

REQUEST TO COLLEGE CURRICULUM COMMITTEE FOR CURRICULAR IMPROVEMENTS

DEPARTMENT: _____ PROPOSED EFFECTIVE SEMESTER: _____ COLLEGE: _____

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: Recreation/Sport Management-Sport Management Concentration (RCSJ)

Existing course prefix and #: _____ Proposed course prefix and #: HPHE 3980 Credit hours: 3

Existing course title: _____

Proposed course title: Sport Media

Existing course prerequisite & co-requisite(s): _____

Proposed course prerequisite(s) _____

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

Proposed course co-requisite(s) _____

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: RCSJ

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: No Yes

d. Mandatory credit/no credit: No Yes

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

- 1. Lecture
- 2. Lab or discussion
- 3. Lecture/lab/discussion
- 4. Seminar or studio
- 5. Independent study
- 6. Supervision or practicum

CIP Code (Registrar's use only): _____

Chair/Director _____ Date 10/13/15

Chair, College Curriculum Committee _____ Date 10-27-15

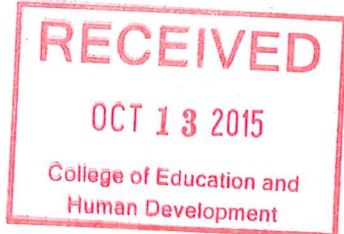
Dean Mark Kett Date: 11-1-15 Graduate Dean: _____ Date _____

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 _____



1. Explain briefly and clearly the proposed improvement.

Communication/Social Media is a vital part of Sport Management. Until now, we have not had anyone qualified to teach a course on Communication and Social Media in Sport. With the hiring of new faculty we now have someone qualified to teach this course.

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

For those who wish to enter the field of Sport Management, especially in sport information or working within a Sport governing body, a background and knowledge of social media is a must. There is not a course on the campus at WMU that a student can take in social media and communication. This will be that course.

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.

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

In the Recreation/Sport Management Major-Sport Management Concentration we are eliminating the HPHE 3990 Practicum in Recreation/Sport (only in the Sport Management Concentration). This course will replace that course.

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.

For the students who are already enrolled in the program prior to the addition of this course, they will be given the choice of enrolling in HPHE 3990 will remain to go with students in the academic catalog or enrolling in this course. Once the course has been added and all the students who entered the program prior to the addition are finished, HPHE 3980 will replace HPHE 3990.

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 evidence of social media knowledge is overwhelming. Almost every young adult (college age) uses various forms of social media. Almost all university athletic departments as well as professional sport franchises have social media departments. Many students already have a basic understanding of social media, targeting that understanding to the sport market will be a part of this course.

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.)

There will be not effect on resources. A new faculty member has already been hired. It will be offered in the Fall semester.

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. In this course students will learn:

To demonstrate in written assignments and oral presentations an ability to analyze the various materials produced by sport media professionals.

Demonstrate in written assignments and oral presentations an ability to 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.

Learn and demonstrate the ability to use various forms of social media that are utilized in the sport industry.

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.

There is no sport communication or social media course available in any department at WMU. As part of a well rounded sport management program, sport communication and media must be included in the course work (North American Society For Sport Management). Creation of this course is a response to those requirements.

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. N/A

Attached Syllabus and Catalog Copy

Proposed Catalog Copy:

HPHE 3980 Sport Media

Sport Media:

This course is designed to introduce students to the many roles and responsibilities of sport media professionals. Students will gain experience in the various media formats which modern sport media professionals use. This is a writing intensive course with weekly assignments, which is a reflection on the importance of writing in the industry.

Credit hours: 3

Restriction: Restricted to Majors in Recreation/Sport Management
Sport Management

HPHE 3980 SPORT MEDIA

PURPOSE

This course is designed to introduce students to the many roles and responsibilities of sport media professionals. Students will gain experience in the various media formats which modern sport media professionals use. This is a writing intensive course with weekly assignments, which is a reflection on the importance of writing in the industry.

COURSE OBJECTIVES:

1. Demonstrate in written assignments and oral presentations an ability to analyze the various materials produced by sport media professionals.
2. Demonstrate in written assignments and oral presentations an ability to create, write, and edit the various materials produced by sport media professionals.
3. Demonstrate in both study and practice the understanding of the professional skills and ethics required in the sport industry.

COURSE MATERIALS

Brad Schultz, *et al.*, *Media Relations in Sport*, 4th ed. (Morgantown WV: Fitness Information Technology, 2014)

Matthew Nicholson, Anthony Kerr, and Merryn Sherwood. *Sport and the Media: Managing the Nexus*, 2nd ed. (London: Routledge, 2015) – selected chapters (e-book on course reserves)

The Associated Press Stylebook (current year)

The Schultz, *et al.* book is required reading, and a copy has been placed on reserve in the library. The AP Stylebook will be a valuable tool which you should consult as you work on your assignments. Please be sure to consult the most recent edition, which can also be found in the reference section of the library and as an e-book on course reserves.

DEADLINES

All assignments are due at the beginning of the class. Sport media professionals work under tight deadlines, which is why late assignments will not be accepted in this course. In the event of a verifiable emergency, please contact me immediately.

ASSIGNMENTS

Standard Percentage Equivalencies for the course:

- | | | |
|----|-----|---|
| A | 4.0 | Outstanding, exceptional, extraordinary |
| BA | 3.5 | |

B	3.0	Very good, high pass
CB	2.5	
C	2.0	Satisfactory, acceptable, adequate
DC	1.5	
D	1.0	Poor
F	0.0	

Course grades will be determined by:

Written assignments: 75%

Peer editing: 10%

Participation: 15%

Please bring two copies of each assignment. One copy will be submitted immediately, and the other copy will be used during the peer editing process.

TOPICS COVERED

Public Relations theory

AP style

Contacting media

News releases

Bios

Publications

Pre-game notes

Post-event stories

Interviews and press conferences

Feature stories

Crisis management

Live blogging

Community relations

Websites and content management systems

ACADEMIC INTEGRITY

Students are responsible for making themselves aware of and understanding the University policies and procedures that pertain to Academic Honesty. These policies include cheating, fabrication, falsification and forgery, multiple submission, plagiarism, complicity and computer misuse. The academic policies addressing Student Rights and Responsibilities can be found in the Undergraduate Catalog at <http://catalog.wmich.edu/content.php?catoid=24&navoid=974> and the Graduate Catalog at <http://catalog.wmich.edu/content.php?catoid=25&navoid=1030>. If there is reason to believe you have been involved in academic dishonesty, you will be referred to the Office of Student Conduct. You will be given the opportunity to review the charge(s) and if you believe you are not responsible, you will have the opportunity for a hearing. You should consult with your instructor if you are uncertain about an issue of academic honesty prior to the submission of an assignment or test. In addition, students are encouraged to access the Code of Honor, as well as resources and general academic policies on such issues as diversity, religious observance, and student disabilities:

- Office of Student Conduct www.wmich.edu/conduct
- Division of Student Affairs www.wmich.edu/students/diversity
- Registrar's Office www.wmich.edu/registrar and www.wmich.edu/registrar/policies/interfaith
- Disability Services for Students www.wmich.edu/disabilityservices

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