UNDERGRADUATE NEW PROGRAM PETITION

1. Proposed Title of New Program: Sport Communication

2. Classification of New Program: [ ] Major [X] Minor [ ] Other

3. Number of Hours Required: 21

4. Degree to which New Program applies: Sport Management

5. Implementation Date: [ ] Fall [X] Spring [ ] Summer I [ ] Summer II [ ] Summer III [ ] Year


7. Provide an analysis of existing instructional resources and projected program needs. Include the preliminary tabular information on budget and enrollment projections that have been developed in consultation with the University Budget Director. (Refer to pages 9-16, Section E. Tabular Information of the Commission for Higher Education Guidelines, Policies, and Procedures for Developing New Academic Program Proposals and the New Program Data Checklist.) Allow at least four weeks for this process.

8. Attach a complete list of all required courses and a description of exact requirements for the proposed New Program.

9. Initial authorization must be received from the Academic Planning Council. The Academic Planning Council holds two formal meetings each year: the last Monday in October and the last Monday in March. Other meetings are arranged as needed.

Date of initial approval: ________________

10. Department faculty signatures (majority required). If an interdisciplinary program, a majority of each department must sign this form. Number of Faculty in Dept(s) ____________

[Signatures]

[Initials]

Dept. Chair

11. Sent to Chair of College Curriculum Committee: ________________________________

Date: ________________________________

12. Received by Chair of College Curriculum Committee: ________________________________

Date: ________________________________

College Curriculum Committee: [ ] Approved [X] Not Approved

Signature: ________________________________

Date: ________________________________
Chair of Committee

13. Sent to program petition originator: Date: 2/29/12

Originator responsible for numbers 14 through 19

14. Will funding be requested for additional library resources? Yes □ No □
If yes, attach specifics developed in consultation with the Director of Library Services
Signature: ____________________________ Date: ____________
Director of Library Services

15. Does the program require additional computer resources? Yes □ No □
If yes, attach specifics developed in consultation with the Computer Center Director.
Signature: ____________________________ Date: ____________
Computer Center Director

16. Does the program require additional instructional technology resources or support?
For example, development for distance education delivery or multimedia classrooms?
Yes □ No □
If yes, attach specifics developed in consultation with the Instructional Technology Services Director.
Signature: ____________________________ Date: ____________
Instructional Technology Services Director

17. Is the program a part, or to be a part, of teacher training? Yes □ No □
If yes, have this program proposal reviewed by the Dean of Science and Engineering.
Approved □ Not Approved □
Signature: ____________________________ Date: ____________
Dean, Science and Engineering

18. Sent to the Dean of the College of __________________________
Approved □ Not Approved □
Signature: ____________________________ Date: ____________
Dean of College

19. Sent to Provost Office:
(Original plus an electronic copy to Michele Duran at mlduran@usi.edu)
Date: ____________

20. Received in Provost Office:
Date: ____________

21. Notified Chair of University Curriculum Committee:
Date: ____________

22. Curriculum Committee Meeting date to discuss petition:
Date: ____________

23. Meeting date to discuss petition published in USI Today:
Date: ____________

24. Received by Chair of University Curriculum Committee:
Date: ____________
University Curriculum Committee:
Approved ☐ Not Approved ☐
Signature: ___________________________ Date: ____________
Chair of University Curriculum Committee

25. Reviewed by the Faculty Senate (for majors only).
   Approved ☐ Not Approved ☐
   Signature: ___________________________ Date: ____________
   Faculty Senate Chair

26. Sent to Provost Office: Date: ____________
27. Received by Provost:
   Approved ☐ Not Approved ☐
   Signature: ___________________________ Date: ____________
   Provost

28. Final consideration by Academic Planning Council
   Approved ☐ Not Approved ☐
   Signature: ___________________________ Date: ____________
   Academic Planning Council Chair

29. Reviewed by the President of the University (for majors only).
   Approved ☐ Not Approved ☐
   Signature: ___________________________ Date: ____________
   President

30. Review final budget and enrollment information with the University Budget Officer.
   Signature: ___________________________ Date: ____________
   University Budget Director

31. Reviewed by the University Board of Trustees (for majors only).
   Approved ☐ Not Approved ☐ Date: ____________

32. Sent to the Commission for Higher Education (for majors only).
   Approved ☐ Not Approved ☐ Date: ____________

33. Notice of approval by Commission published in USI Today:
   Date: ____________

34. Notified Registrar of final approval:
   Date: ____________
New Program Data Checklist

The budget tables that are required with a new program proposal are to be developed in consultation with the University Budget Director. The following is a checklist of information that is required in order to prepare the tables. This data must be submitted to the University Budget Director at least four weeks before the date the tables are due.

1. A copy of the program narrative

   This is used to identify existing resources and program needs such as faculty, other personnel, and other resources. The program narrative must include the program requirements and course descriptions. This includes the identification of new and existing courses, degree requirements, and a sample course curriculum by semester for full-time and part-time students. Also the degree program title, suggested CIP code, and projected date of implementation must be provided.

2. Financial data
   a. Personal Services

      Provide FTE and salary amounts for faculty, clerical support, and graduate assistants. The University Budget Director will calculate the associated employee benefit amounts for each position.

   b. Supplies & Expense, Equipment, Facilities, and Student Assistance

      Student wages other than graduate assistants are included in Supplies & Expense. Do not include student wages in the Student Assistance section. Student Assistance is for scholarships and fellowships.

3. Program enrollment and completion data
   c. Provide headcount data for
      (1) Full-time students and part-time students
      (2) On-campus transfers and new-to-campus majors
      (3) In-state students and out-of-state students

      The total headcount for each of the three classifications above must be equal.

4. Provide completion data

5. Credit hour and FTE data

   Based on the curriculum in the narrative, the University Budget Director will calculate the credit hours and the FTE amounts.
Rationale for Sport Communication Minor

1. There are widening opportunities that exist in the field of Sport Communication. The field is increasing due to the amount of sport-related activity occurring in television, radio, and print communication.

2. Sport is big business in today’s world. A key component of any sport organization is its ability to communicate with key constituents.

3. The minor is a disciplinary program between the Department of Kinesiology and Sport and the Communications Department that provides appropriate sport communication background with a combination of broadcast media to include telecommunications media (television and radio) and other electronic communications (blogging, social networking, media sharing, social news and book marketing) and print media to include an understanding of how to create media releases, media guides, and web pages.
# Sport Communication

**Minor - 21 Hours**

**Program Requirements**

<table>
<thead>
<tr>
<th>No.</th>
<th>Course</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>PED 288</td>
<td>Introduction to Communications</td>
<td>3</td>
</tr>
<tr>
<td>PED 333</td>
<td>Spot Marketing</td>
<td>3</td>
</tr>
<tr>
<td>PED 335</td>
<td>Sport Publicity &amp; Promotion</td>
<td>3</td>
</tr>
<tr>
<td>PED 423</td>
<td>Sport Blogging and Social Media</td>
<td>3</td>
</tr>
<tr>
<td>JRV 281</td>
<td>Basic Reporting</td>
<td>3</td>
</tr>
<tr>
<td>RTV 255</td>
<td>Media Production</td>
<td>3</td>
</tr>
<tr>
<td>RTV 356</td>
<td>Sportscasting</td>
<td>3</td>
</tr>
</tbody>
</table>

**Advisor:** ____________________________  
**Date:** ____________________________  
**Grade:** ____________________________