

Cover Sheet: Request 10412

Journalism: Sports and Media specialization

Info

Process	Specialization New/Modify/Close Ugrad
Status	Pending
Submitter	Spiker, Theodore D tspiker@jou.ufl.edu
Created	9/14/2015 10:44:34 AM
Updated	9/15/2015 12:55:09 PM
Description	The Journalism major requests to have a Sports and Media specialization added as a track.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Journalism 012304000	Spiker, Theodore D		9/14/2015
Added sports and media JOU.docx					9/14/2015
College	Approved	JOU - College of Journalism and Communications	Weigold, Michael Fredrick		9/15/2015
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			9/15/2015
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Specialization|New for request 10412

Info

Request: Journalism: Sports and Media specialization

Submitter: Spiker, Theodore D tspiker@jou.ufl.edu

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Form version: 1

Responses

Degree Program : Journalism

CIP Code : 9.0401

Major Name : Journalism

Major Code : JM

Degree Type : BS

Existing Specializations : None

Name of Proposed Specialization : Sports and Media

Code(s): SM

Credits : 124

Students : 75-100

Effective Term : Earliest Available

Effective Year : Earliest Available

Percentage of Credits Available Fully Online : <50%

Percentage of Credits Available Off-Campus : <25%

Rationale for Proposed Specialization : The College of Journalism and Communications offers a number of courses related to all aspects of sports media. We are proposing a specialization within the journalism major that allows students to specialize in various facets of sports and media. Students will be able to take courses in the JOURNALISM major as well as the TEL and PR majors to receive a broad-spectrum view of the evolving way in which sport media is changing. The proposed set-up includes only minor adjustments to the traditional JOURNALISM track, as most of the sports-media classes would fulfill what typical JOURNALISM majors would take as electives. Therefore, these students will still be getting core journalism education with an emphasis in skills courses related to sports media.

The courses will provide education and professional training in various professions in sports and media. Considerable emphasis will be placed on writing, storytelling, production of content across media platforms, on the basic skills, values and ethics related to sports media professions, and sports media and media law. The specialization will prepare students for careers in sports journalism and sports communication. The curriculum allows students opportunities to work in the Innovation News Center producing sports content for the College's multimedia properties.

Impacts on Other Programs: This specialization has been approved at the College level. Several sports-media-related classes are in the PR and TEL departments. Both departments' faculty have approved the development of this specialization, as students would be taking courses in those departments.

Sports and Media Specialization: Courses

Overview

This specialization in the journalism major is made up of existing courses to provide a formalized specialization for students wanting a track in sports-media and sports-communication training.

Required Courses

Core Courses (21 Credit Hours)

- MMC 2740 Introduction to Sports and Media (1)
- MMC 2121 Writing Fundamentals for Communicators (3)
- JOU 3109C Multimedia Writing (3)
- JOU 3101 Reporting (3)
- VIC 3001 Sight, Sound and Motion (4)
- PUR 3000 Principles of Public Relations (3)
- MMC 4200 Law of Mass Communication (3)
- JOU 4930 Media Numeracy (1)

Sports Core (22 Credit Hours)

- RTV 3593 Multimedia Sports Reporting (3)
- RTV 4929c Sports Production (3)
- JOU 4313c Sports Reporting (3)
- PUR 3463 Sports Communication (3)
- MMC 3703 Sports Media and Society (3)
- MMC 3210 Sports Media Law and Ethics (3)
- JOU 4940 Internship (in sports and media) (1)
- JOU 4201 Editing/News Center Practicum (sports specialization) (3)

Required courses: 43 credits

Elective Courses

Professional electives: 9 credits (must be taken in the College of Journalism and Communications)

Total credits in the College: 52