



Sunday, March 5, 2023

Motion

ID:

118

From:

Graduate Committee

Motion:

Sports Promotion Graduate Certificate Proposal

Does this motion need to be prioritized?

Yes

Please explain how this motion is time sensitive and why it needs to be prioritized.

To get it to the Graduate Council this semester.

Supporting Materials (if any)



SPMC Grad Certificate Prop... .docx

University of Nebraska-Lincoln

New Graduate Certificate

I. Descriptive Information

Name of Institution Proposing Graduate Certificate
University of Nebraska-Lincoln
Name of Proposed Graduate Certificate
Sports Promotion
Name of Program
Journalism and Mass Communications
Other Programs Offered in this Field by this Institution
N/A
CIP Code <i>[IEA can help with CIP codes or browse here: http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55]</i>
09.0906
Subject Code
ADPR, SPMC
Primary Administrative Unit for the Proposed Graduate Certificate
CoJMC
All Units Participating in the Graduate Certificate
CoJMC
List of Faculty Members who will Serve on Certificate Advisory Committee
CoJMC Graduate Program Committee currently: <ul style="list-style-type: none"> • Adam Wagler, Ph.D., chair • Changmin Yan, Ph.D. • Brian Petrotta, Ph.D. • Maria Marron, Ph.D. • Laurie Lee, Ph.D. • Dave Remund, Ph.D.
Proposed Delivery Site
UNL, Online
Graduate Certificate will be offered <i>[full program, not individual courses]</i>
<input type="checkbox"/> On-campus only <input checked="" type="checkbox"/> Distance only <input type="checkbox"/> Both (on-campus and distance)
Graduate Certificate will be Offered to
<input type="checkbox"/> UNL degree seeking <input type="checkbox"/> UNL non-degree seeking <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other (please explain)
Program leads to licensure or certification
<input checked="" type="checkbox"/> no <input type="checkbox"/> yes If yes, explain:
Will this program be proposing tuition remission? (if yes, see tuition remission forms for additional actions)
No
Proposed Date the New Graduate Certificate will be Initiated

II. Details

A. Description of Proposed Certificate Program

The proposed graduate certificate in Sports Promotion in the College of Journalism and Mass Communications (CoJMC) is for students interested in undertaking work rooted in the areas of sports media, communication, and promotion. Course work listed below represents existing courses regularly offered by the CoJMC. The Sports Promotion graduate certificate is a program that can be completed entirely online. This 12-credit-hour certificate can apply toward the complete 36-hour master's degree, the Master of Arts in Journalism and Mass Communications with a specialization in Integrated Media Communications or Professional Journalism.

Coursework	Credit Hours
Required	
ADPR 884: Brands & Branding	3
Select three from	
SPMC 864: Sports Media Relations & Promotions** SPMC 875: Sports Promotion and Engagement SPMC 876: Planning for Sports Event Production SPMC 877: Content Strategy in Sports Promotion SPMC 878: Social and Digital Media for Sports	9
Total	12

*** SPMC 864 is regularly offered in person so an option for those students that would like an on-campus course. All other courses are offered in an online, asynchronous format.*

The current proposal is a fully online program. The one exception is an elective, SPMC 864, which is regularly offered in-person option for students interested and available for an on-campus course. An online program allows students to pursue graduate programs from a distance. The alignment with the M.A. online programs optimizes college resources by sharing coursework where possible. The online option serves the needs of modern students and working professionals.

B. Learning Outcomes

The Sports Promotion Graduate Certificate aims for graduate students to:

- Awareness of Developing and maintaining a relevant brand in today’s marketplace
- Understand how to conduct brand analysis and brand development
- Understand audience demographics, psychographics, behaviors, and values that affect content preference and consumption
- Understand how to reach, engage, communicate with, and market to sports fans using research, social media, digital media, and strategic branding
- Understand the types of communications tools available within a sports team
- Evaluate the business practices and standards of the game day presentation industry
- Evaluate various digital promotion technologies, as well as the use of emerging social media to study the application of sports promotion
- Explain how brand storytelling and types of strategies used in sports
- Analyze and evaluate media theory, research, ethics, and standards related to the sports industry

C. Admission

The admission process and requirements will be the same as the college’s two other graduate certificate programs. These include:

- A bachelor's degree
- Taken the TOEFL or IELTS (only required if English was not the student’s native language)
- A written personal statement
- Official transcripts from all previous schools
- Resume

D. Certificate Program Curriculum

The courses are part of a regularly schedule rotation of courses and align with strategic hiring in sports media and communication. The growing undergraduate program has brought to the college new faculty expertise in these areas. The alignment with the M.A. online programs optimizes college resources by sharing coursework where possible.

Course Code and Name for Required Courses	Certificate Credit Hours
ADPR 884: Brands & Branding	3
Course Code and Name for Electives (Select 3 Courses)	
SPMC 864: Sports Media Relations & Promotions**	9
SPMC 875: Sports Promotion and Engagement	
SPMC 876: Planning for Sports Event Production	
SPMC 877: Content Strategy in Sports Promotion	
SPMC 878: Social and Digital Media for Sports	
Total	12

*** SPMC 864 is regularly offered in person so an option for those students that would like an on-campus course. All other courses are offered in an online, asynchronous format.*

E. Completion of Requirements

The proposed certificate requirements follow academic standards for graduate students listed on the Office of the University Registrar’s website, <https://registrar.unl.edu/academic-standards/policies/academic-standards-grad/>. Graduate students must successfully complete 12 credits to receive the Sports Promotion certificate. The require course, ADPR 884, and three electives, chosen from the list of SPMC courses, make up the 12 credit graduate certificate.

F. Evaluation of Program

Annual assessment of the certificate program will provide ongoing evaluation. The CoJMC faculty involved with the program will review learning outcomes and graduate student feedback. Exit surveys from students are collected for CoJMC graduate programs that will be included in this review. Furthermore, faculty discussions will include updates in industry trends that may impact the program. These materials will inform updates to the curriculum as needed.

G. Impact on Other Units and Programs

Regionally, UNL’s College of Business offers an MA program with a specialization in Intercollegiate Athletics Administration. CoB also has a graduate certificate in Strategic Marketing with Sports Marketing listed in a pool of elective courses. UNK offers a general kinesiology and sports science MA along with a Public Communication MA. UNO offers graduate programming in communication and marketing.

Many universities have graduate programs in sports management. In the Big Ten, Northwestern offers a graduate certificate in sports communication. The courses are offered as synchronous, online with two specific courses looking at sports, Sports Marketing and Digital Media in Sports. Other universities have sports journalism, media, communication, marketing areas of emphasis as part of their MA programs such as Texas, Northwestern, Colorado, Iowa, and others.

The addition of a graduate certificate in Sports Promotion that is fully online fills a need for an asynchronous program that focuses on media and promotion.

H. Impact on Course Subject Codes

There is no need to create, modify, or delete subject codes for this proposal.

III. Review Criteria

A. Adequacy of Resources:

1. Faculty/Staff

The proposed certificate is an extension of existing programs and courses at the CoJMC. The college currently has seven faculty members in the Sports Media and Communication area. Additionally, ten faculty members are in Advertising and Public Relations. The graduate program staff includes one graduate student academic advisor and one graduate program application coordinator.

2. Physical Facilities and Equipment

No additional facilities or equipment are needed for this proposal.

3. Instructional Equipment and Informational Resources

No additional equipment or informational resources are needed for this proposal.

4. Course and Lab Fees

No additional courses or lab fees are needed for this proposal.

Example Three-year Course Rotation

	F23	Sp24	Su24	F24	Sp25	Su25	F25	Sp26	Su26
ADPR 884		X			X	X		X	
SPMC 864	X	X		X	X		X	X	
SPMC 875				X				X	
SPMC 876	X				X				X
SPMC 877		X				X			
SPMC 878			X				X		

5. Budget Projections [Table 1 and Table 2 attached]

Table 1: Projected Expenses are zero as no new instructional needs are required at this time. Courses included in the program will be scheduled and assigned like all other CoJMC courses and count in a faculty members regular teaching load. Additionally, the new courses will count as electives in the existing MA programs at CoJMC.

Table 2: Revenue Sources for Projected Expenses. Based on incremental tuition revenue provided by the UNL EVC office for Grad/Professional average tuition per SCH at a rate of \$210. The total is calculated with the projection that 12 graduate students complete the 12-credit certificate each year. As a result, tuition and fees from this new program could be around \$30,240 each year based on the projection.

B. Evidence of Need and Demand

SPMC has been a fast-growing area at the undergraduate level in the CoJMC. The program is only five years old and there are nearly 300 majors. At the graduate level the college offered three of the SPMC courses over the last few semesters listed below with their enrollments for their first time offered. A graduate certificate would allow existing students to add a credential while giving the college a program to recruit new students interested in sports promotion.

- SPMC 877: Content Strategy in Sports Promotion
(Spring 2022, 15 students, online)
- SPMC 878: Social and Digital Media for Sports
(Fall 2022, 21 students, online)
- SPMC 875: Sports Promotion and Engagement
(Spring 2023, 26 students, online)
- SPMC 876: Planning for Sports Event Production
(Fall 2023, TBD, online)
- SPMC 864: Sports Media Relations and Promotion
(Offered every semester, in-person, cross listed with SPMC 464, enrollment ranging from 40-95 students)
- ADPR 884: Brands & Branding
(Offered every spring semester, online, enrollment ranging from 16-29)

The current course offerings can scale and would anticipate growth in enrollment to bring in at least 20-25 additional graduate students. In turn, this has the potential to increase enrollment in one of the full MA programs at the college.

Locally and nationally sports technology and services provide many opportunities in the sports industry. Hudl and Opendorse continue to see growth in sports technology. Their global reach provides opportunities for many students and UNL/CoJMC alumni. Additionally, the introduction to Name, Image and Likeness opportunities for high school and college athletes will continue to develop new and innovative opportunities for not only the athletes but the industry surrounding them. For example, the announcement of UNL and Playfly Sports 15-year multimedia rights agreement that began October 1, 2022. "In total, Playfly now oversees more than 35 collegiate and high school state association properties with integrated capabilities that expand beyond traditional multimedia rights including naming rights and valuation consulting, esports program development, digital technology offerings, and unique sponsorship innovations such as the recently developed Campus Cast Live broadcasts."¹ The CoJMC is collaborating with Playfly surrounding efforts in Esports on campus. As a result, the college takes a broad view of sports that includes traditional and emerging organizations. The Sports Promotion graduate certificate will allow students to learn applicable concepts to all sports industries.

The U.S. Bureau of Labor Statistics reports "overall employment in media and communication occupations is projected to grow 6 percent from 2021 to 2031."² Specifically, in entertainment and sports occupations it is projected to grow 13 percent during the same period, much faster than the average for all occupations. This

¹Playfly Sports, *Nebraska and Playfly Sports Announce 15-Year Multimedia Rights Agreement*, <https://playfly.com/press-releases/nebraska-and-playfly-sports-announce-15-year-multimedia-rights-agreement/>, updated September 2022.

² U.S. Bureau of Labor Statistics, *Media and Communication Occupations*, <https://www.bls.gov/ooh/media-and-communication/home.htm>, update September 8, 2022.

increase is expected to result in about 95,500 new jobs over the decade.³ Opportunities in sectors related to sports promotion are in demand. Careers in management, professional and technical services, professional and business services are in the top 5 for Q3 2021. These include occupations with the highest weekly and annual wage along with in demand employment opportunities.⁴

C. Relationship of the proposal to the NU 5-year strategy

A sports promotion graduate certificate at the CoJMC aligns with the college's strategic plan in two primary areas and addresses multiple points in the UNL 2025 plan. Additionally, a new program creates opportunities for collaboration across departments and any graduate student interested in incorporating sports media into their coursework.

Aim 2, strategy 3 of the CoJMC strategic plan specifically calls for to create certificate programs based on industry demand and faculty areas of expertise. The development of the SPMC 800-level online courses also address Aim 2, strategy 5 by continuing to develop online course offerings that advance the field. In addition, the goals for the graduate program are to increase graduate enrollment by 20% and expand course offerings.

As part of the UNL 2025 plan, a sports promotion graduate certificate at the CoJMC will create new knowledge and provide leadership in the sports media and communication field. Specifically, *Innovative Student Experiences* where graduate students to gain experience working with peers, faculty, and industry professionals as part of the certificate courses. This will create leadership and professional development opportunities for students interested in sports promotion. Also, creates a space for *Interdisciplinary Endeavors to Solve Critical Challenges* surrounding sports promotion. As name, image, likeness, and media continue to change the sports landscape it will become more important to provide leadership in these spaces. Sports has long been a space to examine *Inclusive Excellence and Diversity* where culture issues are opening discussed. Additionally, the online format, increases access to a graduate credential, making it possible for a wider, more diverse population to access advanced education. Furthermore, a sports promotion graduate certificate will *Broadening Nebraska's Engagement* by targeting working professionals inherently building connections with community and industry. Connections to companies like Hudl and Opendorse based in Lincoln that have CoJMC and UNL alum providing leadership in this space creates additional opportunities to engage the community.

D. Consistency with the Comprehensive Statewide Plan for Post-Secondary Education

The sports promotion certificate is for career climbers and changers. The certificate is for students interested in advancing their media or sports promotion career while continuing to work in their field. Prospective students will keep up with current issues and changing technology in sports media that will be valuable to their profession. Additionally, students will be able to fill gaps in their professional communications knowledge. In turn, the certificate makes them more valuable in their workplace by gaining current knowledge in sports promotion and communication.

The proposal is competitive for in- and out-of-state students because of the online delivery of the certificate. This flexible format combined with economic forces outlined in the Comprehensive Statewide Plan will provide opportunities for many students complete the Sports Promotion graduate certificate. Furthermore, students receiving this credential may continue with the fully online MA at the College of Journalism and Mass Communications Integrated Marketing specialization. This optional pathway allows students to apply the 12-credit certificate program towards an MA degree.

³ U.S. Bureau of Labor Statistics, *Entertainment and Sports Occupations*, <https://www.bls.gov/ooh/entertainment-and-sports/home.htm>, update September 8, 2022.

⁴ Nebraska Department of Labor, *Nebraska Workforce Trends*, <https://networks.nebraska.gov/admin/gsipub/htmlarea/uploads/Trends%20January%202022.pdf> updated January 2022.

Train local professionals but can support others due to the online nature of the proposed program. As mentioned previously there are sports technology and services growing locally, Hudl, Opendorse, and Playfly Sports to name a few. Name, Image, and Likeness creates many opportunities for high school and college athletes. Efforts in this area will continue to evolve with new and innovative opportunities for not only the athletes but the industry surrounding them. The CoJMC takes a broad view of sports that includes traditional and emerging organizations such as Esports leagues. The Sports Promotion graduate certificate will allow students to learn applicable concepts to all sports industries.

The CoJMC is committed to student success in all programs offered. The current proposal is built so students may complete the graduate certificate in one calendar year. This is based on current course offerings and assess demand offering more regularly as needed. Additionally, the college has a graduate student academic advisor to help prospective and current graduate students plan and successfully complete their program.

IV. Faculty CVs

Sports Media and Communication Faculty

- John Shrader, M.S., <https://journalism.unl.edu/john-shrader>
- Brian Petrotta, Ph.D., <https://journalism.unl.edu/brian-petrotta>
- Jason Stamm, Ph.D., <https://journalism.unl.edu/jason-stamm>

Advertising and Public Relations Faculty

- Changmin Yan, Ph.D., <https://journalism.unl.edu/changmin-yan>
- Frauke Hachtmann, Ph.D., <https://journalism.unl.edu/frauke-hachtmann>