

SOUTH DAKOTA BOARD OF REGENTS

Full Board

AGENDA ITEM: 22 – C

DATE: June 10-11, 2015

SUBJECT: New Program: USD BA/BS in Sport Marketing & Media

The University of South Dakota (USD) requests authorization for a Bachelor of Arts and Bachelor of Science in Sport Marketing & Media. The proposed program would provide students with broad skills in marketing, advertising/public relations, event management, and law/ethics and prepare graduates to work in positions within college athletic departments, advertising or public relations firms, merchandising companies, professional sports teams, athletic facilities, and/or the news media.

The Board approved the Intent to Plan at the [April 2015](#) meeting 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.*

University Mission and Priorities

The proposed program is within the mission of USD as set by SDCL 13-57-1 and Board of Regents Policy 1:10:1, both of which establish the mission of USD as providing undergraduate and graduate programs in the liberal arts and sciences, professional education in

(Continued)

RECOMMENDED ACTION OF THE EXECUTIVE DIRECTOR

Approve USD’s new program proposal for a B.A. / B.S. in Sport Marketing & Media as described in Attachment I.

business, education, fine arts, law, and medicine, and other courses or programs as the Board of Regents may determine.

System Strategic Goals

The 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 and offering academic programs that educate students through strong Arts and Sciences offerings that prepare students with the skills and knowledge as described in Goal 2.

Workforce Need, Student Demand, Projected Graduates

USD notes significant student demand for such a program based on the success of related programs at universities in other states. In addition, workforce demand for graduates is demonstrated through the continued growth of athletics programs and complexes at South Dakota universities and in the Sioux Falls area. 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, a significant portion of which will work in occupations related to athletics. USD anticipates graduating 15 students per year from the program after full implementation.

Development

USD consulted the curricula from several existing programs including that of Oklahoma State's program in Sports Media in preparing their own program. As a result of these inquiries, the USD program in Sport Marketing & Media would take an interdisciplinary approach focusing on sport, business, and media. USD's curriculum was developed by the Office of the Dean of the College of Arts & Sciences working with the chair of the Department of Media & Journalism, as well as faculty members in the School of Business and the School of Education, with input from professionals working in the field of sport marketing and media. The proposal requires the creation of three new courses.

Board Policy

USD is not requesting any exceptions to Board Policy.

Off Campus and Distance Delivery

USD is not requesting authorization to deliver the program through off campus or distance delivery.

Budget and Resources

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

**South Dakota Board of Regents
New Undergraduate Degree Program**

University:	The University of South Dakota
Major:	Sport Marketing & Media
Existing or New Major (s):	New
Degree:	B.A./B.S.
Existing or New Degree (s):	Existing
Intended Term of Implementation	Fall 2015
Proposed CIP code:	09.0102 (Mass Communication/Media Studies)
University Department	Media & Journalism
University Division	College of Arts & Sciences

University Approval

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

James W. Abbott

President of the University

April 20, 2015

Date

After approval by the President, a signed copy of the proposal should be transmitted to the Executive Director. Only after the Executive Director's 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 are the purposes of the proposed program?

The University of South Dakota requests approval for a Bachelor of Science and a Bachelor of Arts in Sport Marketing & Media. This program would contribute to the development of the South Dakota workforce in the growing industries surrounding sports and sport entertainment, and the changing landscape of media and communications. The program will provide students with skills and knowledge in marketing, advertising/public relations, event management, and law/ethics, built on a strong foundation in sport communication in a variety of media. USD graduates with the Sport Marketing & Media major will be well prepared to join the workforce in important industries and contribute to the development of new opportunities, whether immediately after graduation or following additional professional education.

The University does not request new state resources or new student fees to operate the program. The program would be funded by redirecting existing resources.

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. Moreover, 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.

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Workforce Demand for Graduates

The industry of sport is a reliable source of employment in South Dakota, across the country, and throughout the world. Examples of employment in this area include several 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. To choose one example, annual attendance for Sioux Falls Canaries baseball (formerly Pheasants) increased from 76,549 in 2011 to 139,784 in 2014.¹

Many college and even high school positions deal with 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. 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 Moreover, the nature of sport marketing and media has changed significantly in the 21st century. 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 to prepare graduates to meet the demands of the current and emerging industries surrounding sport.

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.³ BLS employment projections data for indicates growth within the field of public relations specialists of more than 15% percent for “Promoters of events, and agents and managers” of performing arts, spectator sports, and related industries.⁴ A 2014 report to USD by consultants from the Berkeley Research Group recommended the addition of a program such the proposed Sport Marketing & Media major to meet growing workforce demand for graduates with expertise across disciplines in the growing and competitive sports industry, and further noted that given the range of disciplines available and USD’s recent move to Division I athletics made this an opportune time for such a program.

¹ American Association of Independent Baseball, “Attendance,”
<http://www.americanassociationbaseball.com/statistics/attendance/>

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 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>.

⁴ 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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Although sport management and sport marketing programs are relatively common nationally, the proposed program is exceptional in its emphasis on media, the most rapidly developing aspect of 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. The recent draft of the 2014-2020 BOR Strategic Plan identified as Goal 2, Academic Quality and Performance: "The Board of Regents is 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 proposed program seeks to address this goal by offering 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 also takes advantage of experiential learning opportunities.

Student Demand for the Program

The explosive growth in popularity of sport, fueled by the rise of social media, televised coverage and online streaming of sporting events, and extensive marketing, has contributed not only to a high level of interest in sport among college-age adults, but also to a growing awareness of career opportunities in related fields. Recently created programs in Sport Media at Oklahoma State University, the University of Georgia, and Ithaca College have proven successful at attracting undergraduate majors and at placing student in jobs after graduation. Key to the success of this program are opportunities for experiential learning both on campus in the in the surrounding area. The popularity of the University's seventeen NCAA Division I athletic programs, the pending addition of \$66 million sports complex adjacent to the Dakota Dome, student participation in the USD Wellness Center and intramural athletics, as well as the ability to combine faculty resource and facilities from the College of Arts & Sciences, the Beacom School of Business, and the School of Education will allow this program to address student interest in a range of sport-related careers.

Offering a major in Sport Marketing & Media is consistent with a range of established initiatives at USD, including recruitment of diverse students from the region, the nation, and the world, and increasing global awareness among USD students. A recent study in *The Journal of Business & Industrial Marketing* notes that "Internationalization of the global economy has meant that many sport marketers now look to the global market instead of one region in their marketing efforts."¹ As USD expands its recruiting efforts to international students, the presence of a Sport Marketing & Media major will offer strong appeal, particularly to those students from regions

¹ Ratten, Vanessa and Hamish Ratten. "International Sport Marketing: Practical and Future Research Implications." *The Journal of Business & Industrial Marketing* 26, no. 8 (2011): 614-20, <http://search.proquest.com/docview/898414813?accountid=14750>.

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experiencing dramatic growth in the sport industry, including Asia, the Middle East, and Latin America, particularly in preparation for, or in the wake of, the World Cup, Olympic Games, and other major events. The proposed major will not only prove effective at attracting international student interest, but will also provide students from the state and region with global perspectives and career opportunities. A January 26, 2015 article in *Street and Smith's Sports Business Journal* describes the recent launch of "Fifth Generation Sports, a boutique agency with capabilities in marketing, research, digital and social media with access to investment capital," as an example of current trends in the relationship between media technology, sports, and finance. This new venture, the article notes, speaks to the growth potential in the industry, as well as the intersection of sport, media, and marketing: "With digital elements now driving many media and sports transactions, the new agency will offer access to capital through a relationship with boutique investment bank Mesa Global, which sold Big Lead Sports to Gannett and assisted in FanDuel's recent \$70 million funding round with KKR, Shamrock and NBC Sports."¹ USD Director of Athletics David Herbster agrees that this proposed major and minor will open up exciting opportunities for many of our students and student athletes who are deeply interested in sports and eager to combine their passion and knowledge with an academic program that will prepare them for a variety of careers: "I am excited about this program as I think it could be beneficial for both academics and athletics in providing practical experience for our students while enhancing the operations of athletics and keeping it current in the contemporary sports world. Much like our partnership with Health Sciences in the construction of our new athletic facilities that will eventually house Physical Therapy, Occupational Therapy and KSS, we have the opportunity to make each of our programs stronger through collaboration."

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. The recent draft of the 2014-2020 BOR Strategic Plan identified as Goal 2, Academic Quality and Performance: "The Board of Regents is 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 proposed program seeks to address this goal by offering 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 also takes advantage of experiential learning opportunities.

2. Rationale

A. What is the rationale for the curriculum?

The curriculum for the proposed major in Sport Marketing & Media consists of a core of major courses in several areas, chosen from among courses offered by the College of Arts & Sciences, the School of Education, the Beacom School of Business, along with electives. The major consists of a total of 38 credit hours, with 17 credit hours in the common core and 21 credit hours to be selected as electives from a list of approved courses. As a major within the existing B.S. and B.A. programs in the College of Arts & Sciences, the program offers a strong grounding in

¹ Lefton, Tony. "Russo Forms Boutique Agency." *Street & Smith's Sports Business Journal*, January 26-Feb 1, 2015: 8. <https://www.sportsbusinessdaily.com/Journal/Issues/2015/01/26/Marketing-and-Sponsorship/Russo-Fifth-Generation.aspx>.

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liberal arts and substantial breadth across the disciplines, while providing significant depth within the multidisciplinary field of Sport Marketing & Media.

The common core provides a conceptual and practical framework for the subject, introducing students to the scope of disciplines in the field and the connections between these disciplines. At the 200 level, students select a course introducing the field from the perspective of American sport, media and marketing, or communications. This program has been created in response to student demand for a flexible and responsive major, and the foundation of the program is based on appropriate learning outcomes shared by several courses across the disciplines, rather than on a single disciplinary entry point. Subsequent requirements include one course each in public relations or advertising, marketing, event marketing and management, and on legal and ethical issues. Also included within the required core are at least two credit hours of experiential coursework. Given the quickly changing and emerging field Sport Marketing & Media, it is crucial that student have hands-on learning experiences beyond the classroom. Such experiences may engage with the programs and activities surrounding USD's Division I Athletics programs, or may interact with partners in private industry, public service, or the non-profit sector. Here, students may pursue internship or practicum opportunities within any of the contributing department, according to interests and availability. Experiences selected to meet this requirement will be approved by the appropriate department chairs. To complete the major, students must earn a C or better in BADM/KSS/MCOM/SPCM 494 or MCOM 495.

An expanded list of courses offered by the Departments of Media & Journalism and Communication Studies in the College of Arts & Sciences, the Department of Kinesiology in the School of Education, and the Beacom School of Business provides students with a range of electives from which to choose to supplement the groundwork provided by the core and to prepare them for careers across the range of available and emerging possibilities.

B. Demonstrate that the curriculum is consistent with current national standards.

Complete the tables below and explain any unusual aspects of the proposed curriculum.

Sport Marketing & Media is a new academic major that combines existing principles and content from across existing disciplines, and as such, there are not clear national standards established for this field. As part of the development process, a review of existing programs at other institutions in related field demonstrated considerable variation among these programs, based largely on whether the primary focus of these programs was in Business Administration or Marketing, Kinesiology or Sports Management, or Media and Communications. Requirements for Oklahoma State University's major in Sports Media, which was included as an example in the Intent to Plan documentation, are available online for the B.A.¹ and B.S.² degrees. USD's program will include a greater focus on the study of sport (KSS) and on business (BADM), but it will share with the Oklahoma State program a focus on media and an interdisciplinary approach. The core courses for the Oklahoma State Sports Media major, along with their specialization in

¹ <http://registrar.okstate.edu/sites/default/files/Documents/DegreeSheets/2014-2015/CAS/AS25.pdf>

² <http://registrar.okstate.edu/sites/default/files/Documents/DegreeSheets/2014-2015/CAS/AS65.pdf>

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Strategic Communications/Promotion, offer a range of coursework comparable to USD's proposed major in Sport Marketing & Media.

C. If a new degree is proposed, what is the rationale?

No new degree is proposed. The major would be offered within the existing B.A. and B.S degree programs.

D. Summary of the Degree Program

<i>B.S. Sport Marketing & Media</i>	Credit Hours	Credit Hours	Percent
System General Education Requirements	30		
Institutional Graduation Requirements	6-9		
College Degree Requirements (including a minor)	25-34 ¹		
Information Technology Literacy Requirements	0		
Subtotal, Degree Requirements		61-73	51-61%
Required Support Courses (not included above)	0		
Major Requirements	14-17 ²		
Major Electives	21		
Subtotal, Program Requirements		35-38	29-32%
Free Electives		9-24 ¹	7-20%
Degree Total		120	100%

*If the proposed undergraduate degree program is to be available in more than one degree and the number or distribution of credits will vary, provide a separate table for each degree.

<i>B.A. Sport Marketing & Media</i>	Credit Hours	Credit Hours	Percent
System General Education Requirements	30		
Institutional Graduation Requirements	6-9		
College Degree Requirements (including a minor)	18-36 ¹		
Information Technology Literacy Requirements	0		
Subtotal, Degree Requirements		54-75	45-63%
Required Support Courses (not included above)	0		
Major Requirements	14-17 ²		
Major Electives	21		
Subtotal, Program Requirements		35-38	29-32%
Free Electives		7-31 ¹	6-26%
Degree Total		120	100%

*If the proposed undergraduate degree program is to be available in more than one degree and the number or distribution of credits will vary, provide a separate table for each degree.

¹ The total number of credits required for the B.S./B.A., as well as the number of free electives, will vary based on the student's minor within the College of Arts & Sciences.

² If a student completes MCOM 151 for the major, these will be counted as fulfilling the goals for SGR #4

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Required Support Courses outside the Major (*NOT general education, institutional graduation or technology literacy requirements*)

Prefix	Number	Course Title	Credit Hours	New (yes, no)
		<i>None</i>		
		Subtotal		

Major Requirements

Prefix	Number	Course Title	Credit Hours	New (yes, no)
Take one of the following courses:				
KSS	244	American Sport in the 21 st Century	3	no
MCOM	244 ¹	Introduction to Sport Marketing & Media		yes
SPCM	244 ¹	Introduction to Sport Communication		yes
Take one of the following courses:				
MCOM	243	Public Relations Principles	3	no
MCOM	370	Advertising Principles		no
Take one of the following courses:				
BADM	370	Marketing	3	no
KSS	382	Sport Marketing		no
MCOM	444 ¹	Sport Marketing & Media		yes
Take one of the following courses:				
KSS	450	Sport Facility and Event Management	3	no
MCOM	440	Event Marketing and Management		no
Take one of the following courses:				
KSS	486	Sport Law	3	no
MCOM	402	Media Law and Ethics		no
Complete a minimum of two credits of the following courses:				
BADM	494	Internship	2	no
KSS	494	Internship		no
MCOM	494	Internship		no
MCOM	495	Practicum		no
SPCM	494	Internship		no
		Subtotal	17	

¹ Pending approval of New Course Request

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Major Electives: List courses that may be taken as electives in the program. Indicate any new courses to be added specifically for the major.

Prefix	Number	Course Title	Credit Hours	New (yes, no)
Choose 21 credits from the following. Courses taken to fulfill requirements will not also count as electives.				
ACCT	210	Principles of Accounting I	3	no
ACCT	211	Principles of Accounting II	3	no
BADM	336	Entrepreneurship I	3	no
BADM	370	Marketing	3	no
BADM	457	Business Ethics	3	no
BADM	460	Human Resource Management	3	no
BADM	474	Personal Selling	3	no
BADM	475	Consumer Behavior	3	no
BADM	494	Internship	1-6	no
KSS	280	Governance & Ethics in Sport	3	no
KSS	382	Sport Marketing	3	no
KSS	384	Budgeting and Finance in Sport	3	no
KSS	450	Sport Facility and Event Management	3	no
KSS	486	Sport Law	3	no
KSS	494	Internship	1-6	no
MCOM	210	Basic News Writing	3	no
MCOM	215 ¹	Sports Writing	3	no
MCOM	221	Audio Production	3	no
MCOM	241	Social Media Marketing	3	no
MCOM	243	Public Relations Principles	3	no
MCOM	244 ²	Introduction to Sport Marketing & Media	3	yes
MCOM	262	Digital Imaging	3	no
MCOM	305 ¹	Sports Broadcasting	3	no
MCOM	325	Introduction to Multiplatform Storytelling	3	no
MCOM	330	Writing for Digital Media	3	no
MCOM	331	Video Production	3	no
MCOM	334	Broadcast News Writing & Reporting	3	no
MCOM	341	Public Relations Writing	3	no
MCOM	342	Strategic Communication	3	no
MCOM	370	Advertising Principles	3	no
MCOM	371	Ad Copy and Layout	3	no
MCOM	402	Media Law and Ethics	3	no
MCOM	424	Gender and Media	3	no
MCOM	444 ²	Sport Marketing & Media	3	yes
MCOM	440	Event Marketing and Management	3	no

¹ Pending approval of Authority to Offer an Existing Common Course

² Pending approval of New Course Request

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MCOM	441	Internet Marketing Communication	3	no
MCOM	456	Multimedia Design and Development	3	no
MCOM	483	Your Brain on Media	3	no
MCOM	494	Internship	1-2	no
MCOM	495	Practicum	1-5	no
SPCM	407	Crit. Studies: Pop Culture & Communication	3	no
SPCM	422	Persuasion	3	no
SPCM	487	Teambuilding and Group Decision-Making	3	no
		Subtotal	21	

3. Student Outcomes & Demonstration of Individual Achievement

A. What specific knowledge and competencies, including technology competencies, will all students demonstrate be able to demonstrate before graduation? *The knowledge and competencies should be specific to the program and not routinely expected of all university graduates. Complete Appendix A – Outcomes using the system form. Outcomes discussed below should be the same as those in Appendix A. The knowledge and competencies specific to the program must be related to the proposed assessments in B and C below.*

Please see Appendix A.

1. Students will demonstrate understanding of the fundamental concepts and issues relevant to the various marketing and media techniques employed in the contemporary sport industry.
2. Students will demonstrate the ability to communicate effectively using both traditional and innovative technologies.
3. Students will demonstrate an understanding of the social, ethical, and economic context of the subject of sport marketing and media.
4. Students will demonstrate the ability to apply communication, marketing, and/or management skills to the world of sport.

B. What national instruments (examinations) are available to measure individual student achievement in this field?

None

C. How will mastery by individual students be demonstrated? Describe the specific examinations or processes to be used. This is to include external measures.¹ **What will be the consequences for students who do not demonstrate mastery?**

¹ What national examination, externally evaluated portfolio or student activity, etc will be used to verify that individuals have attained a high level of competence and identify those who need additional work?

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Students will submit assignments or projects as part of their introductory and advanced courses that demonstrate development and mastery of specific learning outcomes identified above. They will also submit portfolio of work produced, as well as a written summary of their experiential learning course and its application to their classroom experiences. Students who do not earn a C or higher in BADM/KSS/MCOM/SPCM 494 or MCOM 495 will need to undertake another experiential learning opportunity, repeating the course and revising their portfolio accordingly. A representative sample of student work from different levels of the major curriculum will be assessed by an interdisciplinary committee consisting of faculty members from the disciplines involved, and this group will provide both quantitative and qualitative assessment information as part of the annual assessment process.

4. What instructional approaches and technologies will be used to teach courses in the program? *This refers to the instructional technologies used to teach courses and NOT the technology applications students are expected to learn.*

Many courses will be taught in classrooms using USD smart classroom technology, as well as the Desire2Learn course management system to provide course information, post course materials, and, in some cases, offer quizzes. For some courses it is expected that students will be required to access library services and use searchable databases and on-line journals. Many courses will also make use of state-of-the-art digital media equipment, computers and design software already available. These technologies include the Adobe Creative Cloud tools Premiere Pro, Illustrator, Photoshop, InDesign, Acrobat, Audition and Lightroom.

5. Did the University engage any developmental consultants¹ to assist with the development of the curriculum? Were any professional or accrediting associations consulted during the development of the curriculum? What were the contributions of the consultants and associations to the development of curriculum?

No paid developmental consultants were engaged to develop the curriculum. The curriculum was developed by the Office of the Dean of the College of Arts & Sciences working with the chair of the Department of Media & Journalism, as well as faculty members in the School of Business and the School of Education. The curriculum was designed based on input of USD faculty members familiar with communications, sport and kinesiology, marketing, and related issues, a comprehensive review of existing programs, and input from USD alumni and other professionals working in the field of sport marketing and media.

6. Are students in the program expected to be new to the university, redirected from other programs or both? Complete the table and explain how the estimates were developed. If authorization for off-campus or distance delivery is requested in Section 9, add lines to the table for off-campus/distance students, credit hours, and graduates.

The majority of students entering the program are expected to be new to the university, and will be students who might attend other institutions for media-based sport marketing programs. It is

¹ Developmental consultants are experts in the discipline are hired by the university to assist with the development of a new program (content, courses, experiences, etc). Universities are encouraged to discuss the selection of developmental consultants with Board staff.

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also expected that some students currently enrolled in the Bachelor of General Studies degree, and who have a strong interest in and/or experience with athletics, will find this major an attractive alternative to that degree program. It is estimated that the major will enroll 10-15 new students per year in each of the first few years the degree is offered, leading to a stable enrollment of approximately 50 majors, with 10-15 graduates per year within five years. These estimates may be conservative, given the potential interest attributed to students. The program in Sports Media at Oklahoma State University, which was consulted for comparison purposes in developing this program, grew from 17 majors in 2010 (its first year of implementation) to 152 majors in 2014.¹

	Fiscal Years*			
	1st	2nd	3rd	4th
Estimates	FY16	FY17	FY18	FY19
Students new to the university	5	15	25	35
Students from other university programs	5	10	15	15
Continuing students				
= Total students in the program (fall)	10	25	40	50
Program credit hours (major courses)**	90	225	360	450
Graduates		3	10	15

* Do not include current fiscal year.

** This is the total number of credit hours generated by students in the program in the required or elective program courses. The same numbers are used in Appendix B – Budget.

7. If program accreditation is available, identify the organization and explain whether accreditation is required or optional, the resources required, and the University's plans concerning the accreditation of this program.

The programs offered by the Department of Media & Journalism are accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). The Department is undergoing reaccreditation in 2014-15, and the University expects the courses offered by the Department of Media & Journalism to be included in the next accreditation review.

8. Does the University request any exceptions to any Board policy for this program? Explain any requests for exceptions to Board Policy. If no exceptions are requested, enter "None."

None

9. Program Delivery

A. Does the University request authorization to deliver this entire program at any

¹ Oklahoma State University School of Media & Strategic Communication, "Graduation and Retention Rates," <http://media.okstate.edu/graduation-retention-rates>

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off-campus locations? *If yes, list location(s) and intended start date(s).*

No.

B. Does the University request authorization to deliver this entire program by distance technology? *If yes, identify delivery method(s) and intended start date(s).*

No.

C. Include off-campus tuition and site or delivery costs in the next section and in Appendix B. *If off-campus or distance delivery authorization is not requested, enter "None."*

None.

10. Costs, Budget and Resources

Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, time redirected from other assignments, instructional technology & software, other O&M, facilities, etc needed to implement the proposed major. Address off-campus or distance delivery separately. Complete Appendix B Budget and Resources and briefly summarize.

The new major will be supported by existing courses and by reassigning faculty to a small number of anticipated new courses. These courses will also serve existing majors/minors. All courses will be taught by the faculty currently at the University of South Dakota. The recent addition of a faculty member in the Department of Media & Journalism with expertise in sports broadcasting and video production will help facilitate the additional teaching capacity required for the delivery of the major. The anticipated increase in enrollment from this major will contribute to the ongoing support of this program. The University does not request new State resources to support the major in Sport Marketing & Media.

APPENDIX A

STUDENT LEARNING ASSESSMENT PROGRAM SUMMARY FORM

Submitted By: Department of Media & Journalism

Program Mission Statement: The mission of the Department of Media & Journalism is to serve students pursuing careers in journalism and strategic communication by providing a learning environment, promoting personal enrichment, developing students' professional potential, and encouraging the pursuit of excellence. The department actively contributes to scholarly knowledge in mass communication, and enthusiastically serves the university community and the general public.

Connection of Assessment(s) Performed to the Mission (provide a brief paragraph describing how the assessments in the table below connects to your mission statement):

List the program's learning objectives (add rows as needed).	How, where, when and by whom will each SLO be assessed (responsible committee or person)?	List expectations/ criteria for success	What are the anticipated results?	How will the results be used (identify responsible committee or person)?
1. Students will demonstrate understanding of the fundamental concepts and issues relevant to the various marketing and media techniques employed in the contemporary sport industry.	A committee comprised of faculty from the departments of Media & Journalism, Communication Studies, Kinesiology, and the Beacom School of Business will review a selection of student work from KSS 244, MCOM 244, and/or SPCM 244 on an annual basis.	Student work will reveal developing proficiency in the concepts and issues relevant to Sport Marketing & Media, as well as the ability to recognize and describe communication strategies and marketing techniques associated with this field.	85% of the student work will contain evidence of developing proficiency in this area.	Results will be reported to the relevant departments involved in the delivery of the coursework for the program, as well as to the Office of Assessment, and a committee comprised of external stakeholders, including students, alumni, and representatives of the Sport Marketing & Media industry.
2. Students will demonstrate the ability to communicate	A committee comprised of faculty from the departments of Media & Journalism,	Student work will reveal proficiency in the ability to communicate effectively using	85% of the student work will contain evidence of demonstrated proficiency in this area.	Results will be reported to the relevant departments involved in the delivery of the coursework for the

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effectively using both traditional and innovative technologies.	Communication Studies, Kinesiology, and the Beacom School of Business will review a selection of student work from BADM 370, KSS 382, and/or MCOM 444 on an annual basis.	appropriate technologies.		program, as well as to the Office of Assessment, and a committee comprised of external stakeholders, including students, alumni, and representatives of the Sport Marketing & Media industry.
3. Students will demonstrate an understanding of the social, ethical, and economic context of the subject of sport marketing and media.	A committee comprised of faculty from the departments of Media & Journalism, Communication Studies, Kinesiology, and the Beacom School of Business will review a selection of student work from BADM 370, KSS 382, MCOM 444, KSS 486, and/or MCOM 402 on an annual basis.	Student work will demonstrate proficiency in understanding the social, ethical, and economic context of the subject of sport marketing and media.	85% of the student work will contain evidence of demonstrated proficiency in this area.	Results will be reported to the relevant departments involved in the delivery of the coursework for the program, as well as to the Office of Assessment, and a committee comprised of external stakeholders, including students, alumni, and representatives of the Sport Marketing & Media industry.
4. Students will demonstrate the ability to apply communication, marketing, and/or management skills to the world of sport.	A committee comprised of faculty from the departments of Media & Journalism, Communication Studies, Kinesiology, and the Beacom School of Business will review a selection of student work from internship and practicum courses on an annual basis.	Student work will demonstrate the ability to apply communication, marketing, and/or management skills through the completion of an assigned project completed as part of a practicum or internship.	85% of the student work will contain evidence of demonstrated proficiency in this area.	Results will be reported to the relevant departments involved in the delivery of the coursework for the program, as well as to the Office of Assessment, and a committee comprised of external stakeholders, including students, alumni, and representatives of the Sport Marketing & Media industry.

APPENDIX B

University of South Dakota, B.A./B.S. in Sport Marketing & Media

		1st FY15	2nd FY16	3rd FY17	4th FY18
<i>Headcount & hours from proposal</i>					
Fall headcount (see table in proposal)		10	25	40	50
Program FY cr hrs, State-Support		90	225	360	450
Program FY cr hrs, Self-Support		0	0	0	0
Faculty, Regular FTE	See p. 2	0.33	0.33	0.33	0.33
Faculty Salary & Benefits, average	See p. 2	\$77,889	\$77,889	\$77,889	\$77,889
Faculty, Adjunct - number of courses	See p. 2	0	0	0	0
Faculty, Adjunct - per course	See p. 2	\$1,000	\$1,000	\$1,000	\$1,000
Other FTE (see next page)	See p. 2	0.00	0.00	0.00	0.00
Other Salary & Benefits, average	See p. 2	\$8,622	\$8,622	\$8,622	\$8,622
<i>Salary & Benefits</i>					
Faculty, Regular		\$25,704	\$25,704	\$25,704	\$25,704
Faculty, Adjunct (rate x number of courses)		\$0	\$0	\$0	\$0
Other FTE		\$0	\$0	\$0	\$0
S&B Subtotal		\$25,704	\$25,704	\$25,704	\$25,704
<i>Operating Expenses</i>					
Travel		\$0	\$0	\$0	\$0
Contractual Services		\$0	\$0	\$0	\$0
Supplies & materials		\$0	\$0	\$0	\$0
Capital equipment		\$0	\$0	\$0	\$0
OE Subtotal		\$0	\$0	\$0	\$0
Total		\$25,704	\$25,704	\$25,704	\$25,704
SELF-support tuition/hr, net of HEF	GR	\$388.25	\$388.25	\$388.25	\$388.25
Self-support tuition revenue	hrs x amt	\$0	\$0	\$0	\$0
STATE-support tuition/hr, net of HEFF	GR	\$161.48	\$161.48	\$161.48	\$161.48
State-support tuition revenue	hrs x amt	\$14,533	\$36,333	\$58,133	\$72,666
Program fee, per cr hr (if any)	\$0.00	\$0	\$0	\$0	\$0
Delivery fee, per cr hr (if any)	\$0.00	\$0	\$0	\$0	\$0
University redirections		\$0	\$0	\$0	\$0
Community/Employers		\$0	\$0	\$0	\$0
Grants/Donations/Other		\$0	\$0	\$0	\$0

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Total Resources	\$14,533	\$36,333	\$58,133	\$72,666
	(\$11,171)	\$10,629	\$32,429	\$46,962

Estimated Salary & Benefits per FTE	Faculty	Other
Estimated salary (average) - explain below	\$60,814	\$0
University's variable benefits rate (see below)	0.1390	0.1390
Variable benefits	\$8,453	\$0
Health insurance/FTE, FY13	\$8,622	\$8,622
<i>Average S&B</i>	\$77,889	\$8,622

Explain faculty used to develop the average salary & fiscal year salaries used. Enter amount above.

The FY 15 salaries of 3 people in the Media & Journalism department were averaged.

Explain adjunct faculty costs used in table:

N/A

Explain other [for example, CSA or exempt] salary & benefits. Enter amount above.

N/A

Summarize the operating expenses shown in the table:

No operating expenses are anticipated above current expenses for the Department of Media & Journalism

Summarize resources available to support the new program (redirection, donations, grants, etc).

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State-support: Change cell on page 1 to use the UG or GR net amount.

Self-Support Tuition, HEFF & Net	FY15			
	Rate	HEFF	Net	
Undergraduate	\$312.90	\$26.60	\$286.30	<i>Change cell on page 1</i>
Graduate	\$414.85	\$26.60	\$388.25	
Externally Supported	\$40.00			

State-support: Change cell on page 1 to use the UG or GR net amount for your university.

State-Support Tuition, HEFF & Net	FY15			
	Rate	HEFF	Net	
Undergraduate - BHSU, DSU, NSU	\$133.10	\$26.62	\$106.48	<i>Change cell on page 1</i>
Undergraduate - SDSMT, SDSU, USD	\$138.80	\$27.76	\$111.04	<i>to point to your net.</i>
Graduate - BHSU, DSU, NSU	\$201.85	\$40.37	\$161.48	<i>Change cell on page 1</i>
Graduate - SDSMT, SDSU, USD	\$210.40	\$42.08	\$168.32	<i>to point to your net.</i>

Variable Benefits

Rates

University	FY15	
BHSU	14.23%	<i>Change the benefits rate cell in the table on page 2 to point to the rate for your university.</i>
DSU	13.85%	
NSU	13.92%	
SDSM&T	13.89%	
SDSU	14.04%	
USD	13.90%	