

SOUTH DAKOTA BOARD OF REGENTS

Committee on Academic and Student Affairs

AGENDA ITEM: III – D (3)

DATE: April 1-2, 2015

SUBJECT: Intent to Plan: USD BA/BS in Sport Marketing & Media

The University of South Dakota (USD) requests authorization to develop proposals for Bachelor of Arts and Bachelor of Science degrees in Sport Marketing & Media. The proposed program would involve collaboration between the Beacom School of Business and the School of Education. The program will prepare graduates to work in college athletic departments, advertising or public relations firms, merchandising companies, professional sports teams, public agencies, athletic facilities, and news media. The program will provide students with broad skills in marketing, advertising/public relations, event management, and law/ethics.

University Mission and System Strategic Goals

Board of Regents Policy 1:10:1 and SDCL 13-57-1 establish the mission of USD as providing undergraduate and graduate programs in the liberal arts and sciences, and professional education in business, education, fine arts, law, and medicine, and other courses or programs as the Board of Regents may determine.

The proposed program is consistent with the Board of Regents 2014-2020 Strategic Plan, including growing the number of undergraduate degrees awarded as described in Goal 1.

(Continued)

RECOMMENDED ACTION OF THE EXECUTIVE DIRECTOR

Authorize USD to develop a proposal for a B.A./B.S. in Sport Marketing & Media with the following conditions:

1. The university will research existing curricula, consult with experts concerning the curriculum, and provide assurance in the proposal that the program is consistent with current national standards and with the needs of employers.
2. The proposal will define the specific knowledge, skills, and competencies to be acquired through the program, will outline how each will be obtained in the curriculum and will identify the specific measures to be used to determine whether individual students have attained the expected knowledge, skills, and competencies.
3. The university will not request new state resources and the program proposal will identify the sources and amounts of all funds needed to operate the program and the impact of reallocations on existing programs.

Related Programs in the System

No directly related program exists within the Regental system. Programs related indirectly include Black Hills State University's (BHSU) management specialization in the Exercise Science program and Northern State University's (NSU) major in Sport Marketing and Administration.

Workforce Need, Student Demand, Projected Graduates

The US Department of Labor's Bureau of Labor Statistics projects the employment of advertising, promotions, and marketing managers and public relations specialists to grow by 12% from by 2022. USD expects 15-20 students to select this major each year.

Board Policy

USD is not requesting any exceptions to Board Policy.

Off Campus and Distance Delivery

USD does not currently anticipate requesting off campus or distance delivery for this program.

Budget and Resources

USD does not request any new State resources to implement or maintain the proposed program. USD will fund the program through reallocation of existing resources.

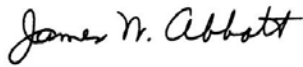
University of South Dakota
Intent to Plan: B.A./B.S. Sport Marketing & Media

South Dakota Board of Regents
Intent to Plan for a B.A./B.S. Sport Marketing & Media

UNIVERSITY:	University of South Dakota
DEGREE(S) AND TITLE OF PROGRAM:	B.A./B.S. Sport Marketing & Media
INTENDED DATE OF IMPLEMENTATION:	Fall 2015

University Approval

To the Board and the Executive Director: I certify that I have read this intent to plan, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.



2/9/2015

President of the University

Date

After approval by the President, a signed copy of the proposal should be transmitted to the Executive Director. Only after Executive Director review should the proposal be posted on the university web site and the Board staff and the other universities notified of the URL.

1. What is the general nature of the proposed program? What is the expected demand for graduates in South Dakota? What is the need for the proposed program?

The University of South Dakota requests permission to plan the Bachelor of Arts and Bachelor of Science degrees in Sport Marketing & Media. The program will be housed in the Department of Media & Journalism in the College of Arts & Sciences. The department added a new faculty line in advance of a 2014 accreditation visit, acquiring faculty with program specific expertise and experience with a major television network in such seminal sporting events as the Final Four basketball tournament. Courses will be offered by the Department of Media & Journalism in collaboration with the Beacom School of Business and the School of Education. The preliminary vision for the program is that it would provide students with skills and knowledge in sport marketing, advertising/public relations, event management, and law/ethics, built on a strong foundation in sport communication in a variety of media. An internship will be expected. No new funds are requested.

USD's undergraduate curriculum was reviewed in early 2014 by consultants from the Berkeley Research Group. Their report cited a 2008 article in *Bloomberg Businessweek*, which noted that, "The sports industry in the U.S. is a \$200-billion-plus powerhouse."¹ Given the market potential, USD's recent move to Division I athletics, and student interest, the group thought this an opportune time for such a program. Although discussion of the proposed program was underway prior to the consultants' visit, their report confirms the campus determination that a program of this nature would be an appropriate and desirable addition.

¹ Matthew Lawyue, "How to Pick a Sport Management Program," *Bloomberg Businessweek*, August 18, 2008, <http://www.businessweek.com/stories/2008-08-18/how-to-pick-a-sport-management-programbusinessweek-business-news-stock-market-and-financial-advice>.

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Graduates of a sport marketing & media program may work in a broad array of organizations, including college athletic departments, advertising or public relations firms, merchandising companies, professional sports teams, public agencies, arenas and sports facilities, and news media outlets. Sport prompts a level of popular interest and loyalty nearly unmatched in American culture. A 2013 Bloomberg News story cites a Price Waterhouse report that estimates an annual growth rate in sports industry revenue of 4.8 percent, with total revenue of \$67.7 billion by 2017.² Much of the projected growth in revenue is driven by the acquisition and distribution of media rights and expansion of sponsorship and marketing opportunities, particularly those linked to emerging digital media platforms.

Industry employers in the area include professional sports teams such as the Sioux Falls Stampede (USHL), Sioux Falls Skyforce (NBA D-League), Sioux Falls Canaries (American Association), and Sioux Falls Storm (IFL), as well as several other teams in Rapid City, Sioux City, IA, and throughout the upper Midwest. Interest in professional and amateur sports continues to grow, for example, annual attendance for Sioux Falls Canaries baseball (formerly Pheasants) increased from 76,549 in 2011 to 139,784 in 2014.³ Colleges, and some high schools, routinely dedicate professional positions to sports information and sport marketing, as do sporting goods retailers, sport-related websites, amateur sports associations, and sports venues such as the Sanford Sports Complex and the Sioux Falls Arena. The nature of sport marketing and media has changed significantly in the 21st century and staff positions reflect this change. The importance of newspapers and network television has declined, while cable television, the web, and most recently social media have gained ascendancy. To be employable in this industry, students must become capable navigators of this intense new world. The proposed program in sport marketing & media is intended for this purpose. Within the sport industry itself are careers in advertising, marketing, promotions, public relations, and sales, and these employment opportunities in the state and region will continue to grow through the popularity of professional sports organizations and teams, intercollegiate and high-school athletics, and the recreational sport industry. The Bureau of Labor Statistics projects the overall employment of advertising, promotions, and marketing managers and public relations specialists to grow 12 percent from 2012 to 2022, and employment within the sport and leisure industry should represent a substantial portion of this growth.⁴ BLS employment projections data within the field of public relations specialists indicates growth of more than 15% percent for “Promoters of events, and agents and managers” of performing arts, spectator sports, and related industries.⁵

Although sport marketing and sport management programs are relatively common nationally, the proposed program is exceptional in its emphasis on media, the most rapidly developing aspect of

² Curtis Eichelberger, “Sports Revenue to Reach \$67.7 Billion by 2017, PwC Report Says,” *Bloomberg News*, Nov 12, 2013, <http://www.bloomberg.com/news/2013-11-13/sports-revenue-to-reach-67-7-billion-by-2017-pwc-report-says.html>

³ American Association of Independent Baseball, “Attendance,” <http://www.americanassociationbaseball.com/statistics/attendance/>

⁴ Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2014-15 Edition*, Public Relations Specialists, January 8, 2014, <http://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm>. Advertising, Promotions, and Marketing Managers, <http://www.bls.gov/ooh/management/advertising-promotions-and-marketing-managers.htm>.

⁵ Employment projections data for public relations specialists, 2012-22. <http://www.bls.gov/ooh/media-and-communication/public-relations-specialists.htm#tab-6>

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the industry. Given its breadth of faculty expertise and resources, as well as the hands-on opportunities afforded by its participation in NCAA Division I athletics, USD is well positioned to offer a competitive and comprehensive program that will prepare students for a competitive and rapidly changing job market. When asked for his perspective on this proposed program, USD alumnus John Gillis ('77), Associate Director of Development for the National Federation of State High School Associations, offered his support: "I think that this new major is a very viable one that has great value in the sports marketplace." The proposed program meets a need for an up-to-date major that recognizes the fundamentally multi-disciplinary and multi-faceted nature of communication around sport.

2. What is the relationship of the proposed program to the University's mission as provided in South Dakota statute and Board of Regents Policy?

The statutory mission of the University of South Dakota is provided in SDCL 13-57-1:

Designated as South Dakota's liberal arts university, the University of South Dakota, established and located at Vermillion, in Clay County, shall be under the control of the Board of Regents and shall provide undergraduate and graduate programs of instruction in the liberal arts and sciences and professional education in business, education, fine arts, law and medicine, and other courses or programs as the Board of Regents may determine.

The mission as provided in BOR Policy 1:10:1, University of South Dakota Mission Statement:

The legislature established The University of South Dakota as the liberal arts university to meet the needs of the State and region by providing undergraduate and graduate programs in the liberal arts and sciences, and professional education in business, education, fine arts, law, and medicine, and other courses or programs as the Board of Regents may determine. (SDCL 13-57-1)

The Board implemented SDCL 13-57-1 by authorizing undergraduate and graduate programs in the liberal arts and sciences and in professional education and by requiring the University to promote excellence in teaching and learning, to support research, scholarly and creative activities, and to provide service to the State of South Dakota, the region, and beyond. The University of South Dakota is the comprehensive university with the South Dakota System of Higher Education.

According to both its statutory mission and its mission as provided in BOR policy, USD is charged with offering both liberal arts and professional education. The proposed major in sport marketing & media merges these two aspects of USD's mission. As a program in the College of Arts & Sciences, the major will entail completion of the B.A. or B.S. degree requirements, newly redesigned to balance breadth and depth within the traditional liberal arts. At the same time, as a multi-disciplinary program drawing on coursework in business and education as well as arts and sciences, the new major advances professional education as well. The proposed program thus strongly supports the statutory mission and Board of Regents approved mission for the University of South Dakota.

The proposed program also demonstrates accord with the recently drafted 2014-2020 BOR Strategic Plan, Goal 2, Academic Quality and Performance wherein: "The Board of Regents is

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committed to offering the highest quality academic programs that educate students broadly through strong Arts and Sciences offerings, coherent general education requirements, and majors and minors that prepare students with the skills and knowledge to thrive in a rapidly changing world.” This intent to plan is for a program grounded in the liberal arts tradition which incorporates new technologies and the demands of a changing marketplace, emphasizes marketable skills and content knowledge, and seeks to leverage possibilities for students to engage in experiential learning opportunities.

3. Are there any related programs in the regental system? If there are related programs, why should the proposed program be added?

BHSU: Exercise Science, Management Specialization (Behavioral Sciences)

- The core curriculum of this program focuses on physical education, health, and fitness; these topics are not included in the proposed USD major. Students may choose to take 18 credit hours in business administration to earn a specialization in management. There is some overlap (perhaps 9 cr. hrs.) between this specialization and the business coursework in the proposed USD major. However, the BHSU program does not have a media orientation and does not address the organization aspects of sport; the main focus of the degree is clearly different.

<http://www.bhsu.edu/Academics/ProgramsMajors/BehavioralSciences/ExerciseScience/Requirements/tabid/4593/Default.aspx>

DSU: none

NSU: Sport Marketing and Administration (Education)

- Unlike BHSU’s program, this one addresses the organization aspects of sport. Again 18 cr. hrs. of business courses are required, overlapping 6-9 cr. with what USD would expect to include in its proposed major. There is no media or communication coursework included, and courses in fitness and health are required. The proposed USD major is somewhat closer to NSU’s major than to BHSU’s specialization, but the USD program’s media focus distinguishes it.

http://catalog.northern.edu/preview_program.php?catoid=5&poid=1103&returnto=710

SDSMT: none

SDSU: none

USD: Kinesiology and Sport Science (KSS), Sport Management Specialization (Education)

- This program consists entirely of KSS and Physical Education courses; it is not multi-disciplinary. No business or communication/media courses are included. The new major proposed will draw on coursework and faculty expertise in this School of Education program, but it will clearly have a different orientation.

http://catalog.usd.edu/preview_program.php?catoid=13&poid=1989

The proposed major is not duplicated elsewhere in the BOR system. No other program in the state offers a sport-related program with a focus on media or communication.

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4. Are there related programs at public colleges and universities in Minnesota, North Dakota, Montana, and Wyoming?⁶ If there are related programs in these states list below under each state and explain why the proposed program is needed in South Dakota.

Minnesota

Bemidji State University: B.A. in Sport Management

Minnesota State University-Mankato: B.S. in Sport Management

University of Minnesota: B.A. in Sport Management

University of Minnesota-Crookston: B.S. in Sport and Recreation Management

North Dakota

North Dakota State University: B.S. in Sport and Recreation Leadership Studies

Montana

None

Wyoming

None

The major at the University of South Dakota will be distinctive from its neighboring states' programs due to USD's proposed media focus and substantive business component. As counter-examples, the Bemidji and Mankato programs have just a few introductory business courses, while the majority of the curriculum is the equivalent of PE or KSS coursework. The North Dakota State program includes no business courses and has just one introductory media class. The program at the University of Minnesota Crookston is similar to NSU's program, combining sport and health courses with business courses. Only one Crookston course centers explicitly on communication and none focuses on media. The program at the University of Minnesota's main campus in the Twin Cities consists of core coursework in the equivalent of KSS plus a large number of electives that may be taken in a variety of fields; one communication course is included among the electives. In sum, none of these regional programs offers the interdisciplinary scope or media concentration envisioned for the major at USD.

5. Are students expected to be new to the university or redirected from other programs? How many majors are expected in the first years of the program? How many graduates are expected?

15-20 new majors in sport marketing & media are anticipated in each of the first few years that the degree is offered, leading to a stable majors head count of 70 (assuming a mean five-year dwell-time) and 13 graduates per year after four years. Although a few students may be drawn from other USD programs, the aim in developing this new major is to attract students who would not otherwise have considered USD, but instead chose other large research universities in the Midwest with some existing variation of this program.

⁶ This question addresses opportunities available through Minnesota Reciprocity and the Western Undergraduate Exchange in adjacent states. List only programs at the same degree level as the proposed program. For example, if the proposed program is a baccalaureate major, then list only related baccalaureate majors in the other states and do not include associate or graduate programs.

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6. Does the university intend to seek authorization to deliver this entire program at any off-campus locations? Does the university intend to seek authorization to deliver this entire program by distance technology?

Off-campus	No
Distance delivery	No

7. What are the University's plans for obtaining the resources needed to implement the program? Indicate "yes" or "no" in the columns below.

	Development/Start-up	Long-term Operation
Reallocate existing resources	Yes	Yes
Apply for external resources	No	No
Ask Board to seek new State resources	No	No
Ask Board to approve new or increased student fee	No	No

The new major will be supported using existing courses. These courses will be taught mostly by the faculty currently housed at the University of South Dakota, plus occasional adjuncts, impinging only slightly on some departments' programmatic offerings. Several new courses will be developed, mainly in the Department of Communication Studies and the Department of Media and Journalism. An additional position in one of these departments is already in place. The University has funded this position through an internal reallocation of resources. The anticipated increase in enrollment from this major will contribute to the ongoing support of this program.

8. Curriculum Example: Provide (as Appendix A) the curriculum of a similar program at another college or university. Identify the college or university and explain why the program may be used as one model when the proposed program is developed.

The Oklahoma State major in Sports Media was selected as an example. The program is housed in the university's School of Media and Strategic Communications. The proposed USD major will include more coursework in the study of sport (KSS) and in business (BADM), but it will share with the Oklahoma State program a focus on media and an interdisciplinary approach. According to a colleague at Oklahoma State, the program has 128 majors, a number that has been steadily increasing since the program was approved in 2006. He also reports that the Sports Media major has enhanced the diversity of their students in terms of both gender and ethnicity.

The Oklahoma State program's core consists of five courses:

MC 2003: Mass Media Style and Structure

MC 2023: Electronic Communication

MC 4143: Ethics and Issues in Mass communications

MC 4163: Mass Communication Law

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Students then specialize in any of three areas. The program we envision is most similar to the third, Sports Media Strategic Communications/Promotion, which requires the following in addition to the core:

SC 2183: Introduction to Strategic Communications

SC 3353: Persuasive Writing for Strategic Communicators

SC 3753: Graphic Design for Strategic Communication

SC 3953: Research Methods for Strategic Communicators

SPM 3783: Sports Public Relations

SPM 4933: Advanced Sports Public Relations

12 cr. in Mass Communications, Multimedia Journalism, Strategic Communication,
and/or Sports Media

6 cr. in Marketing

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APPENDIX A. CURRICULUM EXAMPLE

Oklahoma State University, BA/BS in Sports Media
<http://registrar.okstate.edu/images/DRS2014-2015/CAS/as25.pdf>
<http://registrar.okstate.edu/images/DRS2014-2015/CAS/as65.pdf>

MAJOR REQUIREMENTS: 57 HOURS

Minimum 2.50 GPA in JB/MC/MMJ/SC/SPM prefix courses and in Major Requirements with a minimum grade of "C" in each course.

Core Curriculum: MC 2003, 2023, 4143, 4163, SPM 2843, 3843

Select one of the options listed below:

1. Sports Media Production:
 - a. MMJ 3153, 3263, 3913 and SPM 3863, 4813, 4883
 - b. 12 hrs MC, MMJ, SC or SPM (6 hrs must be upper-division)
 - c. 9 hrs upper-division Traditional Liberal Arts or Business or Gen Ed
2. Sports Media News:
 - a. MMJ 3153, 3263, 3313, 4393 and SPM 3853, 3863, 4883
 - b. 9 hrs MC, MMJ, SC or SPM (3 hrs must be upper division)
 - c. 9 hrs upper-division Traditional Liberal Arts or Business or Gen Ed
3. Sports Media Strategic Communications/Promotion:
 - a. SC 2183, 3353, 3753, 3953 and SPM 3783, 4933
 - b. 12 hrs MC, MMJ, SC or SPM electives (9 hrs must be upper-division)
 - c. 6 hrs upper-division MKTG
 - d. 3 hrs upper-division Traditional Liberal Arts or Business or Gen Ed

A 2.50 graduation retention GPA and at least 28 hours completed required to declare major. A passing score on the English Language Proficiency Exam is required for upper-division major requirements.

A minimum of 72 hours must be taken outside of JB/MC/MMJ/SC/SPM. No more than 12 hours in JB/MC/MMJ/SC/SPM can be transferred from other institutions.

This major requires students to develop and maintain a portfolio exhibiting specific and appropriate work including required class assignments.

ELECTIVES: 4 HOURS