<p>Media, Sports and Race</p> <p><i>Course description: Exploration of the intersection of American media, sports and race.</i></p>	
JOUR 345	<p>Sports Media, Gender, and Sexuality</p> <p><i>Course description: How the sports media culture helps create and maintain, as well as challenge, inequalities based on gender and sexual identity. Students will learn how gender and sexuality are constructed through sports media and how they intersect with race, class, able-bodiedness and nationality.</i></p>	
Sports Media Literacy and Context		
Select six hours of the following:		6
JOUR 242	<p>Jobs in the Sports Media</p> <p><i>Course description: Exploring different jobs in sports media with a focus on careers within the fields covered by the degree programs within the School of Journalism and Mass Communications. Note: Course was approved by USC Faculty Senate on June 7, 2023.</i></p>	
JOUR 343	<p>Social Media for Sports Media</p>	

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Course suffix and number (with link to Course Catalog)	Title and Description Course	Credit Hours
	<p><i>Course description: Effective social media use in the world of the sports media. Topics relating to advertising, journalism, public relations, visual communications, and mass communications will be discussed. Provides contextual background on various social media and uses exercises to develop best practices.</i></p>	
JOUR 344	<p>SEC Football and the Sports Media</p> <p><i>Course description: The media’s role in how the public views the SEC football games, schools, and athletes is a key component to the mystique of the league. This course examines the media’s role in the past, present, and future of the SEC. Note: Course was approved by USC Faculty Senate on June 7, 2023.</i></p>	
JOUR 394	<p>Sports Media Ethics</p> <p><i>Course description: Examination of the ethical dilemmas and moral situations that sports media members face from outside and internal sources and the ethical obligation to provide citizens with fair and balanced reporting of issues.</i></p>	
JOUR 428	<p>Super Bowl Commercials</p> <p><i>Course description: An exploration of how Super Bowl commercials reflect and influence our society. Topics include the way different groups are portrayed, the strategy behind the commercials, and how creative tactics have evolved.</i></p>	
Sports Media Skills		
Select three hours of the following:		3
JOUR 245	<p>Live Television Sports Production</p> <p><i>Course description: This course is designed to introduce students to all aspects of live television production of various venue sporting events. Through readings, lectures and hands-on experience, students will learn how major broadcast networks produce live sports events.</i></p>	
JOUR 316	<p>Toolkit for Concept Development</p> <p><i>Course description: Students will learn the theories and methods of applying consumer and brand insights to creative briefs and concepts.</i></p>	
JOUR 317	<p>Toolkit for Brand Communications</p>	

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Course suffix and number (with link to Course Catalog)	Title and Description Course	Credit Hours
	<p><i>Course description: Use of art direction and copywriting to create advertising and brand communication across a variety of media types using industry relevant software.</i></p>	
JOUR 346	<p>Graphics for Visual Communications</p> <p><i>Course description: The personal computer and software related to the design and production of graphic and photographic images for print and onscreen media.</i></p>	
JOUR 347	<p>Photo for Visual Communications</p> <p><i>Course description: Introductory photography that includes digital SLR camera use, multiple lenses, lighting, editing and distribution for web and display. Emphasis is on storytelling images for publication in editorial and persuasive media.</i></p>	
JOUR 421	<p>Media Analysis</p> <p><i>Course description: Research and development of a media plan using integrated communications approach and simulation models.</i></p>	
JOUR 436	<p>Public Relations Writing</p> <p><i>Course description: Special areas of writing for public relations.</i></p>	
JOUR 438	<p>Media Relations</p> <p><i>Course description: Planning and writing skills to effectively execute media relations, including how to research reporters and outlets, build a media relations plan, create messaging platforms, identify and prepare spokespeople, manage crisis communications and employ social media.</i></p>	
JOUR 443	<p>Sports Announcing</p> <p><i>Course description: This course is designed to introduce students to various aspects of live sports broadcasting. Students will learn skills and techniques that will prepare them to perform live on-air duties including game play-by-play and color analyst.</i></p>	
JOUR 444	<p>Multimedia Sports Storytelling</p> <p><i>Course description: Crafting longform sports media stories through course-long projects and in-class exercises that sharpen storytelling skills and techniques.</i></p>	

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Course suffix and number (with link to Course Catalog)	Title and Description Course	Credit Hours
JOUR 461	<p>Sports Journalism</p> <p><i>Course description: This course introduces students to the core principles, values, and best practices that guide the work of professional sports journalists. Students will develop skills that are necessary to function as sports journalists in today's media environment.</i></p>	
JOUR 534	<p>Publication Writing and Design</p> <p><i>Course description: Publication writing and design as well as internal or constituent communications, specifically focused on an internal audience. Production of InterCom, the College of Mass Communications and Information Studies' alumni magazine.</i></p>	
Capstone Portfolio Course		3
JOUR 543	<p>Sports Media Capstone Portfolio</p> <p><i>Course description: Through this course, students will develop a final project and a comprehensive sports media ePortfolio showcasing coursework, progress throughout the program, and experiential learning. Students completing the course will be prepared to begin and excel in a sports media position. Note: Course was approved by SJMC faculty on May 5, 2023.</i></p>	
Total Credit Hours		27

Major Electives (3 hours)

Course suffix and number (with link to Course Catalog)	Title and Description Course	Credit Hours
Select 3 hours from any JOUR or SPTE course.		3
Total Credit Hours		3

Assessment

Identify the appropriate person(s) or office responsible for conducting assessments and evaluations of the proposed program. Provide a crosswalk of student learning outcomes (SLO), the respective courses where the SLOs are intended to be fulfilled and detail the evaluation methodology to ensure outcomes are achieved.

Table 4 – Student Learning Outcomes and Assessment/Evaluation Methodology

Program Objectives	Student Learning Outcomes Aligned to Program Objectives	Courses where SLOs are Intended to be Fulfilled	Methods of Assessment/Evaluation Methodology
<ul style="list-style-type: none"> Students will demonstrate the ability to conduct research, gather information, write clearly and correctly and present relevant sports news at a professional level. 	<ul style="list-style-type: none"> Develop a good sense of what makes a compelling sports story and then develop the idea from conception to a final deliverable. Execute a social media audit of a social media account. Exhibit a foundation of storytelling instinct, judgment, and craft. Produce an ePortfolio that showcases examples of your work to a professional audience. Produce sports stories on different platforms including mobile, social media, video, and blogs. 	JOUR343 JOUR444 JOUR461 JOUR543	ePortfolio sports story creation social media audit
<ul style="list-style-type: none"> Students will understand the ethical concepts, legal implications, considerations, and practices that guide the mass media professions within sports. 	<ul style="list-style-type: none"> Evaluate the sports media in terms of fairness and equality. Explain how and why the sports media must have a code of ethics. Explain the core principles that guide professional sports media journalists who work for a sports organization. Identify inequalities in sports media production and representation along the lines of gender and sexual identity. Recognize the influence of 	JOUR391 JOUR444 JOUR243 JOUR394	Exams Papers

	<p>longform sports media on culture and public discourse.</p> <ul style="list-style-type: none"> Recognize the ways in which personnel, production and ethical choices influence sports media content. 		
<ul style="list-style-type: none"> Students will apply basic numerical and statistical concepts and methods appropriate for the communications professions. 	<ul style="list-style-type: none"> Execute a social media audit of a social media account. Using data, plan a comprehensive content strategy utilizing all aspects of team media platforms including television, radio, social media, and traditional advertising that engages fans year-round. Utilize analytics to analyze social media accounts and platforms. 	JOUR343 JOUR445	<p>Social media audit Content strategy plan Social media analytics analysis</p>
<ul style="list-style-type: none"> Students will understand the history of the sports media, the diversity of groups in a global society in relations to communications and the role of the sports media in society. 	<ul style="list-style-type: none"> Demonstrate awareness of issues related to race, gender, and sexual orientation in the sports media. Identify the history of the sports media and make reasoned projections about what the future might look like. Understand how social media accounts can reach a diverse audience that includes all different races, ethnicities, genders, and sexualities. 	JOUR343 JOUR345 JOUR391	<p>Exams Papers</p>
<ul style="list-style-type: none"> Students will demonstrate the ability to apply tools and technologies appropriate for the production, editing and presentation of visual, aural, textual, 	<ul style="list-style-type: none"> Demonstrate the ability to set up and operate audio and video equipment used in the execution of live sports radio broadcasts. Design and develop appropriate activist- 	JOUR245 JOUR345 JOUR444 JOUR461	<p>Project work Storytelling project Sports story creation On location assessments</p>

<p>or other media content.</p>	<p>centered intervention projects to address inequity in sports media representation around issues of gender and sexuality</p> <ul style="list-style-type: none"> • Exhibit a foundation of storytelling instinct, judgment, and craft • Gather information from games, practices, and one-on-one interviews. • Interview athletes and coaches and learned how to get quality “sound” from these sources. • Produce sports stories on a number of different platforms including mobile, social media, video, and blogs. 		
<ul style="list-style-type: none"> • Students will think critically, creatively, and independently; evaluate their own work and the work of others for accuracy, fairness, clarity, style, and correctness. 	<ul style="list-style-type: none"> • Differentiate between the process used by external media compared to in-house media in developing, creating, and executing engaging content and communication vehicles. • Evaluate the sports media in terms of fairness and equality. • Identify the history of ethical situations and make reasoned arguments about what should have been done differently (or not). • Perform critical analysis and evaluation of the sports media. 	<p>JOUR345 JOUR391 JOUR394 JOUR445</p>	<p>Exams Papers</p>

Explain how the proposed program, including all program objectives, will be evaluated, along with plans to track employment. Describe how assessment data will be used.

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Despite this degree not being accredited by AEJMC, SJMC will evaluate and assess the sports media degree using the same procedures the school already uses for its other degrees through that accreditation. Students enrolled in JOUR 101 take a pre-test and post-test to assess learning outcomes in that class. Since JOUR 101 is a required class for those in the proposed sports media degree, those data will still be of interest for this major.

The lead instructor supervising the sports media program and student services coordinators in SJMC evaluate student progress through their programs. The capstone course (JOUR 543) includes student reflection on and evidence of their mastery of the learning outcomes of the program. Sports media faculty members will review student progress through the program and assess student learning outcomes in consultation with program faculty and make any modifications to the program as needed.

In addition, the capstone course will include opportunities for working professionals in the sports media industry to review student work and provide feedback on both the student work and what lessons/classes may need updating based on industry trends.

Employment of graduates will be tracked by our alumni engagement coordinator and our sports media faculty, as they already do with students graduating from our current majors.

The School of Journalism and Mass Communications has an Assessment Coordinator who will lead the program assessment for this program. Program assessment is completed on a regular schedule as required by USC. The dates for Sports Media assessment will be communicated to us during the first year of the implementation of the program. The Sports Media program coordinator will review the evaluating data (course evaluations, ePortfolio results, etc.) with the program committee throughout the year and make curricular changes as warranted. We also have strong ties to industry professionals who will give us their opinions on what works and what does not. They review student work, advise on industry trends and skills needed for success in relevant careers and this input will be used to make curricular changes as well, if warranted.

Programmatic Accreditation

If applicable, provide a narrative or the accreditation prospectus detailing the plans and costs of pursuing programmatic accreditation as an appendix item. If applicable, provide a list of any relevant accredited programs present within the proposed program's academic unit (e.g., college, division, etc.) and their current accreditation status.

Not applicable as the sports media program will not be accredited by the journalism accreditation board ACEJMC.

Licensure/Certification

If applicable, identify the state, professional, or industry certifications or licensures the program will prepare students to meet. If applicable, explain how the proposed program will prepare students to pass state or industry licensures related to the degree. If applicable, confirm communication with the associated regulating authorities regarding the development of the proposal. If the program is an Educator Preparation Program, state whether the proposed program requires national recognition from a Specialized Professional Association (SPA). If so, describe the institution's plans to seek national recognition, including the expected timeline.

Not applicable as the sports media program will not have licensure/certification elements nor will it be an Educator Preparation Program.

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High-Impact Learning Experiences and Student Success

Provide a narrative on how high-impact learning experiences (e.g., research, internship/externship, travel-study, service learning, civic engagement etc.) will be incorporated in both curricular and co-curricular components of the proposed program. When applicable, provide details for how the proposed program will ensure that all students have access (e.g., student grants, external funding, etc.) to high-impact learning experiences. Detail how the proposed program will leverage empirically demonstrated student success (e.g., wrap-around services, faculty mentorship, corequisite education, work-study, intrusive advising, peer-tutoring, etc.) initiatives to increase student outcomes. Detail how the proposed program will collaborate with career services to develop clear transition pathways for graduates.

Within the sports media concentration and minor SJMC students have already experiencing professional-level opportunities that should only increase with the implementation of the major. Students in *JOUR 461 Sports Journalism* work closely with a Columbia-area high school to produce content for the school's website by covering the school's football team. Students in *JOUR 443 Sports Announcing* have the opportunity to deliver the play-by-play for certain Gamecock sporting events, while *JOUR 245 Live Television Sports Production* concludes with a live broadcast of a University of South Carolina softball game that is shown on ESPN+¹⁵. These high-impact learning experiences will be further incorporated into the curriculum as the major grows and more students become enrolled.

While not currently part of the curriculum, professors in the sports media major hope to add study-away opportunities where students will be able to visit sports media organizations and/or produce sports media content at major sporting events. SJMC has started travel scholarship programs for its other study-away programs that have ensured that all students have access, so those would also be applicable to a sports media travel program.

The career services department of SJMC holds several events throughout the year to introduce students to possible careers. Those events include a career fair, workshops, and bringing employers to campus to meet directly with students. While sports media outlets have been included in the past during those events, the proposed sports media major will only increase their availability. The Career Services Manager will work closely with the sports media faculty to identify potential employers and internship opportunities that could be included in these events.

In addition, the sports media major contains a popular elective class *JOUR 242 Jobs in the Sports Media*, which introduces students to various careers that are available to them in the sports media. As a 200-level class, it is one that students often take early in their academic pathway, which gives them the opportunity to tailor their future classes and internships towards skills that will be helpful for them when on the job market.

Furthermore, the Undergraduate Research Office provides comprehensive resources, including links to university grants to support undergraduate research projects, a faculty mentor database, and opportunities to present. The university sponsors an annual Discovery Day where undergraduate researchers may present their work and earn prizes. USC Columbia also supports student research through its Undergraduate Research Enhancement program:

https://www.sc.edu/about/offices_and_divisions/undergraduate_research/index.php.

¹⁵ <https://twitter.com/drkevhu11/status/1649092430191550465>

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For career development opportunities and internships, the Career Center provides numerous resources, including its Handshake portal for job and internship listings and mentoring, career coaching and workshops, and career fairs. See https://sc.edu/about/offices_and_divisions/career_center/index.php for additional information. The college also sponsors several networking events each semester.

For other experiential opportunities and resources, the Center for Integrative and Experiential Learning provides an experiential opportunity database, student grants to support beyond-the-classroom learning and houses the university's nationally recognized Graduation with Leadership Distinction Program, a distinction that students earn by completing a portfolio of beyond-the-classroom engagements prior to graduation. See https://sc.edu/about/initiatives/center_for_integrative_experiential_learning/index.php for more information.

Transfer and Articulation

Identify any special articulation agreements for the proposed program and provide the articulation agreement or Memorandum of Agreement/Understanding. If none exist, for undergraduate programs, detail the timeline for how the proposed program will develop transfer pathways and/or formal articulation agreements with the most closely associated SCTCS, two-year public, or private institutions where the institution experiences the most transfer activity.

We are engaged in discussion with Midlands Technical College about direct transfer pathways. Below is a draft transfer pathway from Midlands Technical College to this Sports Media, B.A.

Course Subject and Title	Credit Hours	Min. Grade	UofSC Equivalent Course	USC Requirements
Semester One (13 Credit Hours)				
COL 101 College Orientation	1	C	Not Transferable	
ENG 101 English Composition I	3	C	ENGL 101 Critical Reading and Composition	CC-CMW
BIO 101 Biological Science I	4	C	BIOL 101 Biological Principles I and BIOL 101L Biological Principles I Lab	CC-SCI
MAT 140 Analytical Geometry/Calculus I	3	C	MATH 141 Calculus I	CC-ARP
SPA 101 Elementary Spanish I	3	C	SPAN 109 Beginning Spanish I	CC-GFL
Semester Two (16 Credit Hours)				
ENG 102 English Composition II	3	C	ENGL 102 Rhetoric and Composition	CC-CMW and INF
BIO 102 Biological Science II	4	C	BIOL 102 Biological Principles II and BIOL 102L Biological Principles II Lab	CC-SCI
SPA 102 Elementary Spanish II	3	C	SPAN 110 Beginning Spanish II	CC-GFL
PSY 201 General Psychology or SOC 101 Introduction to Sociology	3	C	PSYC 101 Introduction to Psychology or SPCY 101 Introduction to Sociology	CC-GSS
MAT 141 Analytical Geometry/Calculus II	3	C	MATH 142 Calculus II	CC-ARP
Semester Three (15 Credit Hours)				
MUS 105 Music Appreciation or ART 101 Art History and Appreciation or THE 101 Introduction to Theatre	3	C	MUSC 110 Introduction to Music or ARTE 101 Introduction to Art or THEA 200 Understanding and Appreciation of Theatre	CC-AIU
SPC 205 Public Speaking	3	C	SPCH 140 Public Communication	CC-CMS
PHIL 115 or PSC 201 American Government	3	C	PHIL 211: Contemporary Moral Issues Or POLI 201: American National Government	CC-VSR
HIS 201 American History: Discovery to 1877	3	C	HIST 111 US History to 1865	CC-GHS and FND
ACC 101 Accounting Principles	3	C	ACCT 225 Introduction to Financial Accounting	Program Requirement
Semester Four (15-16 Credit Hours)				

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BA 100 or ECO 201 Economics I	3	C	ECON 224 Introduction to Economics	Program Requirement
BUS 121 Business Law I	3	C	SPT 240 Business Law	Program Requirement
MKT 240 Advertising	3	C	JOUR 202 Princ Advertising & Brand Comm	Major Elective
Any AA or AS course	3	C		Elective
Any AA or AS course	3-4	C		Elective

Semester Five+ at USC

Note: The course above are the recommended courses, but additional Carolina Core course options can be found at: [Carolina Core Course Equivalents - Office of Undergraduate Admissions | University of South Carolina \(sc.edu\)](https://sc.edu/about/offices_and_divisions/undergraduate_admissions/requirements/for transfers/core_course_equivalents).

Credit Mobility

Provide a narrative detailing how the institution and the proposed program will facilitate credit mobility efforts (e.g., prior-learning assessments, digital learning records, stackable credentialing, mapping dual enrollment, credit by exam, course transfer, assessment of military or corporate training to credit, conversion of non-degree programs, portfolios, etc.) for students.

Transfer information for students interested in pursuing a bachelor’s degree is available at https://sc.edu/about/offices_and_divisions/undergraduate_admissions/requirements/for_transfers/ with specific information targeted to the students enrolled in a South Carolina technical College institution available at https://sc.edu/about/offices_and_divisions/undergraduate_admissions/requirements/for_transfers/credits_from_sc_technical_colleges/.

As noted in the transfer pathway table above, students will be able to transfer courses from previous institutions to complete Carolina Core requirements.

There are also courses from the supporting courses and electives that can potentially be transferred to this degree, for example:

Course	Title	MTC Equivalent Course
ACCT 225	Introduction to Financial Accounting	ACC 101
ECON 224	Introduction to Economics	BA 100 or ECO 201
SPT 240	Business Law	BUS 121

The University of South Carolina provides credits for:

- College Board Advanced Placement Program (AP), Cambridge International A Levels and higher-level International Baccalaureate (IB) Diploma Programme.
https://sc.edu/about/offices_and_divisions/undergraduate_admissions/requirements/for_freshmen/ap_ib_credits/
- College-Level Examination Program (CLEP) exams.
https://sc.edu/about/offices_and_divisions/registrar/transfer_credits/clep_credits.php
- A maximum of 30 semester hours of credit by correspondence and credit awarded for educational experiences in the military may be applied toward meeting the requirements for a baccalaureate degree.
https://sc.edu/about/offices_and_divisions/registrar/transfer_credits/military_experience_credit.php
- Coursework at other institutions (including Dual Enrollment credits) can be found on the Course Equivalency Table at

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https://sc.edu/about/offices_and_divisions/registrar/transfer_credits/course_equivalency.php

Faculty and Staff Resources

Administrative Resources

Detail the administrative structure of the proposed program and, if applicable, how administrative and teaching duties will be distributed among faculty. For shared programs (e.g., interdisciplinary programs that may reside between multiple academic units at an institution), provide documentation of support from the associated academic leadership in each academic unit.

As with all majors within SJMC, the sports media major will fall under the scope of the director of SJMC and the dean of the College of Information and Communications (CIC). The director and dean have appointed a current faculty member to the position of “Sports Media Lead.” This person has designed the sports media concentration, the sports media minor, and the sports media major that is proposed in this document. The Sports Media Lead is also responsible for setting the schedule for the sports media classes each semester, designing and approving new sports media classes, recruitment of adjunct instructors (if needed), and meeting with prospective students interested in the sports media program.

Faculty Resources

Table 5 – Proposed Faculty Roster

Rank	Full-Time or Part-Time	New or Existing Faculty	Academic Degrees	Other Qualifications and Relevant Professional Experience	Courses Taught for the Proposed Program
Associate Professor	Full-Time	Existing	PhD, MAT, BA	Sports Media Lead Former television sports broadcaster Author of <i>Sports Broadcasting</i> textbook	- JOUR 343 Social Media for Sports Media - JOUR 344 SEC Football and the Sports Media - JOUR 391 Sports, Media, and Society - JOUR 394 Sports Media Ethics
Instructor	Full-Time	Existing	MFA, BA	Former sportswriter	- JOUR 243 Sport Activism - JOUR 444 Multimedia Sports Storytelling

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					- JOUR 461 Sports Journalism - JOUR 543 Sports Media Capstone
Instructor	Full-Time	Existing	MA, BA	Former team media executive	- JOUR 245 Live TV Sports Production - JOUR 343 Social Media for Sports Media - JOUR 443 Sports Announcing - JOUR 445 Team Media for Sports Media
Professor	Full-Time	Existing	PhD, MA, BA	Wrote book on media coverage of LGBTQ+ athletes in sports	- JOUR 345 Sports Media, Gender, & Sexuality
Instructor	Full-Time	Existing	MBA, BA	Former Public Information Director	- JOUR 345 Sports Media, Gender, & Sexuality
Instructor	Full-Time	Existing	MS, BA	Brand strategist	- JOUR 428 Super Bowl Commercials
Assistant Professor	Full-Time	Existing	PhD, MSW, BA	Race and Media professor	- JOUR 307 Media, Sports and Race
Assistant Professor	Full-Time	New	-	-	Various electives based on individual's expertise.
Instructor	Full-Time	New	-	-	Various electives based on individual's expertise.

If applicable, detail the need for new full-time and part-time faculty. Include the following: Quantify the amount of new faculty and instructional staff FTE positions; estimated compensation required; and a narrative of how these positions will support the new program. If applicable, provide the performance indicators (e.g., credit hours produced per faculty, etc.) used to determine the need for faculty. For graduate programs, provide the number of graduate assistantships and their projected compensation, if applicable.

There are currently three dedicated sports media faculty members in SJMC (the first three people listed on the chart above). Many of the sports media classes that are currently being taught are from instructors who are part of existing sequences, such as journalism and public relations, and the needs of the sequence often come before the sports media needs. Due to this, many sports media classes are not offered on a regular basis. With the development of the major, there is a need for several dedicated

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courses to be taught to meet the demand of the program: the capstone course, at least one skills course, and classes focused on social issues. These should be taught every Fall and Spring to allow rolling enrollment, but there will not be an change in faculty load for existing faculty, However, as the programs grows, we plan to hire new faculty. Therefore, two additional dedicated full-time sports media faculty are suggested: one tenure track and one instructor (one will be hired in Year 2 and the other in Year 4). The instructor would serve the needs of the program by filling a higher course load, opening additional course sections, and offering new electives. The instructor might lack a PhD, but they will have years of industry experience, which will be a major addition to the school. In addition to teaching, the tenure track hire will help expand the school's sports media research profile, while also being able to teach graduate level classes.

The estimated cost for these two lines is \$195,750.

Non-Instructional Staff

Provide a list of required existing and anticipated non-instructional staff positions dedicated to the proposed program, along with a narrative of how these positions will support the new program.

The new major will need a portion of an advisor's work allocation, to advise these students. We will also need a portion of the recruiter's time and a portion of our IT staff's time.

Student Support Services

Provide an overview of student support services that will be available to all students in the proposed program (e.g., academic advising, tutoring, internship placement, career counseling, or others). Identify new services needed and provide any estimated costs associated with these services.

Students in the sports media program will have access to the SJMC academic advisors and the SJMC career services manager. No new services will be needed to implement the program, however, when enrollment warrants, we will hire additional staff to meet growing student needs and have included such estimates in the budget.

Clinical, Observation, Internship, or Research Site Procurement

If applicable, provide the plan for how the proposed program will ensure procurement of the requisite number of clinical, observation, internship, or research locations and partners.

Students in the sports media program will have access to the career services manager who can help with internship placement. Note that the internship course is an elective for the program. Students may choose to intern, but it is not required for the major. In addition, professors in the program are often sent internship opportunities that can be sent to a dedicated listserv for sports media students.

Institutional Resources

Equipment

Assess the adequacy of existing equipment available for the proposed program. Provide a narrative for additional equipment necessary for the program.

Students enrolled in sports media classes that are part of the concentration and minor have access to the cameras, computers, and other technology needed to be successful. That equipment includes

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computer labs in the building, access to the Adobe Creative Suite, photo cameras, video cameras, audio recording devices, and other various multimedia creation materials.

Even with adding the sports media major, there are no immediate needs for additional equipment in the sports media program. However, just as with other majors in SJMC, equipment will need to be updated and replaced in future years due to both technological advances and the daily wear-and-tear from student use.

Facilities

Describe facilities that will support the proposed program. For existing space and facilities, briefly describe the type(s) of space and facilities (e.g., a listing of the number and types of classrooms or labs, student offices or spaces, etc.). If new construction is required for the proposed program, provide an update on the state approval and funding for the new construction including confirmation of any request to the CHE Committee on Finance and Facilities for consideration.

The sports media degree will be housed primarily within the SJMC building at 800 Sumter Street in Columbia. The 54,000 square foot building contains eleven classrooms, five computer labs, two broadcasting studios, an audio recording booth, and an equipment checkout room. No additional space or new construction is not needed for this proposed program.

Library and Learning Resources

Explain how current library/learning collections, databases, resources, and services specific to the discipline, including those provided by PASCAL, can support the proposed program. Identify additional library resources needed.

The library currently has physical copies of or online access to dozens of books that are related to the sports media. Instructors can use those books in their classroom and students can use them as part of various class-related research projects.

In addition, the library provides access to many sports media-focused academic journals, including the three that are most widely recognized as the top in the field: *Communication and Sport*, *International Journal of Sport Communication*, and *Journal of Sports Media*.

The Thomas Cooper Library acquires material in a variety of formats to support current and projected curricular offerings, the needs of students, and faculty teaching and researching. Reference librarians are available during normal operating hours. Reference and literature search requests are accepted in-person, by telephone, or online. Assistance is offered in locating materials, computerized bibliographic searches, identifying authoritative web sites with quality content, using local databases, interlibrary loan requests, class presentations, and advice on library services and policies.

The Thomas Cooper Library's Research & Instruction Department offers a range of instructional services. Class-tailored sessions are offered to provide general library introductions and hands-on instruction focusing on the information needs of a particular class. Personal instruction is available at the reference desk, via email, Ask a Librarian online chat, via the telephone, and by appointment via the Library's Book a Librarian service.

Interlibrary loan services are also provided to obtain materials not available from University Libraries. The University Libraries provides interlibrary loan services to current students, faculty, and staff of the University of South Carolina Columbia campus free of charge. Faculty may have up to 100 active requests, staff may have up to 25 active requests, graduate students may have up to 50 active requests,

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and undergraduates may have up to 15 active requests. Electronic desktop delivery of book chapters and periodical articles can be requested through the Scan and Deliver link located in the library catalog or via the Scan and Deliver option in ILL Express.

Students also have access to additional library collections, databases, and resources provided by the Partnership Among South Carolina Academic Libraries (PASCAL). In addition to shared licensing of electronic resources, PASCAL Delivers enables students, faculty, and staff to request and receive print books from participating academic libraries in South Carolina.

Since we have slowly built sports media courses into the curriculum, no additional library resources will be required.

Impact on Existing Programs

If the proposed program will impact existing degree programs or services at the institution (e.g., course offerings or enrollment), identify those programs and explain the impact.

SJMC currently offers a sports media concentration for its students and a sports media minor for all other majors at USC. Beyond SJMC, the USC system does not have any undergraduate programs that overlap with the area of sports media.

While College of Hospitality, Retail and Sport Management's (HRSM) sports and entertainment management degree may seem similar, it should be noted that that HRSM's degree is focused more on the business side of sports, while this will focus on the media aspects of journalism, public relations, advertising, and visual communications in sports. We have been in communication with HRSM about the creation of this Sports Media, B.A. and they have said they will be sure there are seats in the SPTE courses that will be supporting courses for this new major.

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Fiscal Projections

Table 6 – Financial Projections

Projected One-Time Start-Up Expenses						
Category	Planning	Year 1	Year 2	Year 3	Year 4	Year 5
Faculty & Instructional Staff						
Non-Instructional Staff						
Graduate Assistants						
Accreditation						
Consultants						
Equipment			\$10,000		\$10,000	
Information Technology						
Library resources						
Marketing						
Facilities						
Travel						
Other						
<i>Total Start-Up Expenditures</i>	<i>\$0</i>	<i>\$0</i>	<i>\$10,000</i>	<i>\$0</i>	<i>\$10,000</i>	<i>\$0</i>
Projected New Recurring Expenses						
Category	Planning	Year 1	Year 2	Year 3	Year 4	Year 5
Faculty & Instructional Staff	\$ 5,000	\$5,000	\$83,150	\$85,645	\$198,714	\$204,675
Non-Instructional Staff		\$22,750	\$23,433	\$24,135	\$24,860	\$25,605
Graduate Assistants						
Accreditation						
Consultants						
Equipment						
Information Technology						
Library resources						

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Marketing		\$20,000	\$20,000	\$20,000	\$20,000	\$20,000
Facilities						
Travel						
Other (USC Participation Tax)		\$27621.09	\$52,479.85	\$77,338.78	\$88,387.25	\$89,768.33
<i>Total Recurring Expenditures</i>	\$5,000	\$70,371.09	\$174,062.85	\$202,118.78	\$326,961.25	\$335,048.33
Grand Total (Start-Up and New Recurring)	\$5,000	\$70,371.09	\$184,062.85	\$202,118.78	\$336,961.25	\$335,048.33
Projected Revenue						
Category	Planning	Year 1	Year 2	Year 3	Year 4	Year 5
Tuition and Fees		\$162,477	\$308,705	\$454,934	\$519,925	\$528,049
Grants						
Institutional Reallocations						
Other (e.g., Federal or state appropriations, etc.)						
Total Revenues		\$162,477	\$308,705	\$454,934	\$519,925	\$528,049
Net Totals (Revenue-Expenses)	(\$5,000)	\$95,105.91	\$124,642.15	\$252,815.22	\$182,963.75	\$193,000.67

Utilizing Table 6, provide a detailed narrative of projected expenses and revenues. If a category anticipates an expense(s) greater than \$10,000 in a given year, provide a detailed explanation of the expense. Items should match the narrative for the proposed program provided elsewhere in the proposal. Tuition and fees, grants, institutional reallocation, and other revenue should align with anticipated enrollment projections and any other identified revenue sources in the proposal. Include an analysis of cost-effectiveness and return on investment and address any impacts to tuition, other programs, services, facilities, and the institution overall.

The financial information above provides the projected budget for the proposed Sports Media B.A. A \$5000 stipend will be provided to the program director each year (including in the planning year), an instructor will be hired during Year #2, and an assistant professor will be added during Year #4. Advising salary and recruiting salary are included in the non-instructional staff and marketing. The USC Participation Tax, 17% of tuition, is used by administration to fund support units that do not generate revenue. The one-time equipment funds will be used to replace equipment as needed.

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Appendix: Letters of Support

Re: Industry Collaboration and Feedback

Provide evidence (e.g., industry advisory councils, formal/informal industry collaborations, internship/externship opportunities, letters of support, etc.) of institution-industry collaboration for the proposed new academic program. Letters of support from regional/statewide industry partners should be included in the appendix.

Letters of support from:

- Carolina Hurricanes
- Carolina Panthers
- Columbia Firefliest
- University of South Carolina Athletics Department

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**Hospitality, Retail and
Sport Management**
UNIVERSITY OF SOUTH CAROLINA

Dr. Kim Thompson
Professor and Associate Dean for Academic Affairs
College of Information and Communications
University of South Carolina
Columbia, SC 29208

July 26, 2023

Dear Dr. Thompson,

This letter serves as the College of Hospitality, Retail and Sport Management's (HRSM) acknowledgement of the College of Information and Communications' (CIC) proposed Bachelor of Arts degree in Sports Media. As I understand it, Sports Media majors will choose two Business/Finance/Management supporting courses from among 13 options. Course options from the Department of Sport and Entertainment Management (SPE) will include:

SPE 380
SPE 440
SPE 450
SPE 550

In addition, the following HRSM/SPE courses will be among the four options for the one required supporting course in Law:

SPE 240
SPE 320

Although SPE plans to provide sufficient course sections and seats to support students in both programs, please be aware that SPE 380 and SPE 440 are required of SPE majors. In addition, SPE 240, which focuses on all of the HRSM fields, is required for every HRSM major.

Best wishes in your new program,

A handwritten signature in cursive script that reads "Karen Edwards".

Karen Edwards
Interim Associate Dean for Academic Programs
College of HRSM
University of South Carolina

c Dean Michael Sagas
Asst. Dean Kathy Smiling
Dr. Matt Brown, SPE Chair



September 1, 2023

Dan LaTorraca
PNC Arena
1400 Edwards Mill Road
Raleigh, NC 27607

To Whom It May Concern,

When Associate Professor Kevin Hull notified me that the University of South Carolina intends to establish a sports media major, I immediately wanted to share a note of support. A dedicated program will bring tremendous value to the school and the students who aspire to become impactful sports media professionals.

Over the years, I have interacted many students who have expressed a strong desire to gain formal training and pursue a career in the space. A dedicated sports and social media program will only help enhance the pipeline between the school and the various sports and entertainment entities in the region, the Carolina Hurricanes included. The Carolinas are a hotbed for this industry, from professional to collegiate to motorsports to agencies and beyond – this program has the potential to position many of University of South Carolina students for significant career success in an exciting and marketable landscape, bringing value to all parties.

If I can answer any questions or provide any insight and perspective, please do not hesitate to contact me; I am happy to be of service.

Sincerely,

Dan LaTorraca

Dan LaTorraca
Vice President of Marketing & Brand Strategy
Carolina Hurricanes

Hull, Kevin

Subject: Sports Media major letter of support
Date: Wednesday, September 13, 2023 at 5:01:58 PM Eastern Daylight Time
From: Grant, Alex
To: Hull, Kevin

When I look back at my career so far, I know for sure that my time at Carolina played a huge role in getting me where I am today. Getting into the sports world is hard, and often doesn't happen without some kind of formal sports media education to support real world experience. Creating a formal Sports Media track is a step in the right direction for the next generation of students at South Carolina. Being able to focus specifically on sports and how all of the other branches of journalism and communications relate to the industry is an asset that my classmates and I would have loved during our time on campus.

Additionally, one of my favorite parts of working in sports is running into South Carolina alumni from across the industry. Whether on the sidelines, in production trucks, on-camera, or in executive leadership – Gamecocks are everywhere in sports media. Creating this program would serve as a fitting tribute to the work those alums have done and continue to do to push the industry forward in their respective positions.



Alex Grant
Digital Video Manager

Carolina Panthers

800 South Mint Street
Charlotte, NC 28202-1502
Office: 704-358-7057
Cell: 803-960-4936



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To Whom It May Concern,

My name is Ashlie DeCarlo; I am the Director of Marketing for the Columbia Fireflies, the Minor League Baseball Class-A Affiliate of the Kansas City Royals, and I am writing to express my support, and our organizations support, in the addition of a Sports Media Major at the University of South Carolina in the School of Journalism. I have been with the team since our Inaugural Season here in Columbia in 2016, and since that time, we have hired numerous interns through the School of Journalism in a variety of positions. SMJC students have joined our team as Broadcast Interns, Video Production Interns, Gameday Marketing Interns, and even Digital Media Interns. The experience and education they have gained at the USC School of Journalism has been crucial to their securement of the position and their success throughout the season in their role. Adding a Sports Media Major would further prepare them for such positions due to the specialization and focus of their classes.

I, as well as other Fireflies staff members, have previously had the privilege of guest speaking in some of Professor Hull's Journalism classes and the interest students have in sports media specifically has been undeniable. Each time, numerous students have stayed after class to meet us individually and ask specific questions about the Sports Media industry. It is an industry that is unique in its intricacies, and providing students with the opportunity to specialize and study those differences in advance of internships and full-time positions would give them a leg up in the Sports Media World. I believe it would also draw many students to the University as it is an extremely sought after career path as Digital Media and Public Relations continue to be at the forefront of the sports world today. Please know that if a Sports Media Major is added, you have the full support of the Columbia Fireflies and all of our resources within Minor and Major League Baseball, to help grow the program and create opportunities for students.

Thank you for your time and consideration,

Ashlie DeCarlo

Director of Marketing, Columbia Fireflies

SOUTH CAROLINA

ATHLETICS

September 5, 2023

To Whom It May Concern:

On behalf of the University of South Carolina Athletics Department, I wanted to write a letter of support for creating a sports media major in the USC School of Journalism and Mass Communications.

In the Athletics Department, we have been fortunate to draw students from the SJMC in our media areas, including live video production, creative video, communications and public relations and social media.

These opportunities are beneficial for student growth, and helps our department provide resources to produce quality content for our student-athletes, coaches, staff, alumni, and fans.

I believe a sports media major will recruit quality students who are interested in this field to the University of South Carolina and will continue to benefit our department.

Regards,



Charles Bloom
Executive Associate Athletics Director/Chief Communications Officer / Chief of Staff
University of South Carolina Athletics Department