March 13, 2012

Dr. MacGregor M. Stephenson
Assistant Commissioner for
Academic Affairs and Research
Texas Higher Education Coordinating Board
1200 East Anderson Lane

Interagency Mail

Dear Dr. Stephenson:

The University of Texas at Austin proposes to add a U.S. Latino and Latin American Medical Studies certificate and add an undergraduate academic certificate in Sports Media.

Because of the nonsubstantive nature of the request, we are approving this administrative change under authority delegated by the Board of Regents. By copy of this letter, I am notifying the General Counsel to the Board of our approval.

Sincerely,

Pedro Reyes
Ashbel Smith Professor of Education Policy
Executive Vice Chancellor, ad interim

PR/smr
Attachments
c: President William Powers
   Dr. Steven Leslie
   Dr. Gretchen Ritter
   General Counsel to the Board of Regents Francie A. Frederick
March 3, 2012

Dr. Pedro Reyes  
Executive Vice Chancellor, ad interim  
Academic Affairs  
The University of Texas System  
OHH 304 (P1300)

Dear Dr. Reyes:

Enclosed for your approval are proposed non-substantive changes from the College of Communication. These changes follow the guidelines outlined in the “Recognition of Undergraduate Academic Certificate Programs on Official University Transcripts” (D 6120-30), approved by UT System in a letter dated October 29, 2008. They were approved by the Faculty Council on a no-protest basis on January 9, 2012 and were subsequently approved by the Office of the Executive Vice President and Provost.

- Add a US Latino and Latin American media studies certificate program (D 9316-9320) and an undergraduate academic certificate in sports media (D 9321-9325) in the College of Communication chapter in the Undergraduate Catalog, 2012-2014

It is my understanding that the Texas Higher Education Coordinating Board requests notification of the approval of new University transcript recognized certificate programs for tracking purposes. I have enclosed the New Certificate Request Forms for your review and signature. Your help in forwarding the forms, once approved, to the Texas Higher Education Coordinating Board is appreciated.

Please let me know if you have any questions or need other information concerning these changes.

Sincerely,

[Signature]

Gretchen Ritter, Ph.D  
Vice Provost for Undergraduate Education and Faculty Governance  
Professor of Government

GR:ars, enclosures

xc (letter only):  
William Powers, Jr., President of the University  
Charles Roeckle, Deputy to the President  
Roderick Hart, Dean, College of Communication  
Kristi Fisher, Associate Vice Provost and Director, IMA  
Brenda Schumann, Associate Registrar  
Sue Greninger, Secretary, Office of General Faculty  
Debbie Roberts, Office of General Faculty
January 10, 2012

Steven Leslie
Executive Vice President and Provost
The University of Texas at Austin
MAI 201
Campus Mail Code: G1000

Dear Dr. Leslie:

Enclosed for your consideration and action are requests to add a US Latino and Latin American media studies certificate program (D 9316-9320) and an undergraduate academic certificate in sports media (D 9321-9325) in the College of Communication chapter in the Undergraduate Catalog, 2012-2014, which were approved by the Faculty Council on a no-protest basis on January 9, 2012. The included proposals were classified as being of general interest to more than one college or school. The authority to grant final approval on these changes resides with UT System with notification to the Texas Higher Education Coordinating Board.

Please let me know if you have questions or if I can provide other information concerning these items of legislation.

Sincerely,

Sue Alexander Greninger, Secretary
The General Faculty and Faculty Council

Enclosures

SAG/asa

xc: William Powers Jr., President
Charles Roedle, Deputy to the President

cc (letter only): Roderick Hart, Dean, College of Communication
Kristi Fisher, Associate Vice Provost, IMA
Brinda Shhannan, Associate Registrar
Gretchen Ritter, Vice Provost, via Amelia Ray-Shannon, Assistant
Certification Form for New Certificate Programs
at Universities and Health-Related Institutions
Texas Higher Education Coordinating Board

Directions: An institution shall use this form to notify the Coordinating Board of a new certificate program that meets all criteria for automatic approval in Coordinating Board Rules, Chapter 5, Subchapter C, Section 5.44: (a) The certificate program has institutional and board of regents approval, (b) the institution certifies that adequate funds are available to cover the costs of the new certificate program, and (c) the certificate program meets all other criteria in Section 5.48 of Board Rules (relating to Criteria for Certificate Programs at Universities and Health-Related Institutions).

Information: Contact the Division of Academic Affairs and Research at 512/427-6200 for more information.

Administrative Information

1. **Institution**: The University of Texas at Austin

2. **Program Name**: Show how the program would appear on the Coordinating Board’s program inventory (e.g., Upper-Division Certificate in Management; Graduate Certificate in Human Resources; Undergraduate or Post-Baccalaureate EC-6 Generalist Bilingual Certificate).

   Undergraduate U.S. Latino and Latin American Media Studies Certificate

3. **Proposed CIP Code**: 09.0199 (Communication and Media Studies, Other)

4. **Number of Semester Credit Hours Required**: 18

5. **Administrative Unit**: Identify where the certificate program would fit within the organizational structure of the university (e.g., The Department of Electrical Engineering within the College of Engineering).

   College of Communication

6. **Implementation Date**: Report the first semester and year that students would enter the program.

   Fall 2012

7. **Contact Person**: Provide contact information for the person who can answer specific questions about the program.

   **Name**: Elizabeth MacLean

   **Title**: Senior Program Coordinator

   **E-mail**: Elizabeth.maclean@austin.utexas.edu

   **Phone**: 512 471-7083
Signature Page

I hereby certify that all of the following criteria have been met in accordance with the procedures outlined in Coordinating Board Rules, Chapter 5, Subchapter C, Section 5.44:

(a) The certificate program has institutional approval.

(b) The certificate program meets all other criteria in Section 5.48 of this title (relating to Criteria for Certificate Programs at Universities and Health-Related Institutions):

1) Certificate programs for which academic credit is granted at universities and health-related institutions must meet the following criteria:
   a) They must meet identified workforce needs or provide the student with skills and/or knowledge that shall be useful for their lives or careers.
   b) They must be consistent with the standards of the Commission on Colleges of the Southern Association of Colleges and Schools.
   c) They must meet the standards of all relevant state agencies or licensing bodies which have oversight over the certificate program or graduate.
   d) Adequate financing must be available to cover all new costs to the institution five years after the implementation of the program.

2) The following certificate programs do not require Board approval:
   a) Certificate programs for which no collegiate academic credit is given,
   b) Certificate programs in areas and at levels authorized by the table of programs of the institution with curricula of the following length:
      i) at the undergraduate level of 20 semester credit hours or less,
      ii) at the graduate and professional level of 15 semester credit hours or less.

3) The following certificate programs require only Board notification and are automatically approved, subject to review:
   a) Upper-level undergraduate certificates of 21-36 hours in disciplinary areas where the institution already offers an undergraduate degree program.
   b) Graduate-level and professional certificates of 16 - 29 hours in disciplinary areas where the institution already offers a graduate program at the same level as the certificate.

I understand that the Coordinating Board will update the program inventory for the institution if no objections to the proposed certificate program are received during the 30-day public comment period.

[Signature]
Chief Executive Officer
2/29/12

I hereby certify that the Board of Regents has approved this program.

Date of Board of Regents approval: 3/12/12

[Signature]
Board of Regents (or Designee)
3/12/12
Certification Form for New Certificate Programs
at Universities and Health-Related Institutions
Texas Higher Education Coordinating Board

Directions: An institution shall use this form to notify the Coordinating Board of a new certificate program that meets all criteria for automatic approval in Coordinating Board Rules, Chapter 5, Subchapter C, Section 5.44: 
(a) The certificate program has institutional and board of regents approval, (b) the institution certifies that adequate funds are available to cover the costs of the new certificate program, and (c) the certificate program meets all other criteria in Section 5.48 of Board Rules (relating to Criteria for Certificate Programs at Universities and Health-Related Institutions).

Information: Contact the Division of Academic Affairs and Research at 512/427-6200 for more information.

Administrative Information

1. Institution: University of Texas at Austin

2. Program Name: Show how the program would appear on the Coordinating Board's program inventory (e.g., Upper-Division Certificate in Management; Graduate Certificate in Human Resources; Undergraduate or Post-Baccalaureate EC-6 Generalist Bilingual Certificate). 
   Undergraduate Certificate Program in Sports Media

3. Proposed CIP Code: 09.0906.0001

4. Number of Semester Credit Hours Required: 18

5. Administrative Unit: Identify where the certificate program would fit within the organizational structure of the university (e.g., The Department of Electrical Engineering within the College of Engineering). 
   The Department of Advertising within the College of Communication

6. Implementation Date: Report the first semester and year that students would enter the program. 
   Fall 2012

7. Contact Person: Provide contact information for the person who can answer specific questions about the program.
   Name: Isabella C. Cunningham
   Title: Department Chair, Department of Advertising
   E-mail: isabella.cunningham@austin.utexas.edu
   Phone: 512 471 1101
I hereby certify that all of the following criteria have been met in accordance with the procedures outlined in Coordinating Board Rules, Chapter 5, Subchapter C, Section 5.44:

(a) The certificate program has institutional approval.

(b) The certificate program meets all other criteria in Section 5.48 of this title (relating to Criteria for Certificate Programs at Universities and Health-Related Institutions):

1) Certificate programs for which academic credit is granted at universities and health-related institutions must meet the following criteria:
   a) They must meet identified workforce needs or provide the student with skills and/or knowledge that shall be useful for their lives or careers.
   b) They must be consistent with the standards of the Commission on Colleges of the Southern Association of Colleges and Schools.
   c) They must meet the standards of all relevant state agencies or licensing bodies which have oversight over the certificate program or graduate.
   d) Adequate financing must be available to cover all new costs to the institution five years after the implementation of the program.

2) The following certificate programs do not require Board approval:
   a) Certificate programs for which no collegiate academic credit is given,
   b) Certificate programs in areas and at levels authorized by the table of programs of the institution with curricula of the following length:
      i) At the undergraduate level of 20 semester credit hours or less,
      ii) At the graduate and professional level of 15 semester credit hours or less.

3) The following certificate programs require only Board notification and are automatically approved, subject to review:
   a) Upper-level undergraduate certificates of 21-36 hours in disciplinary areas where the institution already offers an undergraduate degree program.
   b) Graduate-level and professional certificates of 16-29 hours in disciplinary areas where the institution already offers a graduate program at the same level as the certificate.

I understand that the Coordinating Board will update the program inventory for the institution if no objections to the proposed certificate program are received during the 30-day public comment period.

Signature:

[Signature]

Chief Executive Officer

Date:

[Date]

I hereby certify that the Board of Regents has approved this program.

Date of Board of Regents approval: 3/12/12

[Signature]

Board of Regents (or Designee)

Date:

3/12/12
DOCUMENTS OF THE GENERAL FACULTY

REQUEST TO ADD A US LATINO AND LATIN AMERICAN MEDIA STUDIES CERTIFICATE PROGRAM AND/OR REQUEST FOR RECOGNITION ON THE UNIVERSITY TRANSCRIPTS

Dean Roderick Hart of the College of Communication has filed with the secretary of the Faculty Council the following changes to the College of Communication Chapter in the Undergraduate Catalog, 2012-2014. The faculty of the college and the dean approved the changes on May 3, 2011. The secretary has classified this proposal as legislation of general interest to more than one college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the change on September 28, 2011, and forwarded the proposed changes to the Office of the General Faculty. The Faculty Council has the authority to approve this legislation on behalf of the General Faculty. The authority to grant final approval on this legislation resides with UT System with notification to the Higher Education Coordinating Board.

If no objection is filed with the Office of the General Faculty by the date specified below, the legislation will be held to have been approved by the Faculty Council. If an objection is filed within the prescribed period, the legislation will be presented to the Faculty Council at its next meeting. The objection, with reasons, must be signed by a member of the Faculty Council.

To be counted, a protest must be received in the Office of the General Faculty by January 9, 2012.

Sue Alexander Greninger, Secretary
General Faculty and Faculty Council

Posted on the Faculty Council website http://www.utexas.edu/faculty/council/ on December 15, 2011.
REQUEST TO ADD A US LATINO AND LATIN AMERICAN MEDIA STUDIES CERTIFICATE PROGRAM AND/OR REQUEST FOR RECOGNITION ON THE UNIVERSITY TRANSCRIPTS

1. Type of Proposal:  __X__ Change to an existing program

2. Official Certificate Name: US Latino and Latin American Media Studies CERTIFICATE

3. Proposed Implementation Date: Fall 2012

4. Administrative Unit Awarding the Certificate: College of Communication
   a. CIP Code (office use only):

5. Statement of Objective (Include pages in Undergraduate Catalog where changes will be made):
   Page 85
   Important demographic trends in the U.S. are putting a multicultural spin on everything from business and politics to entertainment and technology, and the rapid growth of Spanish-language media within the U.S., and transnational/regional media in the Americas, is also unprecedented. Organizations intent on serving Latinos, whether at a local, regional or international level, are increasingly recognizing the importance of building teams of professionals with a nuanced understanding of Latino communities, media markets and communication issues as they impact Latinos. The goal of this program is to educate communication professionals and scholars who value diversity and who can provide socially responsible leadership in their respective fields. The program has been in existence since 1995.

6. Number of students expected to receive the certificate each semester: Approximately 15-25

7. Number of hours required for completion (Please note if there is a minimum or maximum number of hours): 18 hours.

8. List faculty who are on the certificate program faculty committee3. Note with an asterisk those faculty who are tenured or tenure track. Please also note the program chair who will be responsible for authorizing the students’ certificates. Specify changes to the committee membership by noting those no longer on the committee and those added to the committee. (Add and delete rows as needed.)

<table>
<thead>
<tr>
<th>Name of Faculty Member</th>
<th>College/Department</th>
<th>Title at UT Austin</th>
<th>Highest Degree and Awarding Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Joseph D. Straubhaar*</td>
<td>Communication/Radio-TV-Film</td>
<td>Amon G. Carter Centennial Professor in Communication (Program Chair)</td>
<td>Ph.D., Fletcher School of Law and Diplomacy, Tufts University</td>
</tr>
<tr>
<td>Stephen D. Reese*</td>
<td>Communication/Journalism</td>
<td>Professor and Associate Dean for Academic Affairs</td>
<td>Ph.D., Mass Communication, University of Wisconsin at Madison</td>
</tr>
<tr>
<td>Barbara Davis*</td>
<td>Communication/Communication Sciences &amp; Disorders</td>
<td>Houston Harte Centennial Professor in Communication</td>
<td>Ph.D., Speech Communication, University of Texas at Austin</td>
</tr>
<tr>
<td>Homero Gil de Zuniga*</td>
<td>Communication/Journalism</td>
<td>Assistant Professor</td>
<td>Ph.D., Mass Communication, University of Wisconsin at Madison</td>
</tr>
</tbody>
</table>

1 Certificates will not appear on the University transcripts until Fall 2012.
2 For inclusion on transcripts, the faculty committee must have a minimum of five members and at least 2/3 of the committee must be tenured or tenure-track.
<table>
<thead>
<tr>
<th>Mary Beltrán*</th>
<th>Communication/Radio-TV-Film</th>
<th>Assistant Professor</th>
<th>Ph.D., Radio-Television-Film, University of Texas at Austin</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lisa DeBias</td>
<td>Communication/Advertising</td>
<td>Senior Lecturer, Texas Media Director</td>
<td>B.S., Advertising, University of Texas at Austin</td>
</tr>
</tbody>
</table>

9. Academic course requirements: Use this table to identify the courses that qualify for this certificate program. Note with an asterisk (*) courses that would be added if the certificate program is approved. Specify changes to the qualifying courses by noting those no longer qualifying and those now qualifying. (Add and delete rows as needed.)

<table>
<thead>
<tr>
<th>Course Abbreviation and Number</th>
<th>Course Title</th>
<th>SCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM316M/RTF316M</td>
<td>Race, Ethnicity and the Media</td>
<td>COC</td>
</tr>
<tr>
<td>ADV334</td>
<td>International Advertising</td>
<td>COC</td>
</tr>
<tr>
<td>ADV 378-2</td>
<td>Advanced Issues in Multicultural Markets</td>
<td>COC</td>
</tr>
<tr>
<td>ADV378-9</td>
<td>Consumer Discrimination in the Marketplace</td>
<td>COC</td>
</tr>
<tr>
<td>ADV378</td>
<td>Integrated Communication for Latino Entertainment</td>
<td>COC</td>
</tr>
<tr>
<td>J 340-C-1</td>
<td>Mass Media and Minorities</td>
<td>COC</td>
</tr>
<tr>
<td>J 349T-4</td>
<td>International Reporting</td>
<td>COC</td>
</tr>
<tr>
<td>J 349T-7</td>
<td>Oral History as Journalism</td>
<td>COC</td>
</tr>
<tr>
<td>J349T-10</td>
<td>Covering the US Latino Community</td>
<td>COC</td>
</tr>
<tr>
<td>J 367E</td>
<td>Journalism in Latin America</td>
<td>COC</td>
</tr>
<tr>
<td>P R 378</td>
<td>Integrated Communication for Latino Entertainment</td>
<td>COC</td>
</tr>
<tr>
<td>RTF359S</td>
<td>Brazilian Media and Culture</td>
<td>COC</td>
</tr>
<tr>
<td>RTF 359S</td>
<td>Brazilian Film: Doc. Vs. Narrative Interpretation</td>
<td>COC</td>
</tr>
<tr>
<td>RTF365</td>
<td>Immigrant Media</td>
<td>COC</td>
</tr>
<tr>
<td>RTF365</td>
<td>Race, Class and Media</td>
<td>COC</td>
</tr>
<tr>
<td>RTF 365-6</td>
<td>Contemporary Issues: Latinos and Media</td>
<td>COC</td>
</tr>
<tr>
<td>RTF 366K-4</td>
<td>East Austin Stories</td>
<td>COC</td>
</tr>
<tr>
<td>MAS/LAS</td>
<td>Six additional hours</td>
<td>COLA</td>
</tr>
</tbody>
</table>

10. Other certificate requirements:
   a. COM 316M/RTF 316M is required.
   b. Nine hours are to be selected from the list above.
   c. An additional six hours to be selected from Latin American Studies and/or Mexican American Studies.
   d. All courses must be taken for a letter grade, and only courses with a grade of C or better will be counted.

11. Give a detailed rationale for change(s):
   This request is designed to have this established undergraduate certificate program recognized on the Official University Transcript.

COLLEGE/SCHOOL APPROVAL PROCESS:

- Approver: Deborah Paredes
- Date: June 10, 2011
- Title: Interim Director, Center for Mexican American Studies

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3 If the course numbers and titles change on a regular basis, please indicate the types of courses and number of hours for required for each.
US LATINO AND LATIN AMERICAN MEDIA STUDIES CONCENTRATION CERTIFICATE

This concentration is designed to introduce students to United States Latino and Latin American issues in communication and the media and to give them the opportunity to prepare for professional work related to these areas in addition to their major. Completion of the concentration requires twelve semester hours of coursework, consisting of one required course and nine hours of elective work in upper-division courses. The certificate program requires eighteen hours of coursework, including at least nine hours completed in residence. Students must fulfill the following requirements:

1. Communication 316M, Race, Ethnicity, and the Media; or Radio-Television-Film 316M, Race, Ethnicity, and the Media;
2. Nine hours of upper-division elective coursework chosen from the list of approved electives available in the College of Communication;
3. Six additional hours (upper or lower division) of elective coursework in the following fields: Latin American Studies (LAS) or in Mexican American Studies (MAS);
4. All courses must be taken for a letter grade, and only courses with a grade of C or better will be counted.

Any College of Communication student may enroll in any of the concentration courses for which he or she meets the prerequisite. The student must have a University grade point average of at least 2.25 to enroll in any upper-division course in the college.

The student must submit an application form online to the Office of Student Affairs in order to enroll in the US Latino and Latin American media studies concentration certificate program. Certain course prerequisites, for approved courses in the College of Communication, may be waived once the student completes the concentration application form is accepted to the program.

Each degree program in the college imposes a limit on the number of hours in the college that may be counted toward the degree; each also imposes limits on the number of hours in the major that may be counted. For students who complete the US Latino and Latin American media studies concentration certificates, these limits may be modified with the approval of the Office of Student Affairs.

Students must apply for the transcript-recognized academic certificate at the time they complete their degree or the certificate program, whichever comes later.

Students should consult the Office of Student Affairs for additional information about the program and the coursework that meets concentration requirements. The courses that may be counted toward this concentration certificates include, but are not limited to, the following.

CONCENTRATION COURSES

REQUIRED COURSE
COM 316M, Race, Ethnicity, and the Media; or RTF 316M, Race, Ethnicity, and the Media

ELECTIVES
ADV 334, International Advertising
ADV 378, Integrated Communication for Latino Entertainment
ADV 378, Topic 2: Advanced Issues in Multicultural Markets
ADV 378, Topic 9: Consumer Discrimination in the Marketplace
J 340C, Topic 1: Mass Media and Minorities
J 349T, Topic 4: International Reporting
J 349T, Topic 7: Oral History as Journalism
J 349T, Topic 10: Covering the US Latino Community
J 367B, Journalism in Latin America
P R 378, Integrated Communication for Latino Entertainment
RTF 3598, Topic: Brazilian Media and Culture
RTF 359S: Brazilian Film: Doc. Vs. Narrative Interpretation
RTF 365, Immigrant Media
RTF 365, Topic 6: Contemporary Issues: Latinos and Media
RTF 365, Topic: Race, Class, and Media
RTF 366K, Topic 4: East Austin Stories
Six additional hours to be selected from Latin American Studies and/or Mexican American Studies
REQUEST TO ADD AN UNDERGRADUATE ACADEMIC CERTIFICATE PROGRAM IN SPORTS MEDIA AND/OR REQUEST FOR RECOGNITION ON THE UNIVERSITY TRANSCRIPTS

Dean Roderick Hart of the College of Communication has filed with the secretary of the Faculty Council the following changes to the College of Communication Chapter in the Undergraduate Catalog, 2012-2014. The faculty of the college and the dean approved the changes on August 30, 2011. The secretary has classified this proposal as legislation of general interest to more than one college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the change on December 14, 2011, and forwarded the proposed changes to the Office of the General Faculty. The Faculty Council has the authority to approve this legislation on behalf of the General Faculty. The authority to grant final approval on this legislation resides with UT System with notification to the Higher Education Coordinating Board.

If no objection is filed with the Office of the General Faculty by the date specified below, the legislation will be held to have been approved by the Faculty Council. If an objection is filed within the prescribed period, the legislation will be presented to the Faculty Council at its next meeting. The objection, with reasons, must be signed by a member of the Faculty Council.

To be counted, a protest must be received in the Office of the General Faculty by January 9, 2012.

Sue Alexander Greninger, Secretary
General Faculty and Faculty Council

Posted on the Faculty Council website http://www.utexas.edu/faculty/council/ on December 15, 2011.
REQUEST TO ADD AN UNDERGRADUATE ACADEMIC CERTIFICATE PROGRAM IN SPORTS MEDIA AND/OR REQUEST FOR RECOGNITION ON THE UNIVERSITY TRANSCRIPTS

If the administrative unit requesting to recognize the certificate on the University transcript, please see the Minimum Criteria for Certificate Recognition on the Transcript section. The criteria in that section must be incorporated into the catalog language and included in the proposal.

1. Type of Proposal: New Certificate Program


3. Proposed Implementation date: Fall 2012

4. Administrative Unit Awarding the Certificate: Department of Advertising
   a. CIP Code (office use only): 0909030001

5. Statement of Objective (Include pages in Undergraduate Catalog where changes will be made): 
   The Certificate in Sports Media will give students the knowledge to develop strategic decisions in sports communication.

6. Number of students expected to receive the certificate each semester: 75

7. Number of hours required for completion (Please note if there is a minimum or maximum number of hours): 18 hours

8. List faculty who are on the certificate program faculty committee. Note with an asterisk those faculty who are tenured or tenure track. Please also note the program chair who will be responsible for authorizing the students' certificates. Specify changes to the committee membership by noting those no longer on the committee and those added to the committee. (Add and delete rows as needed.)

<table>
<thead>
<tr>
<th>Name of Faculty Member</th>
<th>College/Department</th>
<th>Title at UT Austin</th>
<th>Highest Degree and Awarding Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Isabella Cunningham*</td>
<td>Communication/Advertising</td>
<td>Chair-Advertising Department</td>
<td>Ph.D.-Michigan State University</td>
</tr>
<tr>
<td>Michael Cramer</td>
<td>Communication</td>
<td>Program Director</td>
<td>J.D.-Marquette University Law School</td>
</tr>
<tr>
<td>Mark Bernstein*</td>
<td>Communication</td>
<td>Associate Dean/Associate Professor</td>
<td>Ed.D.-Boston University</td>
</tr>
<tr>
<td>Stephen Reese*</td>
<td>Communication</td>
<td>Associate Dean</td>
<td>Ph.D.-University of Wisconsin at Madison</td>
</tr>
<tr>
<td>Glenn Frankel*</td>
<td>Communication/Journalism</td>
<td>Director-Journalism</td>
<td>B.A.-Columbia University</td>
</tr>
</tbody>
</table>

In addition, a permanent curriculum committee comprised of two faculty members from the Advertising department and two faculty members from the Department of Kinesiology will meet periodically to assure the complementarity of this Certificate Program with the Sport Management program in the Department of Kinesiology.

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*For inclusion on transcripts, the faculty committee must have a minimum of five members and at least 2/3 of the committee must be tenured or tenure-track.
The current curriculum committee:

<table>
<thead>
<tr>
<th>Name of Faculty Member</th>
<th>College/Department</th>
<th>Title at UT Austin</th>
<th>Highest Degree and Awarding Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Isabella Cunningham</td>
<td>Communication/Advising</td>
<td>Chair-Advertising</td>
<td>Ph.D.-Michigan State University</td>
</tr>
<tr>
<td>(Program Chair)</td>
<td>Department</td>
<td>Department</td>
<td></td>
</tr>
<tr>
<td>Michael Cramer</td>
<td>Communication</td>
<td>Program Director</td>
<td>J.D.-Marquette University Law School</td>
</tr>
<tr>
<td>Chris Green</td>
<td>Education/Kinesiology</td>
<td>Associate Professor</td>
<td>Ph.D.-University of Maryland</td>
</tr>
<tr>
<td>Laurence Chalip</td>
<td>Education/Kinesiology</td>
<td>Sport Management Program Coordinator</td>
<td>Ph.D.-University of Chicago</td>
</tr>
</tbody>
</table>

9. Academic course requirements: Use this table to identify the courses that qualify for this certificate program. Note with an asterisk (*) courses that would be added if the certificate program is approved. Specify changes to the qualifying courses by noting those no longer qualifying and those now qualifying. (Add and delete rows as needed.)

<table>
<thead>
<tr>
<th>Course Abbreviation and Number</th>
<th>Course Title</th>
<th>SCH</th>
</tr>
</thead>
<tbody>
<tr>
<td>*ADV/PR 305S</td>
<td>Introduction to Integrated Communication for Sports</td>
<td>COC</td>
</tr>
<tr>
<td>*ADV/PR 350S</td>
<td>Internship in Sports Media</td>
<td>COC</td>
</tr>
<tr>
<td>*ADV/PR 341S</td>
<td>Research in Sports Communication and Media</td>
<td>COC</td>
</tr>
<tr>
<td>*ADV/PR 348S/348G</td>
<td>The Business of Sports Media</td>
<td>COC</td>
</tr>
<tr>
<td>*ADV/PR 378S, Topic 1 or KIN 355</td>
<td>Advertising and Public Relations for Sports</td>
<td>COC</td>
</tr>
<tr>
<td>*ADV/PR 378S, Topic 2</td>
<td>Media and Public Relations in Sport</td>
<td>COE</td>
</tr>
<tr>
<td>*ADV/PR 378S, Topic 3</td>
<td>Legal Aspects of Sports and Media</td>
<td>COC</td>
</tr>
<tr>
<td>*ADV/PR 378S, Topic 4</td>
<td>The ROI for Sponsorships, Endorsements, Advertising, and Promotional Events for Sports and Entertainment</td>
<td>COC</td>
</tr>
<tr>
<td>*ADV/PR 378S, Topic 5</td>
<td>Analysis of Sports and Entertainment Audiences for Advertising and Public Relations</td>
<td>COC</td>
</tr>
<tr>
<td>*COM 325S, Topic 1</td>
<td>Ethics and Social Issues in Sports Branding</td>
<td>COC</td>
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<tr>
<td>CMS 347K</td>
<td>Sports, Media and the Integration of American Society</td>
<td>COC</td>
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<tr>
<td>J 326P</td>
<td>Rhetoric of Popular Culture</td>
<td>COC</td>
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<tr>
<td>J 349G</td>
<td>Topics in Texas Sports and Media</td>
<td>COC</td>
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<tr>
<td>RTF 359</td>
<td>Sports Journalism</td>
<td>COC</td>
</tr>
<tr>
<td>KIN 350</td>
<td>Sociological Aspects of Sport and Physical Activity</td>
<td>COE</td>
</tr>
<tr>
<td>KIN 354</td>
<td>Sport Marketing</td>
<td>COE</td>
</tr>
</tbody>
</table>

2 If the course numbers and titles change on a regular basis, please indicate the types of courses and number of hours for required for each.
10. Other certificate requirements: The certificate program consists of 3 required courses and 9 hours of elective courses. At least 9 hours of the coursework must be in upper-division courses. Of the 18 semester hours required for the concentration, at least 9 hours must be completed in residence.

11. Give a detailed rationale for change(s): The purpose of the certificate is to foster interdisciplinary dialogue and research on sports, media and culture, an emphasis that will build upon the College's expertise. When combined with the University's long-standing interest in sports-related activities, the certificate will elevate contemporary discussions of sports and American culture as well as the role of competitive athletics on the international scene.

COLLEGE/SCHOOL APPROVAL PROCESS:
Approve: Roderick P. Hart       Date: August 30, 2011
Title: Dean, College of Communication
Approve: Richard Mattingly       Date: October 14, 2011
Title: Assistant Dean, College of Education

SPORTS MEDIA CERTIFICATE

The Sports Media Certificate is designed to complement a student’s education by developing his or her proficiency and knowledge in the area of sports media. A student may enroll in any of the certificate-accepted courses for which he or she meets the prerequisites, including a University grade point average of at least 2.25 to enroll in any upper-division course in the College of Communication.

Advertising and public relations majors may count these courses towards their degree, but are ineligible for the certificate because University policy precludes a student from earning any transcript-recognized certificate in the same field as his or her major. Kiniesology majors may not count Kiniesology 350, Sociological Aspects of Sport and Physical Activity, and Kiniesology 354, Sport Marketing, towards the certificate. Sport management majors may not count both Advertising/Public Relations 378S.1, Advertising and Public Relations for Sports and Kiniesology 355, Media and Public Relations in Sport, towards the certificate.

Undergraduates who complete certificate requirements in conjunction with their degree requirements or within one year after earning the degree receive recognition on the University transcript; students in integrated undergraduate/graduate programs must complete certificate requirements within one year after they complete their undergraduate degree requirements. A maximum of nine semester hours of the certificate coursework may be taken after the student has earned the undergraduate degree. At least half of the required certificate coursework must be completed in residence at the University.

Students should apply for the certificate when they apply for graduation or when they complete the certificate program, whichever is later. Transcript recognition is awarded at the end of that semester or summer session.

The certificate program requires eighteen semester hours of coursework as described below. Nine hours must be taken at the upper-division level and at least nine hours must be taken in residence. The certification requirements are:

4. Nine hours of coursework to be selected from:
   b. Advertising 378S.1, Advertising and Public Relations for Sports, or Public Relations 378S.1, Advertising and Public Relations for Sports, or Kiniesology 355, Media and Public Relations in Sport.


g. Communication 325S.1, Sports, Media and the Integration of American Society.


k. Radio Television and Film 359 Topic: Youth and Social Media.

l. Kinesiology 350, Sociological Aspects of Sport and Physical Activity.

m. Kinesiology 354, Sport Marketing.

4. Earn a grade of at least C or better in each course.

Additional electives may be offered on a semester-by-semester basis.