

Memorandum

To: Faculty Senate
Seton Hall University

From: Karen E. Boroff, Ph.D. 
Interim Provost and Executive Vice President

Re: Sports Media Minor
(2018-FS-14)

Date: August 15, 2018

In order to approve the Sports Media Minor, the Office of the Provost requested that the College of Communication and The Arts submit programmatic learning objectives, a pathway through the curriculum for attaining those outcomes, and a plan for assessment. We also requested catalogue language that would reflect these learning objectives.

We are pleased to report that those items have been furnished and they are attached. We are approving the minor so that recruitment can begin for fall 2018.

Sports Media Minor

Program Overview, Rationale, and Expectations:

This interdisciplinary program will focus on critical studies of sports media, the business of sports media, and the practice of sports media. It will pay special attention to the changing platforms of sports media so that students can both understand the complex media environment and thrive in the sports media industry should they choose to work in it.

The Sports Media minor will be a collaboration throughout the University. The program's unique, interdisciplinary combination of critical studies, business, and practice will set it apart from all other sports media programs. For example, comparable programs in the Northeast at Penn State University, Montclair State University and the University of Maryland, among others, have a more traditional approach, focusing on writing, broadcasting and multimedia production. The Seton Hall program will incorporate all aspects of the sports media industry, including business, management, marketing, public relations, and social media, and help students develop skills to critically analyze the role of sports media within society and culture.

At Seton Hall, the Sports Media minor will be offered by the College of Communication and the Arts, but it will also be deeply connected to The Stillman School of Business (more specifically the Center for Sport Management), the athletic department, WSOU, Pirate Sports Network, The Setonian and the Seton Hall Sports Poll.

Here is a list of learning outcomes for students minoring in Sports Media:

Students will ***critically analyze sports media***

1. Students will learn how theories and methods of media analysis and research apply to the critical study of sports media
2. Students will develop an understanding about the aesthetics and formats of different types of sports media
3. Students will learn how sport is a key site to examine notions of race, class, gender, and place-based identities, abled and disabled bodies, and other crucial aspects about social and cultural identities
4. Students will learn the complex ways that sport is involved in social, cultural, ethical, and political struggles
5. Students will learn how sports media texts mediate sport's role in negotiating social and cultural identities and sport's involvement in social, cultural, ethical, and political struggles
6. Students will learn how the changing media landscape has affected sports media, including how emerging media technologies have raised questions about sports media's relationship to issues like privacy and surveillance
7. Students will conduct independent research drawing on both primary and secondary visual and written materials
8. Students will present their work in suitable formats, such as research papers and video essays

Students will develop an understanding of the ***business of sports media***

9. Students will study the business of sports media broadly, learning how editorial and business sides interact
10. Students will analyze and evaluate the operations of a wide range of sports media industries, including print, radio, television, and online
11. Students will examine major developments and trends in a range of sports media industries, as in the dispersion of content across platforms
12. Students will develop skills and strategies for flexibly examining and addressing changing circumstances within sports media industries, including how to engage audiences in the face of new media technologies
13. Students will explore the economic ramifications of business decisions in sports media industries, as well as the ethical and social consequences of those decisions
14. Students will develop skills for successfully communicating their insights in suitable formats, such as research reports and case studies

Students will engage in the ***practice of sports media***

15. Students will develop skills in media writing, as in investigative reporting, and media production, as in audio editing
16. Students will become familiar with many areas of sports media, including management, writing, radio broadcasting, and video production
17. Students will learn by doing both in the classroom and through experiential learning in the field, as in coverage of university sports teams
18. Students will have the opportunity to innovate by working with professors and professionals in the field
19. Students will have opportunities to be published or have their work featured through university channels and professional partnerships
20. Students will be able to interact with leaders in sports media through classroom experiences and events, roundtables, and workshops held on campus
21. Students will have the ability to gain internships and jobs after graduation with a diverse degree and knowledge and experience that sets them apart from their peers

Minor in Sports Media (18 credits)

REQUIRED CORE COURSES (9 credits = 3 courses):

COBF 2882	Introduction to Sports Media	3 credits
COBF	Sports, Media and Culture	3 credits
COMM 1421	Writing for the Media	3 Credits

Students must take all three of the required courses above, which have been positioned in tandem to broadly engage the minor's learning goals. Introduction to Sports Media will familiarize students with the business of sports media, introducing them to a range of sports media industries and discussing how those industries have adapted to changing circumstances (goals 9-12). As part of this introduction to the sports media business, students will also gain a critical perspective on sports media industries by interrogating the wider role these industries have to play within society and culture, including how business decisions are enmeshed in broader ethical and social considerations (goals 1, 6, 13). Sports, Media, and Culture will focus on the critical analysis of sports media, teaching students about sports media's longstanding importance in framing and shaping social, cultural, and political issues (goals 1-6). As part of the course's critical focus, too, students will learn how sports media industries navigate their place within economic systems (goals 6, 13). Writing for the Media, meanwhile, will introduce students to the practice of sports media by providing them a comprehensive foundation in broadcasting, journalism, and public relations (goals 15, 17, 18, 19). Across all of the required courses, students will apply their developing understandings of sports media by producing original work, whether that might mean authoring research papers, crafting PR pitches, or working in groups to produce business case studies (goals 7, 8, 14, 15, 16, 17).

In building this program, the deans, chairs and PCs in the College of Communication of the Arts and Stillman School of Business have been consulted from the beginning and have provided input and support. The aforementioned have stated that they would be willing to run extra sessions of courses to handle the additional students. Also, the Dean's office in the College of Communication of the Arts has stated they would be willing to hire adjuncts to help with the course load.

ELECTIVES (6 credits = 2 courses. 1 course from each elective category):

PRACTICE OF SPORTS MEDIA (3 CREDITS)

COJR 3433	Sports Reporting*	3 credits
COBF 3033	Radio Sportscasting	3 credits

BUSINESS OF SPORTS MEDIA (3 CREDITS)

BSPM 4548	Professional Sports Franchises	3 credits
BSPN/BLAW 4330	Sport Law**	3 credits

The minor's electives will allow students to pursue more advanced topics that build on the foundational knowledge developed in the three required core courses. The practice electives, Sports Reporting and Radio Sportscasting, will offer students the opportunity to build skills specific to sports media, as in

writing columns and producing game broadcasts (goals 15, 16, 19). Further, these practice electives will allow students to interact with working professionals, as in guest lectures, and encourage students to apply their skills beyond the classroom, whether that might mean covering teams for the student newspaper or producing programming for the student radio station (goals 17, 18, 19, 20). The business electives, Professional Sports Franchises and Sport Law, will offer students the chance to further refine their knowledge of the business of sports media. Professional Sports Franchises will teach students how sports franchises operate and, in the process, how they craft media strategies (goals 10, 11, 12, 13). Moreover, students will further refine their communication skills by producing an in-depth business case study (goals 12-14). Sport Law will provide students an overview of how the study of law relates to sports – an intersection which closely informs how sports media organizations understand and cover sports (goals 4, 6, 11-13). Students, too, will have the opportunity to develop their research and writing skills by authoring a substantial research paper (goals 7, 14).

As students are required to take electives in both the Practice of Sports Media and the Business of Sports Media, they will be able to develop both a broad knowledge base and a diverse set of skills, thus allowing them to thrive in a variety of contexts (goal 21).

Professional Sports Franchises and Sports Law will be offered through the Stillman School of Business. There is no prerequisite for Professional Sports Franchise.

* Students must take Writing for the Media before they take Sports Reporting, as Writing for the Media is a pre-req for Sports Reporting.

** For Sports Law, the business school requires a prerequisite of BLAW 2301.

Capstone Experience (3 credits = 1 course)

COBF3197/COJR 3197 Internship

3 credits

An internship is an ideal capstone experience for a minor that brings together the critical study, practice, and business of sports media. The minor emphasizes a hands-on approach to sports media, so the capstone experience will offer a final assessment opportunity while students are working in the field. Students will work with an adviser to select an appropriate internship that will touch on all three areas of the major.

During the internship, the student will write 4 papers that will be submitted to the supervising faculty member. Each of these papers will function as capstone projects that will allow the faculty member to assess how well the student has mastered the learning outcomes from the major. Students will meet with the supervising faculty member to discuss each paper after it has been turned in and graded. This meeting will allow for further opportunity for assessment.

Paper 1 will focus on the critical study of sports media. Students will be given the learning outcomes for the critical study of sports media in the minor. The paper will ask students to specify what they learned about the critical studies learning outcomes in the minor and how they see these issues structuring sports media at their internship.

Paper 2 will focus on the business of sports media. Students will be given the learning outcomes for the business of sports media in the minor. The paper will ask students to specify what they learned about the business learning outcomes in the minor and how they see these issues structuring sports media at their internship.

Paper 3 will focus on the practice of sports media. Students will be given the learning outcomes for the practice of sports media in the minor. The paper will ask students to specify what they learned about the practice learning outcomes in the minor and how they see these issues structuring the practice of sports media at their internship.

Paper 4 will ask students to see how the critical study, business, and practice of sports media are interrelated at their internship. Students will need to reflect on how each area informs the others and see how the learning outcomes of each area of the minor can inform other areas when students are "on the job." This last paper will highlight how interdisciplinary the minor is and how thinking in interdisciplinary ways can define work in sports media.

Employer Assessment component: As per the Career Center policy, the required *Employer Evaluation Form* (distributed at the conclusion of each internship course) is an added assessment tool and factored into the overall learning outcomes assessment.