April 16, 2021

UNIVERSITY CURRICULUM COMMITTEE – 2020-2021
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Public Health – Brittani Harmon
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Veterinary Medicine – Susan Sanchez
Graduate School – Wendy Ruona
Ex-Officio – Provost S. Jack Hu
Undergraduate Student Representative – Jeremiah de Sesto
Graduate Student Representative – Gerena Walker

Dear Colleagues:

The attached proposal from the Grady College of Journalism and Mass Communication for a new prefix, SPTM, Sports Media, will be an agenda item for the April 23, 2021, Full University Curriculum Committee meeting.

Sincerely,

John Macerz, Chair
University Curriculum Committee

cc: Provost S. Jack Hu
Dr. Rahul Shrivastav
Date: April 14, 2021

School/College/Unit: Grady College of Journalism and Mass Communication

Department/Division: John Huland Carmical Sports Media Institute, Department of Journalism

New Prefix Requested: SPTM, Sports Media

The Sports Media Institute was approved by University Council in spring 2021 and named to honor John Huland Carmical, class of 1917 through a gift from the Carmical Foundation. The institute is housed within the Department of Journalism, which since 2014 has offered an undergraduate certificate program in sports media. Students earning the certificate have gone on to careers in sports media relations, journalism, event broadcast and production, social and digital media, and many other areas. The certificate consists of six courses.

Students from all majors and colleges can apply to the sports media certificate program. Heretofore, all courses in the certificate have used the JRLC prefix for college-wide undergraduate courses. Identifying Institute courses with their own prefix will enable students to find them more easily and understand the progression through the program, as well as providing a foundation for future course and degree offerings.

Our current course offerings—which would move from JRLC to SPTM—including the following:

JRLC 3800, Sports, Media, and Society
JRLC 3850, Introduction to Sports Reporting and Writing
JRLC 4800, Multiplatform Storytelling for Sports
JRLC 5750, Social and Digital Media Production for Sports
JRLC 5780E, Sports and Social Media
JRLC 5800, Sports Enterprise Reporting and Writing
ADPR(JRLC) 5810, Sports Media Relations
JRLC 5820, Sports Broadcast and Production
JRLC 5880, Topics in Sports Media
JRLC 5880E, Topics in Sports Media
JRLC 5900, Sports Media Capstone

Vicki Michaelis, John Huland Carmical Professor of Sports Media & Society

Janice Hume, Head, Department of Journalism

Charles N. Davis, Dean, Grady College of Journalism and Mass Communication