

PROGRAM MODIFICATION PROPOSAL FORM

Name of Institution: Coastal Carolina University (CCU)

Nature of the proposed modification: Addition of a Sports Communication concentration

Current Name of Program: Bachelor of Arts (B.A.) in Communication
Communication Studies concentration
Health Communication concentration
Interactive Journalism concentration
Public Relations/Integrated Communication concentration

Proposed Name of Program: Bachelor of Arts (B.A.) in Communication
Communication Studies concentration
Health Communication concentration
Interactive Journalism concentration
Public Relations/Integrated Communication concentration
Sports Communication concentration

Program Designation:

- | | |
|---|--|
| <input type="checkbox"/> Associate's Degree | <input type="checkbox"/> Master's Degree |
| <input checked="" type="checkbox"/> Bachelor's Degree: 4 Year | <input type="checkbox"/> Specialist |
| <input type="checkbox"/> Bachelor's Degree: 5 Year | <input type="checkbox"/> Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA) |
| <input type="checkbox"/> Doctoral Degree: Professional Practice (e.g., Ed.D., D.N.P., J.D., Pharm.D., and M.D.) | |

Does the program currently qualify for supplemental Palmetto Fellows and LIFE Scholarship awards?

- Yes
 No

If No, should the program be considered for supplemental Palmetto Fellows and LIFE Scholarship awards?

- Yes
 No

Proposed Date of Implementation: Fall 2019

CIP Code: 09.0101

Current delivery site(s) and modes: CCU Main Campus, Traditional/face-to-face

Proposed delivery site(s) and modes: CCU Main Campus, Traditional/face-to-face

Program Contact Information:

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Institutional Approvals and Dates of Approval:

Department Chair	February 12, 2018
Curriculum Chair	February 21, 2018
College Dean	March 5, 2018
Academic Affairs Chair	March 26, 2018
Faculty Senate Chair	April 5, 2018
Provost	April 19, 2018
President	April 19, 2018

Background Information

The Communication, Media, and Culture department proposes adding a concentration in Sports Communication to the list of concentration options for the B.A. in Communication program. As with the other concentrations, this option will require a graduation requirement of 120 credit hours. CCU began offering the B.A. in Communication with four concentrations in Fall 2011. At that time, CCU was the only state institution that did not offer a major in this field. The Office of Admissions reported that the number one major potential students inquired about was Communications. A similar situation is occurring now with a marked increase in student inquiries about a Sports Communication course of study.

The mission of the Department of Communication, Media and Cultures at Coastal Carolina University is to provide opportunities for student success, career flexibility, and life-long learning. The department offers a range of unique concentrations that focus on communication studies, health communication, interactive journalism, and public relations/integrated communication. All programs of study in the department unite theory and practice to provide students with the backgrounds necessary to pursue careers in business, industry, government, journalism and media industries or to continue education in graduate programs of study. Because of the range of disciplines offered in the department, students have a variety of pathways to their professional careers and/or graduate studies. Through their studies in the department, students gain the ability to integrate critical, cultural, theoretical, and ethical perspectives and apply those perspectives in their professional, personal and civic lives. Faculty in the department strongly embrace a teacher/scholar model and place particular emphasis on high quality teaching, engaged learning, discipline-based research, and collaboration with the community. Specifically within the proposed concentration, such collaboration could come in the form of the required internship, through which students will team with local organizations, companies, or teams, as well as through students potentially taking on actual local clients in the Sports Public Relations and Integrated Communication elective.

The proposed modification benefits current and future students in several ways. By strengthening the quality of the degree program, this modification directly supports CCU's mission to offer "undergraduate and graduate degree programs of national and/or regional significance in the arts and sciences, business, humanities, education, and health and human services." It further supports the Institution's mission by preparing knowledgeable, productive, and responsible graduates to contribute positively to society and to economic development. Most importantly, the concentration directly addresses a longtime interest of students in focusing specifically on sports communication while at CCU. Previously, students have created their own version of the concentration by taking classes in the department focusing on culture, journalism, and public relations, as well as classes outside the department in recreation and sport management or marketing. However, the former did not focus specifically on sport's influence on culture or how to cover or communicate about sports, while the latter did not primarily present information from a communication or media perspective. Thus, these previous students' study of sports communication was incomplete and took unnecessary effort to manage. The new concentration provides clear direction and focus for students wishing to either communicate for or about sports

The proposed modification of the B.A in Communication amounts to an innovation that supports the University's Strategic Goal 1.4 ("Promote a range of diverse learning opportunities, innovative curricula and programs") and its sub-objective 1.4.5 ("CCU will support high-quality innovative programs and curricula aligned with student demands, accreditation and standards expectations, regulatory requirements, and supportive professional preparation . . .").

Assessment of Need

A 2016 interview of all admissions recruiters at CCU asked what most commonly requested major by high school students that CCU did not offer was. Sports Communication the number one response. Similarly, a 2016 Plunkett Research study found the sports industry in the U.S. alone topped 496 billion dollars (\$1.3 trillion globally), with significant portions in communication fields like public relations/advertising (\$36.6 billion). PricewaterhouseCoopers estimated the sports media market in 2019 would reach 73.5 billion in revenue. The department has had an increasing number of students who are interested in the field of Sports Communication. In an alumni survey conducted in the Spring 2017, 8% of the alumni were working in sports related fields, and, of those pursuing graduate studies, 7.14% were studying in the field of Sports Marketing and Media. There is also a longstanding and increasing number of academic programs and centers across the US; academic journals; and divisions in our international, national, and regional conferences related to Sports Communication, Communication and Sport, Sports Media, etc.

While the state is not home to professional sports team, there are many sites within the state that have major sporting events (such as Darlington’s annual NASCAR race). Horry County alone hosts several annual national sporting events such as Beach Ball Classic basketball tournament, Monday After the Masters golf tournament, and the NCAA’s newly created Myrtle Beach Bowl game. Beyond annual events, Horry County is home to The Cal Ripken Experience, Myrtle Beach Pelicans’ Class-A minor league baseball, and variety of watersport and outdoor sports services. For example, South Carolina has an abundance of golf courses (Horry County has 98, visitmyrtlebeach.com) and the off-course expenditures of visiting golfers had a total economic impact in South Carolina in excess of \$2.705 billion in output and sales, included 33,188 jobs, and generated \$270 million in federal, state and local taxes. (Dudley Jackson, SC Department of Parks, Recreation and Tourism, April 2016). South Carolina also boasts twelve Division I and thirteen Division II college athletic departments with sports communication and sports media positions. According the FCC license database (fcc.gov), South Carolina is also home to 147 television stations and 189 FM radio stations, many of which include sports journalism, sports news anchor, and sports reporting positions. South Carolina also has a newspapers circulation of 2.4 million readers (Patricia G. McNeely, Newspapers, South Carolina Encyclopedia, October 2016) providing another avenue for sports journalism.

Transfer and Articulation

Not applicable for this program.

Description of the Program

Projected Enrollment						
Year	Fall Semester		Spring Semester		Summer Semester	
	New	Total	New	Total	New	Total
2018-2019	40	544	10	519	0	0
2019-2020	40	563	10	537	0	0
2020-2021	40	583	10	556	0	0
2021-2022	40	603	10	575	0	0
2022-2023	40	623	10	594	0	0

The Communication program has experienced a five-year growth of 9%. The total headcount in the first row of the table above, that is 2018-2019, is based on actual enrollment at CCU in the Communication program. The remaining years (2019-2020 to 2022-2023) were estimated using a linear growth model of 12% from 2018-2019 to 2022-2023. The Communication program is anticipating 50 new students per year in the Sports Communication concentration.

Curriculum

B.A. in Communication: Sports Communication concentration (120 credits)

Core Curriculum Requirements

Core Curriculum (38-40 credit hours)

Graduation Requirements

Graduation Requirements (3-6 Total Credit Hours)

Foundation Courses (24 Credits)

Complete the following:

- COMM 140 - Modern Human Communication: Principles and Practices
- COMM 150 - Media, Self and the World
- COMM 275 - Communication Theory
- COMM 276 - Communication Research
- JOUR 201 - Foundations of Journalism
- Choose two COMM, CLC, or JOUR courses at the 300-400 level

Choose one from the following:

- COMM 491 - Communication Capstone: Thesis
- COMM 492 Q* - Communication Capstone: Project

Major Requirements (18 Credits)

No course can be counted for both the foundation and concentration major requirements.

Complete the following:

- COMM 206 - Introduction to Sports Communication
- COMM 306 - Sports Media
- COMM 496 - Sports Communication Internship
- JOUR 200 - Interactive Journalism Basics
- JOUR 304 - Writing for Interactive Journalism

Choose one from the following:

- COMM 341 - Advanced Public Speaking
- COMM 350 - Interpersonal Communication Foundations
- JOUR 366 - Sports Public Relations and Integrated Communication
- JOUR 450 - Senior Seminar
- PHIL 313 - Sports Ethics
- RSM 317 - Moral and Ethical Reasoning in Recreation and Sport
- RSM 369 - Marketing and Promotion in Recreation and Sport Management
- RSM 400 - Sport in Contemporary Society

Minor Requirements (18 Credits)

Students will select a minor in consultation with their advisers. They will choose from any minors listed in the CCU catalog, including, but not limited to journalism.

Electives (14-19 Credits)

Sample Curriculum for B.A. in Communication with a Sports Communication concentration

Course Name	Credit Hours	Course Name	Credit Hours
Year 1			
Fall 2019		Spring 2020	
Core curriculum	3	Core curriculum	3
	3		3
	3		3
	3		3
	3		3
Total Semester Hours	15	Total Semester Hours	15
Year 2			
Fall 2020		Spring 2021	
Core curriculum	3	Core curriculum	3
	3		3
	3		3
	3		3
	3		3
Total Semester Hours	15	Total Semester Hours	15
Year 3			
Fall 2019		Spring 2020	
COMM 140 - Modern Human Communication: Principles and Practices	3	COMM, CLC, or JOUR courses at the 300-400 level	3
COMM 150 - Media, Self and the World	3	COMM, CLC, or JOUR courses at the 300-400 level	3
COMM 275 - Communication Theory	3	COMM 206 - Introduction to Sports Communication	3
COMM 276 - Communication Research	3	JOUR 200 - Interactive Journalism Basics	3
JOUR 201 - Foundations of Journalism	3		3
Total Semester Hours	15	Total Semester Hours	15
Year 4			
Fall 2020		Spring 2021	
COMM 306 - Sports Media	3	Elective	3
JOUR 304 - Writing for Interactive Journalism	3	Elective	3
RSM 400 - Sport in Contemporary Society	3	Elective	3
Elective	3	COMM 496 - Sports Communication Internship	3
Elective	3	COMM 491 - Communication Capstone: Thesis or COMM 492 - Communication Capstone: Project	3
Total Semester Hours	15	Total Semester Hours	15

Curriculum Changes

Courses Eliminated from Program	Courses Added to Program	Core Courses Modified
	COMM 206: Introduction to Sports Communication	
	COMM 306: Sports Media	
	COMM 496: Sports Communication Internship	

New Courses

COMM 206: Introduction to Sports Communication. (3 credits) This course examines how we communicate about sport, how sport is communicated to us, and what is communicated by sports—each represents critical opportunities to evaluate, critique, and improve our public culture. This course provides a survey of the many approaches in communication studies of sport, focusing on different communicative contexts including interpersonal, mediated, organizational, and public communication.

COMM 306: Sports Media. (3 credits) (Prereq: COMM 206) Traditional assignments and graded material featuring critical application of course information are joined to practical field assignments to prepare students for the near-term career market. Topics may include the relationships between sports media and sports media professionals, collegiate and professional sports industries, athletes, audiences, and social media, including their history, impact, and ethical implications. Class time may feature guest lecturers from across the sports industry.

COMM 496: Sports Communication Internship. (3 credits) (Prereq: COMM 140 and COMM 206 and at least 60 credit hours) Students receive professional experience and instruction in a substantial internship while working 10 hours per week with a sports communication organization. Course is repeatable for up to 6 credits.

Similar Programs in South Carolina offered by Public and Independent Institutions

Program Name and Designation	Total Credit Hours	Institution	Similarities	Differences
B.A. in Sport Management	128	Benedict College	Involves sport; Sports Media & Communication class	Different discipline, not sports communication; few other similar courses
B.A. in Recreation and Leisure Services	128	Benedict College	Sport-centric program, CCU's is communication-centric involving sport	Different discipline, not sport communication
B.S. in Sport Management	120	Bob Jones University	Sport-centric program, CCU's is communication-centric involving sport	Different discipline, not sports communication
B.A. in Sport Management	120	The Citadel	Sport-centric program, CCU's is communication-centric involving sport	Management and administration of sport, exercise and recreation.
B.A. in Sport Management	120	Clafin University	Sport-centric program, CCU's is communication-centric involving sport	Different discipline
B.A. in Sport Communication	120	Clemson University	Some similar courses common to Communication degrees.	Entire degree devoted to discipline, whereas proposed change is a concentration within a more general degree; is more critical/qualitative, whereas proposed concentration is more quantitative and practice-based (including media class and internship).
B.A. in Communication, Sports Communication concentration	120	Coker College	Some similar courses common to Communication degrees; emphasis on mass communication and sport.	Concentration offered by Department of Physical Education and Sport Studies, not Communication department; requires coaching and public relations courses
B.A. in Sport Management	120	Columbia International University	Sport-centric program, CCU's is communication-centric involving sport	Different discipline, religion-based approach to program vs. CCU secular approach

Program Name and Designation	Total Credit Hours	Institution	Similarities	Differences
B.A. in Sport Management	120	Converse College	Sport-centric program, CCU's is communication-centric involving sport	Different discipline
B.A. in Sport Management	120	Erskine College	Sport-centric program, CCU's is communication-centric involving sport	Different discipline, religion-based approach to program vs. CCU secular approach
B.A. in Sport Management	120	Francis Marion University	Sport-centric program, CCU's is communication-centric involving sport	The business side of the sports world.
B.A. in Mass Communication, Sport Journalism concentration	120	Francis Marion University	Some similar courses common to Communication degrees.	Concentration primarily focuses on journalism and mass communication, whereas proposed concentration is more general in its study of mass communication and practice.
Sport Management minor		Lander University	Sport-centric program, CCU's is communication-centric involving sport	Focuses on understanding the challenges in the business of sport.
B.S. in Sport Management	120	Limestone University	Sport-centric program, CCU's is communication-centric involving sport	Different discipline
B.S. in Sport Management	120	Newberry College	Sport-centric program, CCU's is communication-centric involving sport	Different discipline
B.A. in Sport Management	120	North Greenville University	Sport-centric program, CCU's is communication-centric involving sport	Different discipline, based on gospel
B.A. in Sport Business,	120	Saint Leo University	Sport-centric program, CCU's is communication-centric involving sport	Different discipline, based on gospel
M.B.A. in Sport Business	120	Saint Leo University	Sport-centric program, CCU's is communication-centric involving sport	Different discipline and level of study, based on gospel

Program Name and Designation	Total Credit Hours	Institution	Similarities	Differences
B.A. in Physical Education, Sport Communication option	126	South Carolina State University	Some similar courses common to Communication degrees; emphasis on mass communication and sport.	Concentration offered by Department of Health and Physical Education, not Communication department; primarily emphasizes broadcast
B.S. in Recreation and Sport Management	120	Southern Wesleyan University	Sport-centric program, CCU's is communication-centric involving sport	Different discipline
B.S. in Sport and Entertainment Management	120	University of South Carolina Columbia	Sport-centric program, CCU's is communication-centric involving sport	Includes accounting, marketing, economics, finance, and specific instruction about management in sport and entertainment.
B.A. in Sports Management	125	Voorhees College	Sport-centric program, CCU's is communication-centric involving sport	Different discipline
B.S. in Sport Management	125	Winthrop University	Sport-centric program, CCU's is communication-centric involving sport	An interdisciplinary degree designed for students who are seeking employment in the sport industry and can apply business practices to sport entities.

Faculty

Two faculty members were hired during the 2018-2019 academic year to teach in the new concentration. Based on projected growth, additional faculty may be necessary in future years and will be determined at that time by University allocation of resources. This is accounted for in year 3 of the financial support table. Note, a typical faculty member in this department teaches 21 credit hours per academic year.

The proposed concentration will utilize existing staff and administrative personnel. The concentration is also part of an existing major, so it will not utilize additional coordinators.

Resources

Library Resources: Concentration will use existing resources.

Equipment: Concentration can use existing resources. Additional broadcasting equipment may be necessary in future years and will be determined at that time by University allocations.

Facilities: Concentration can use existing resources. Additional broadcasting facilities is contingent upon future enrollment in the specific concentrations and will be determined at that time by University allocations.

Impact on Existing Programs

Will the proposed program impact existing degree programs or services at the institution (e.g., course offerings or enrollment)? If yes, explain

Yes

No

The Sports Communication concentration is anticipated to increase enrollments in this major by 50 students from 2019-2020 to 2022-2023 as stated beneath the projected enrollment table on page 3. It is anticipated that overall growth in the major will continue to grow with the growth of the University.

Financial Support

Estimated Sources of Financing for the New Costs						
Category	1st	2nd	3rd	4th	5th	Total
Tuition Funding	\$0	\$895,797	\$1,450,022	\$1,793,062	\$2,035,581	\$6,174,461
Program-Specific Fees						\$0
Special State Appropriation						\$0
Reallocation of Existing Funds						\$0
Federal, Grant or Other Funding						\$0
Total	\$0	\$895,797	\$1,450,022	\$1,793,062	\$2,035,581	\$6,174,461
Estimated New Costs by Year						
Category	1st	2nd	3rd	4th	5th	Total
Program Administration and Faculty and Staff Salaries	\$0	\$0	\$88,514	\$90,284	\$92,090	\$270,887
Facilities, Equipment, Supplies, and Materials						\$0
Library Resources						\$0
Other (specify)						\$0
Total	\$0	\$0	\$88,514	\$90,284	\$92,090	\$270,887
Net Total (i.e., Sources of Financing Minus Estimated Costs)	\$0	\$895,797	\$1,361,509	\$1,702,778	\$1,943,491	\$5,903,574

Budget Justification

There are no additional costs associated with this modification at this time. Based on projected growth, additional faculty may be necessary in future years. The proposed concentration will utilize existing staff and administrative personnel. The concentration is also part of an existing major, so it will not utilize additional coordinators.

Evaluation and Assessment

Program Objectives	Student Learning Outcomes Aligned to Program Objectives	Methods of Assessment
Understand the processes of human interaction	<ul style="list-style-type: none"> - demonstrate familiarity with and comprehension of communication theories, principles and concepts. - recognize the field of communication as “the study of human interaction” in a variety of contexts. - identify communication problems. 	Currently an assessment used for all concentration is a pre-test and post-test in multiple courses. Also used is a random sample of capstone projects that are blind graded by faculty and measure for evidence of competence in program objectives.
Engage in the study of human interaction	<ul style="list-style-type: none"> - evaluate communication processes and messages for their effectiveness, strengths, and weaknesses. - think critically about human interaction and how professional and popular use of communication and media affect society. - analyze principles of communication, identifying underlying values and assumptions. 	Currently an assessment used for all concentration is a pre-test and post-test in multiple courses. Also used is a random sample of capstone projects that are blind graded by faculty and measure for evidence of competence in program objectives.
Demonstrate effective communication practices	<ul style="list-style-type: none"> - apply principles and best practices to engage audiences and solve communication problems. - research, create and deliver effective, strategic, and ethical messages or stories appropriate for the communication professions. - demonstrate competence in one or more areas: communication studies, health communication, interactive journalism, public relations/integrated communication, sports communication. 	Currently an assessment used for all concentration is a pre-test and post-test in multiple courses. Also used is a random sample of capstone projects that are blind graded by faculty and measure for evidence of competence in program objectives.

Will any the proposed modification impact the way the program is evaluated and assessed? If yes, explain.

- Yes
 No

Will the proposed modification affect or result in program-specific accreditation?

- Yes
 No

Will the proposed modification affect or lead to licensure or certification? If yes, identify the licensure or certification.

Yes

No

If the program is an Educator Preparation Program, does the proposed certification area require national recognition from a Specialized Professional Association (SPA)? If yes, describe the institution's plans to seek national recognition, including the expected timeline.

Yes

No