

REQUEST TO COLLEGE CURRICULUM COMMITTEE FOR CURRICULAR IMPROVEMENTS

DEPARTMENT: HPHE PROPOSED EFFECTIVE SEMESTER: Spring, 2018 COLLEGE: CED

PROPOSED IMPROVEMENTS

Academic Program

- ☐ New degree*
☐ New major*
☐ New curriculum*
☐ New concentration*
☐ New certificate
☐ New minor
☐ Revised major
☐ Revised minor
☐ Admission requirements
☐ Graduation requirements
☐ Deletion ☐ Transfer
☐ Other (explain**)

Substantive Course Changes

- ☒ New course
☐ Pre or Co-requisites
☐ Deletion (required by others)
☐ Course #, different level
☐ Credit hours
☐ Enrollment restriction
☐ Course-level restriction
☐ Prefix ☐ Title and description
 (attach current & proposed)
☐ General education (select one)
 Not Applicable
☐ Other (explain**)

Misc. Course Changes

- ☐ Title
☐ Description (attach current & proposed)
☐ Deletion (not required by others)
☐ Course #, same level
☐ Variable credit
☐ Credit/no credit
☐ Cross-listing
☐ COGE reapproval
☐ Other (explain**)

** Other:

Title of degree, curriculum, major, minor, concentration, or certificate: M.A. in Sport Management

Existing course prefix and #: Proposed course prefix and #: HPHE 6980 Credit hours: 3

Existing course title:

Proposed course title: Sport Media

Existing course prerequisite & co-requisite(s): n/a

Proposed course prerequisite(s) n/a

If there are multiple prerequisites, connect with "and" or "or". To remove prerequisites, enter "none."

Proposed course co-requisite(s) n/a

If there are multiple corequisites, they are always joined by "and."

Proposed course prerequisite(s) that can also be taken concurrently:

Is there a minimum grade for the prerequisites or corequisites?

The default grades are D for undergraduates and C for graduates.

Major/minor or classification restrictions:

List the Banner 4 character codes and whether they should be included or excluded.

For 5000 level prerequisites & corequisites: Do these apply to: (circle one) undergraduates graduates both

Specifications for University Schedule of Classes:

a. Course title (maximum of 30 spaces): Sport Media

b. Multi-topic course: No ☒ Yes

c. Repeatable for credit: ☐ Yes No ☒ X

d. Mandatory credit/no credit: X No ☐ Yes

e. Type of class and contact hours per week (check type and indicate hours as appropriate)

1. ☒ X Lecture 2.5

3. ☐ Lecture/lab/discussion

5. ☐ Independent study

2. ☐ Lab or discussion

4. ☐ Seminar or ☐ studio

6. ☐ Supervision or practicum

CIP Code (Registrar's use only):

Chair/Director

Date

Chair, College Curriculum Committee

Date

Dean

Date:

Graduate Dean:

Date

Curriculum Manager: Return to dean ☐ Date

Forward to:

Date

Chair, COGE/ PEB / FS President

Date

FOR PROPOSALS REQUIRING GSC/USC REVIEW:

* ☐ Approve ☐ Disapprove

Chair, GSC/USC

Date

* ☐ Approve ☐ Disapprove

Provost

Date

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College of Education

1. Explain briefly and clearly the proposed improvement.

This course will be a new course specializing in sport media, an essential component in the sport management industry.

2. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.)

Sport Media is an essential component of the sport industry. The sport industry is a 24/7 news cycle and it is incumbent on a good sport management program to teach students skills in relation to the media. Those skills include, but are not limited to issues such as press releases, social media, handling media requests, and being aware of the media in sport management.

3. Effect on other colleges, departments or programs. If consultation with others is required, attach evidence of consultation and support. If objections have been raised, document the resolution. Demonstrate that the program you propose is not a duplication of an existing one.

There will be no effect on other colleges, departments or programs. At the present time there is no course on sport media offered through any department at WMU.

4. Effect on your department's programs. Show how the proposed change fits with other departmental offerings.

Adding a Sport Media class at the graduate level brings the graduate curriculum in line with current trends in the industry. An undergraduate sport media class was introduced in Fall, 2016 and we have filled it. Graduate students have requested a course on the graduate level. Thus, we are introducing one at the graduate level.

5. Effects on enrolled students: Are program conflicts avoided? Will your proposal make it easier or harder for students to meet graduation requirements? Can students complete the program in a reasonable time? Show that you have considered scheduling needs and demands on students' time. If a required course will be offered during summer only, provide a rationale.

The addition of this class will not have any effect on currently enrolled students. As a part of the new graduate program, it will be an elective course giving students an opportunity to take the course if they are interested in media..

6. Student or external market demand. What is your anticipated student audience? What evidence of student or market demand or need exists? What is the estimated enrollment? What other factors make your proposal beneficial to students?

The market demand on the undergraduate level is very high and we anticipate it will be the same on the graduate level. A course on media is a necessity in a sport management program. We estimate a class size of 15 to 20 students enrolled each semester the course is offered.

7. Effects on resources. Explain how your proposal would affect department and University resources, including faculty, equipment, space, technology, and library holdings. Tell how you will staff additions to the program. If more advising will be needed, how will you provide for it? How often will course(s) be offered? What will be the initial one-time costs and the ongoing base-funding costs for the proposed program? (Attach additional pages, as necessary.)

The class will be taught by one of the current faculty members in Sport Management. Since advising is already handled by the faculty, there will be no need for additional advising. The course will be offered once per year usually in the Fall.

8. General education criteria. For a general education course, indicate how this course will meet the criteria for the area or proficiency. (See the General Education Policy for descriptions of each area and proficiency and the criteria. Attach additional pages as necessary. Attach a syllabus if (a) proposing a new course, (b) requesting certification for baccalaureate-level writing, or (c) requesting reapproval of an existing course.)

n/a

9. List the learning outcomes for the proposed course or the revised or proposed major, minor, or concentration. These are the outcomes that the department will use for future assessments of the course or program.

--Create, write, and edit the various materials produced by sport media professionals.

--Demonstrate in both study and practice the understanding of the professional skills and ethics required in the sport industry.

--Demonstrate in both study and practice the understanding of the relationship between a sport organization and the community.

10. Describe how this curriculum change is a response to assessment outcomes that are part of a departmental or college assessment plan or informal assessment activities.

In Fall, 2017 we hired 2 FTE's to our faculty, bringing sport management faculty to four. We plan to begin the process of accreditation through the North American Society for Sport Management (COSMA). Sport media is one of the areas of COSMA Accreditation.

11. (Undergraduate proposals only) Describe, in detail, how this curriculum change affects transfer articulation for Michigan community colleges. For course changes, include detail on necessary changes to transfer articulation from Michigan community college courses. For new majors or minors, describe transfer guidelines to be developed with Michigan community colleges. For revisions to majors or minors, describe necessary revisions to Michigan community college guidelines. Department chairs should seek assistance from college advising directors or from the admissions office in completing this section.