

**SOUTH DAKOTA BOARD OF REGENTS**

**Committee on Academic and Student Affairs**

**AGENDA ITEM: III – A (7)**

**DATE: June 10-11, 2015**

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**SUBJECT: New Program: USD Minor in Sport Marketing & Media**

The University of South Dakota (USD) requests authorization to offer a baccalaureate minor in Sport Marketing & Media. USD has a concurrent proposal for a major in the field. The minor will benefit students interested in the growing popularity of sport and recent changes in how sports are consumed, including social media and live online streaming, as well as growth in sport-related professional opportunities in South Dakota. The Bureau of Labor Statistics projects the overall employment of advertising, promotions, marketing, and public relations specialists to grow 12 percent from 2012 to 2022 with specialized employment within the sport and leisure industry representing a substantial portion of this growth. USD expects to graduate 16 students per year with the minor after full implementation.

The proposed curriculum requires the addition of three new courses (all of which are also part of the proposed new major in the same field) and consists of 18 credit hours. USD is not requesting new resources.

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**RECOMMENDED ACTION OF THE EXECUTIVE DIRECTOR**

Approve USD's new program proposal for a Minor in Sport Marketing & Media as described in Attachment I.

**South Dakota Board of Regents  
New Baccalaureate Degree Minor**

<b>University:</b>	University of South Dakota
<b>Title of Proposed Minor:</b>	Sport Marketing & Media
<b>Degree(s) in which minor may be earned:</b>	B.A., B.S., B.L.S., B.B.A., B.F.A.
<b>Existing related majors or minors:</b>	B.A./B.S. in Sport Marketing & Media <sup>1</sup> ; B.A./B.S. in Media & Journalism Major, Media & Journalism Minor
<b>Proposed Implementation (term):</b>	Fall 2015
<b>Proposed CIP Code:</b>	09.0102

**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 28, 2015

\_\_\_\_\_  
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. Do you have a major in this area?**        X<sup>1</sup>   Yes      \_\_\_\_\_ No

**2. If you do not have a major in this area, explain how the proposed minor relates to your mission.**

N/A

**3. How will the proposed minor benefit students?**

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.

Sport Marketing & Media is an increasingly prominent academic field nationally. The field is driven by digital media marketing skills and the need to understand how they are used to establish and promote individual and organizational goals, attract audiences, and connect with potential consumers. The minor will address the many issues surrounding this field and provide a guide to creating, measuring, tracking, and employing sport marketing and media strategies, and tactics to gain a competitive edge.

<sup>1</sup> Proposal for the major currently under review.

The minor includes three new course options. Two are new 200-level courses and one is a 400-level course. All three courses are from the newly proposed Sport Marketing & Media major, including MCOM 244 Introduction to Sport Marketing & Media, MCOM 444 Sport Marketing & Media, and SPCM 244 Introduction to Sport Communication. Knowledge of sport marketing & media skills will complement and enhance the expertise of students in a wide variety of other majors within the College of Arts and Sciences as well as those majoring in business, graphic design, and marketing, among others.

The sport industry 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. 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.<sup>2</sup> 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.<sup>3</sup> The new minor will provide students with majors in other disciplines the opportunity to gain expertise in a growing and dynamic field.

**4. Provide estimated enrollments and completions in the table below and explain how the estimates were developed.**

	Fiscal Years*			
	1st	2nd	3rd	4th
Estimates	FY16	FY17	FY18	FY19
Students in the minor (fall)	8	16	24	24
Completions by graduates	0	4	10	16

\* Do not include current year.

Currently, the Media & Journalism minor enrolls about 20 students. The Social Media Marketing minor enrolls about five students. Based on growing interest in related courses, such as MCOM 331 Video Production and MCOM 441 Internet Marketing Communication, USD anticipates that about a quarter to a third of current minors will shift to the new minor, with additional students being recruited through assertive and creative marketing. The minor should prove attractive to students in disciplines outside of Media & Journalism, and will complement the Social Media Marketing minor as a choice for students specifically interested in the sport industry. Students with majors in the humanities and social sciences, particularly those anticipating careers in law, as well as students from the School of Business and the School of

<sup>2</sup> 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>

<sup>3</sup> 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>.

Education who are not required to have a minor, should find this a valuable opportunity to demonstrate preparation for either law or professional school and careers in sport-related industries.

### **5. What is the rationale for the curriculum?**

The proposed curriculum for the minor requires students to gain fundamental knowledge in sport marketing and media strategies and tactics in addition to specific advertising and public relations content relevant to a variety of careers involving communication. Students will gain familiarity with the platforms used for marketing, understand how and why to choose one media channel over another, and be ready to employ marketing and media strategies on behalf of organizations operating in the sport industry today. Increasingly, new technologies are generating new opportunities to engage with the consumers of sport on an individual level, and students completing this minor will be at the forefront of presenting sport to new audiences.

The required core courses for the minor provide a conceptual and practical framework for the unique subject of sport in the global marketplace, 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. Subsequent requirements include one course each in marketing and event management. A list of courses offered by the Departments of Media & Journalism and Communication Studies in the College of Arts & Sciences, the Department of Kinesiology and Sport Science 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. Both the core requirements and the program electives reflect a broader interdisciplinary focus than the Social Media Marketing minor, incorporating courses from the Department of Kinesiology and Sport Science and a greater number of courses from the School of Business.

The proposed minor provides students the opportunity to tailor the minor to their own areas of interest through their elective courses.

### **6. Complete the tables below. Explain any exceptions to BOR policy being requested.**

#### **A. Distribution of Credit Hours**

Sport Marketing & Media	Credit Hours	Percent
Requirements in Minor	9	50%
Electives in the Minor	9	50%
Total	18	100%

**B. Required Courses in the Minor**

Prefix	Number	Course Title	New*	Hours
<i>Take one of the following courses:</i>				
KSS	244	American Sport in the 21 <sup>st</sup> Century	N	3
MCOM	244	Introduction to Sport Marketing & Media	Y	3
SPCM	244	Introduction to Sport Communication	Y	3
<i>Take one of the following courses:</i>				
BADM	370	Marketing	N	3
KSS	382	Sport Marketing	N	3
MCOM	444	Sport Marketing & Media	Y	3
<i>Take one of the following courses:</i>				
KSS	450	Sport Facility & Event Management	N	3
MCOM	440	Event Marketing & Management	N	3
<b>Subtotal, required</b>				<b>9</b>

\* New: Y= yes, N = no.

**C. Elective Courses in the Minor: List courses that may be taken as electives in the minor. Indicate any new courses to be added specifically for the minor.**

Students may choose three courses from the electives listed below. At least nine credits toward the minor must be completed at the upper-division level.

Prefix	Number	Course Title	Credit Hours	New (yes, no)
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	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*^	Introduction to Sport Marketing & Media		yes

MCOM	262	Digital Imaging	3	no
MCOM	305	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	440^	Event Marketing & Management	3	no
MCOM	441	Internet Marketing Communication	3	no
MCOM	444*^	Sport Marketing & Media	3	yes
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	244*^	Introduction to Sport Communication	3	yes
SPCM	407	Crit. Studies: Pop Culture & Communication	3	no
SPCM	422	Persuasion	3	no
SPCM	487	Teambuilding and Group Decision-Making	3	no
<b>Subtotal</b>			<b>9</b>	

\*New course proposed for major/minor.

^Allowed as an elective if not taken as a required course.

**7. What outcomes will be expected for all students who complete the minor? How will these outcomes be achieved?**

Outcomes for the minor include a depth of knowledge in sport marketing and media. Outcomes are achieved and assessed through required and elective coursework in the minor. Students completing the minor will demonstrate:

1. Ability to measure and track media marketing tactics.
2. Understanding of the impact of sport marketing and emerging media strategy.
3. Ability to evaluate the utility of various media tools to build relationships with consumers.
4. Ability to integrate media marketing concepts into the overall marketing strategy, in compliance with relevant legal and ethical standards.

**8. What instructional technologies will be used to teach courses in the minor?**

The new courses in the minor do not require additional instructional technologies to those already taught within the proposed major, or in the Media & Journalism existing major and existing minor. The courses will utilize existing smart classroom technology as well as the Desire2Learn course management system to provide course information, post course materials, and house assignments. Anticipated laboratory and software resources match those required for the current Media & Journalism major. With anticipated increases in enrollment, any program costs associated with this minor should be met through allocation of existing and incoming resources.

**9. If the University is requesting authorization to provide the minor to students at an off-campus location or by distance delivery? If yes, explain.**

None

**10. Costs, Budget & Resources: Explain the amount and source(s) of any one-time and continuing investments in personnel, professional development, release time, instructional technology and software, other O&M, facilities, etc. needed to implement the minor.**

Only three new courses are being added, and existing faculty members are prepared to teach them. No further resources will be required.

**11. Additional Information**

To avoid overlap, this minor will not be available to students in the Sport Marketing & Media proposed major.