

New Proposal

Date Submitted: 05/01/25 9:05 am

Viewing: : **Sports Media, BA**

Last edit: 08/21/25 11:42 am

Changes proposed by: Katie Clark

In Workflow

- 1. U Program Review
- 2. Gen Ed Review
- 3. 1646-MDIA  
Committee Chair
- 4. 1646-MDIA Head
- 5. 1408-ADV  
Committee Chair
- 6. 1642-JOUR  
Committee Chair
- 7. 1436-MACS  
Committee Chair
- 8. 1408-ADV Head
- 9. 1642-JOUR Head
- 10. 1436-MACS Head
- 11. KT Committee Chair
- 12. KT Dean
- 13. University Librarian
- 14. COTE Programs
- 15. Provost
- 16. Senate EPC
- 17. Senate
- 18. U Senate Conf
- 19. Board of Trustees
- 20. IBHE
- 21. HLC
- 22. Catalog Editor
- 23. DMI

Approval Path

- 1. 05/06/25 4:40 pm  
Donna Butler  
(dbutler): Approved  
for U Program  
Review
- 2. 05/08/25 3:43 pm  
Melissa Steinkoenig

- (menewell):  
Approved for Gen  
Ed Review
3. 05/08/25 3:44 pm  
Katie Clark (keclark):  
Approved for 1646-  
MDIA Committee  
Chair
4. 05/08/25 3:46 pm  
Michelle Nelson  
(nelsonmr):  
Approved for 1646-  
MDIA Head
5. 05/09/25 12:00 pm  
Ewa Maslowska  
(ehm): Approved for  
1408-ADV  
Committee Chair
6. 05/23/25 4:07 pm  
Charles Ledford  
(stretch): Approved  
for 1642-JOUR  
Committee Chair
7. 05/23/25 4:12 pm  
Derek Long (drlong):  
Approved for 1436-  
MACS Committee  
Chair
8. 05/23/25 5:00 pm  
Michelle Nelson  
(nelsonmr):  
Approved for 1408-  
ADV Head
9. 05/23/25 5:08 pm  
Mira Sotirovic  
(sotirovi): Approved  
for 1642-JOUR Head
10. 05/30/25 6:50 am  
Cheryl Cole (ccole):  
Approved for 1436-  
MACS Head
11. 05/30/25 7:50 am

- Katie Clark (keclark):  
Approved for KT  
Committee Chair
12. 05/30/25 7:50 am  
Katie Clark (keclark):  
Approved for KT  
Dean
13. 05/30/25 1:14 pm  
Tom Teper (tteper):  
Approved for  
University Librarian
14. 05/31/25 11:09 pm  
Suzanne Lee  
(suzannel):  
Approved for COTE  
Programs
15. 08/13/25 6:30 pm  
Brooke Newell  
(bsnewell):  
Approved for  
Provost

## Proposal Type

Proposal Type: Major (ex. Special Education)

## Administration Details

Official Program Name Sports Media, BA

Diploma Title Bachelor of Arts in Sports Media

Sponsor College Media, College of

Sponsor Department Media Programs

Sponsor Name Katie Clark

Sponsor Email keclark@illinois.edu

College Contact Katie Clark

College Contact Email

keclark@illinois.edu

College Budget Officer	Dinah Stillwell
College Budget Officer Email	ddanielk@illinois.edu

If additional stakeholders other than the Sponsor and College Contacts listed above should be contacted if questions during the review process arise, please list them here.

Does this program have inter-departmental administration?

Yes

Interdisciplinary Colleges and Departments (list other colleges/departments which are involved other than the sponsor chosen above)

Please describe the oversight/governance for this program, e.g., traditional departmental/college governance, roles of elected faculty committees and of any advisory committees.

The three departments in the College of Media will work together to administer the Sports Media major. There will be a faculty member who will serve as a coordinator of the program and will answer questions related to curriculum issues and administration of the major.

College	Media, College of
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Department	Advertising
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Is there an additional department involved in governance?

Yes

College	Media, College of
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Department	Journalism
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Is there an additional department involved in governance?

Yes

College	Media, College of
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Department	Media & Cinema Studies
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Is there an additional department involved in governance?

No

## Effective Catalog Term

Effective Catalog Term	Fall 2026
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Effective Catalog	2026-2027
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## Proposal Title

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Proposal Title (either Establish/Revise/Eliminate the Degree Name in Program Name in the College of XXXX, i.e., Establish the Bachelor of Science in Entomology in the College of Liberal Arts and Sciences, include the Graduate College for Grad Programs)

Establish the Bachelor of Arts in Sports Media in the College of Media

Does this proposal have any related proposals that will also be revised at this time and the programs depend on each other? Consider Majors, Minors, Concentrations & Joint Programs in your department. Please know that this information is used administratively to move related proposals through workflow efficiently and together as needed. Format your response like the following "This BS proposal (key 567) is related to the Concentration A proposal (key 145)"

No

## Program Justification

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Provide a brief justification of the program, including highlights of the program objectives, and the careers, occupations, or further educational opportunities for which the program will prepare graduates, when appropriate.

In recent years the College of Media has seen a dramatic increase in the number of students interested in careers in sports media. This increase in interest is evidenced by the content of applications essays, conversations with academic and career advisors, and enrollment in sports media courses. These students have a wide variety of interests and career goals, many of which cross disciplinary and industry boundaries. Thus, in addition to more traditional careers as sports broadcasters, students also express interest in sports public relations, sports branding, sports documentary, sports content creation, and other media-based careers. The Sports Media major will provide students with a rigorous and in-depth education in sports media that will allow them to pursue the industry from an interdisciplinary perspective and prepare them for careers in sports media.

Students will take core courses in advertising, journalism, and media and cinema studies that introduce them to the various components of media with a focus on the sports industry. They will also have the opportunity to take elective courses within the Department of Recreation, Sport, and Tourism in the College of Applied Health Sciences, which will offer even broader opportunities for interdisciplinary learning within the field. Combined with elective coursework in the College of Media on media history, ethics, and skills, they will be well-situated for success in first destination placement and for leadership in the industry.

The program will prepare students for a variety of careers in sports media, including as broadcasters, PR and strategic communication professionals, content creators, and digital storytellers.

## Instructional Resources

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Will there be any reduction in other course offerings, programs or concentrations by your department as a result of this new program/proposed change?

No

Does this new program/proposed change result in the replacement of another program?

No

Does the program include other courses/subjects outside of the sponsoring department impacted by the creation/revision of this program? If Yes is selected, indicate the appropriate courses and attach the letter of support/acknowledgement.

Yes

Courses outside of the sponsoring department/interdisciplinary departments:

RST 130 - Foundations of Sport Mgt

RST 205 - The Big Ten Conference

RST 407 - Sport Analytics

Please attach any  
letters of support/  
acknowledgement

[LetterOfSupport\\_RST.pdf](#)

for any  
Instructional  
Resources.

Consider faculty,  
students, and/or  
other impacted

units as  
appropriate.

## Program Features

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Academic Level      Undergraduate

Does this major      No  
have transcribed  
concentrations?

What is the longest/maximum time to completion of this program?  
8 semesters

What are the minimum Total Credit Hours required for this program?  
124

CIP Code      090906 - Sports Communication.

Is this program part of an ISBE approved licensure program?  
No

Will specialized accreditation be sought for this program?  
  
No

Does this program prepare graduates for entry into a career or profession that is regulated by the State of Illinois?  
  
No

# Program of Study

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Provide detailed information (course rubrics, numbers, and credit hours) of how a student could obtain 40 credit hours of upper-division coursework.

- Sports Media Electives - 6 hours
- MDIA 498 - 1 hour
- Any combination of sports media electives, media electives, and free electives - 33 hours

Attach Program of Study related [SampleSequence\\_SportsMedia\\_CIM\\_FA26.docx](#) information here.

## Catalog Page Text - Overview Tab

Catalog Page Overview Text

The Sports Media major provides students with an in-depth education in sports media that will allow them to pursue the industry from an interdisciplinary perspective and prepare them for careers in sports media, including as broadcasters, PR and strategic communication professionals, content creators, and digital storytellers.

Statement for  
Programs of Study  
Catalog

### Graduation Requirements

Minimum hours required for graduation: 124 hours

### University Requirements

Minimum of 40 hours of upper-division coursework, generally at the 300- or 400-level. These hours can be drawn from all elements of the degree. Students should consult their academic advisor for additional guidance in fulfilling this requirement.

The university and residency requirements can be found in the [Student Code](#) (§ 3-801) and in the [Academic Catalog](#).

### General Education Requirements

Follows the [campus General Education \(Gen Ed\) requirements](#). Some Gen Ed requirements may be met by courses required and/or electives in the program.

Composition I	4-6
Advanced Composition	3
Humanities & the Arts (6 hours)	6
Natural Sciences & Technology (6 hours)	6
Social & Behavioral Sciences (6 hours)	6
Cultural Studies: Non-Western Cultures (1 course)	3



Cultural Studies: US Minority Cultures (1 course)		3
Cultural Studies: Western/Comparative Cultures (1 course)		3
Quantitative Reasoning (2 courses, at least one course must be Quantitative Reasoning I)		6-10
Language Requirement (Completion of the third semester or equivalent of a language other than English is required)		0-15
<b>Required Major Courses</b>		
<a href="#"><u>MDIA 100</u></a>	College of Media Orientation	1
<a href="#"><u>MDIA 103</u></a>	Sports Media for Majors	1
<a href="#"><u>ADV 214</u></a>	Sports Advertising & Branding	3
<a href="#"><u>JOUR 161</u></a>	Introduction to Sports Journalism	3
<a href="#"><u>MACS 224</u></a>	Sportsmedia Technology & Culture	3
<b>Sports Media Electives</b>		<b>12</b>
Select 12 hours from the list below. At least 6 hours must be from within the College of Media (ADV, JOUR, MACS, or MDIA)		
<a href="#"><u>ADV 314</u></a>	Sports Public Relations	
<a href="#"><u>JOUR 361</u></a>	Classics of Sports Journalism	
<a href="#"><u>JOUR 400</u></a>	Newsroom Experience (Illini Sports Night section only, maximum of 3 hours)	
<a href="#"><u>MACS 324</u></a>	Sport Documentaries	
<a href="#"><u>RST 130</u></a>	Foundations of Sport Mgt	
<a href="#"><u>RST 205</u></a>	Issues in Intercollegiate Athletics: The Big Ten Conference	
<a href="#"><u>RST 407</u></a>	Sport Analytics: Data-Driven Decision Making	
<b>Media Electives (any ADV, JOUR, MACS, or MDIA course)</b>		<b>9</b>
<b>Sports Media Capstone</b>		<b>1</b>
<a href="#"><u>MDIA 498</u></a>	Media Capstone	
or <a href="#"><u>ADV 495</u></a>	Internship Seminar	
or <a href="#"><u>JOUR 495</u></a>	Internship Seminar	
or <a href="#"><u>MACS 495</u></a>	Internship Seminar	
Corresponding Degree	BA Bachelor of Arts	

# Program Regulation and Assessment

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## Plan to Assess and Improve Student Learning

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*Illinois Administrative Code: 1050.30(b)(1)(D) Provision is made for guidance and counseling of students, evaluations of student performance, continuous monitoring of progress of students toward their degree objectives and appropriate academic record keeping.*

### Student Learning Outcomes

Students in the BA in Sports Media will be able to:

- Understand concepts, theories, and methods in the fields of advertising, journalism, and media & cinema studies as applied to sports media
- Use cutting edge tools and technology to analyze and evaluate the sports media landscape
- Create ethical and culturally relevant sports media content

Describe how, when, and where these learning outcomes will be assessed.

Describe here:

Evaluation of student learning in the BA in Sports Media will accord with the guidelines and procedures established by the campus Council on Learning Outcomes Assessment. It will include review of samples of student work for all courses in the major by the faculty director of the program, a biennial review of syllabi for these courses by the College Courses & Curriculum committee, and evaluation of the placement and success of students in high-impact experiential learning opportunities such as internships, research with faculty, and participation in the College's public engagement activities. Students in the Sports Media major will also be included in the campus Illini Success Survey, providing the departments and college with data about students' first destinations after graduation.

Identify faculty expectations for students' achievement of each of the stated student learning outcomes. What score, rating, or level of expertise will signify that students have met each outcome? Provide rating rubrics as necessary.

Faculty will expect that student performance in courses will align with those of students in other majors within the College of Media and that students' projects and other applied work will be of sufficient quality to obtain employment in the sports media industry.

Explain the process that will be implemented to ensure that assessment results are used to improve student learning.

The faculty coordinator of the program will meet annually with faculty who teach courses that are part of the major to review learning objectives and, where necessary, to make recommendations to enhance student learning.

Program  
Description and  
Requirements

Delivery Method

This program is available:  
On Campus - Students are required to be on campus, they may take some online courses.

Admission Requirements

Desired Effective Admissions Term  
Fall 2026

Provide a brief narrative description of the admission requirements for this program. Where relevant, include information about licensure requirements, student background checks, GRE and TOEFL scores, and admission requirements for transfer students.

The program is open to first-year and transfer students as well as on-campus intercollegiate transfer (ICT) and those applying for re-entry to the University of Illinois Urbana-Champaign.

First year and transfer applicants should demonstrate interest in the major through their applications, including in their short answers and previous experiences.

Transfer applicants should have a minimum college GPA of 3.0 on a 4.0 scale.

TOEFL scores should be a minimum of 100.

Enrollment

Number of Students in Program (estimate)

Year One Estimate	25	5th Year Estimate (or when fully implemented)
100		

Estimated Annual Number of Degrees Awarded

Year One Estimate	0	5th Year Estimate (or when fully implemented)
25		

What is the matriculation term for this program?

Spring/Summer/Other

Please give an explanation of why fall matriculation is not applicable:

Students will be eligible to begin this program in fall, spring, or summer terms.

## Budget

Will the program or revision require staffing (faculty, advisors, etc.) beyond what is currently available?

No

Additional Budget Information Recruitment of new students, delivery of instruction, and academic and career advising can all be accomplished with the College of Media's current staffing structure. If the major grows beyond expectations, the College would hire additional FTE to support the program.

Attach File(s)

## Financial Resources

How does the unit intend to financially support this proposal?

Courses offered in this program are either already offered or are currently being developed by current faculty. This program will be supported through the College of Media's budgetary allocation process, which covers faculty and staff salaries centrally and flows to departments additional resources for instructional support. External financial support will not be required.

Will the unit need to seek campus or other external resources?

No

Attach letters of support

What tuition rate do you expect to charge for this program? e.g, Undergraduate Base Tuition, or Engineering Differential, or Social Work Online (no dollar amounts necessary)

Media Differential

## IBHE

## Institutional Context

University of Illinois at Urbana-Champaign

Describe the historical and university context of the program's development. Include a

## **short summary of any existing program(s) upon which this program will be built.**

Explain the nature and degree of overlap with existing programs and, if such overlap exists, document consultation with the impacted program's home department(s).

This program offers a new interdisciplinary undergraduate degree in Sports Media, jointly administered by the three academic departments of the College of Media--the Charles H. Sandage Department of Advertising, the Department of Journalism, and the Department of Media & Cinema Studies. It also includes elective coursework from the Department of Recreation, Sport, and Tourism in the College of Applied Health Sciences, which is an enthusiastic partner in this program.

Students in the BA in Sports Media will enroll in courses that are also offered to students in the departments' Bachelor of Science majors (in Advertising, CS+ Advertising, Journalism, and Media & Cinema Studies), but the focus of the degrees differs significantly, with the Sports Media degree offering focused study of sports media across disciplines and preparation for careers in that industry. Accordingly, the BA in Sports Media is a distinct degree and will provide a unique education different from those programs already available in the College of Media.

The proposal for the Sports Media, BA is jointly sponsored by all three departments involved. The creation of the program was discussed by faculty across units during the 24-25 academic year and subsequently approved by the faculty of each department.

## **University of Illinois**

Briefly describe how this program will support the University's mission, focus and/or current priorities. Demonstrate the program's consistency with and centrality to that mission.

The University of Illinois Urbana-Champaign seeks to transform lives through education. The proposed Bachelor of Arts in Sports Media aligns with this goal by offering an opportunity to complete an innovative, interdisciplinary college degree at the University of Illinois Urbana-Champaign that takes advantage of our faculty's scholarly breadth and depth in media and enables students access to experiential learning opportunities in the field of sports media that are unique to Big 10 universities.

Discuss projected future employment and/or additional educational opportunities for graduates of this program. Compare estimated demand with the estimated supply of graduates from this program and existing similar programs in the state. Where appropriate, provide documentation by citing data from such sources as employer surveys, current labor market analyses, and future workforce projections. (Whenever possible, use state and national labor data, such as that from the Illinois Department of Employment Security at <http://lmi.ides.state.il.us/> and/or the U.S. Bureau for Labor Statistics at <http://www.bls.gov/>).

The Occupational Outlook Handbook from the U.S Bureau of Labor Statistics projects about 109,500 job openings annually over the next decade in Media and Communications occupations. Among the specific jobs in this category are broadcast announcers and radio disc jockeys; news analysts, reporters and journalists; public relations specialists, writers and editors; photographers; and film and video editors. (<https://www.bls.gov/ooh/media-and-communication/home.htm>)

Similarly, the Illinois Department of Employment Security projects 4,970 average annual job openings in advertising, marketing, promotion and public relations, and another 2,395 average annual job openings in media and communication between 2022 and 2032. Job openings in the related area of entertainment (producers and directors) adds 303 anticipated job openings to that total. (<https://ides.illinois.gov/resources/labor-market-information/employment-projections.html>)

Sports media is an especially dynamic segment of the overall media and communications field, as streaming, podcasting, and multi-screen sports viewing has reshaped the way teams, fans, and brands interact with one another. Graduates who understand these dynamics will have an advantage in the job market.

What resources will be provided to assist students with job placement?

All students within the College of Media, including students in the Sports Media major, have access to Media Career Services. This office sponsors events related to career exploration and preparation, as well as one-on-one appointments with a career services professional to provide students with support for their career search.

If letters of support  
are available attach  
them here:

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### Comparable Programs in Illinois

Identify similar programs and sponsoring institutions in the state, at both public and private colleges and universities. Compare the proposed program with these programs, and discuss its potential impact upon them. Provide complete responses, do not reference website links.

According to the IBHE Degree Program Inventory, there are only four bachelor's degree programs within the state of Illinois with the CIP code Sports Communication. None of these programs are located within the Prairie Region, as designated by IBHE, and only one is a public university (Illinois State, which is launching a new program in sports communication within its School of Communication).

In addition, these programs differ from the proposed BA in Sports Media in important ways. In particular, several have a focus on sports management (e.g., DePaul and Lewis) and general communication education whereas the BA in Sports Media program will be interdisciplinary, covering advertising, journalism, and media & cinema studies. In this way, it also differs from the new Illinois State program, as it includes training in film and cinema.

Based on analysis of available options in the state of Illinois, it appears that the addition of the BA in Sports Media will be complementary to existing offerings, and there will be no negative impacts on these programs. The BA in Sports Media at the University of Illinois Urbana-Champaign will provide an opportunity unlike others currently available in the state.

Comparable

Programs in Illinois

Attach Documents

### **A Thriving Illinois: Higher Education Paths to Equity, Sustainability, and Growth**

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IBHE is charged to develop a strategic plan to address the present and future aims and needs and requirements of higher education in Illinois (110 ILCS 205/6) (from Ch. 144, par. 186) Sec. 6). Illinois Administrative Code:

1050.30(a)(6): A) The unit of instruction, research or public service is educationally and economically justified based on the educational priorities and needs of the citizens of Illinois Respond to the following questions about how the proposed program will support the three goals of A Thriving Illinois: Higher Education Paths to Equity, Sustainability, and Growth Strategic Plan.

### **Equity**

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Describe institutional-level plans to close equity gaps in access, progression, completion, and attainment and the implications for the proposed program. More specifically, provide institutional-level plans for attracting, recruiting, retaining, and completing a diverse group of students including working adults, students of color, transfer and low-income students and implications for the proposed program. Explain how progress will be monitored.

Our Associate Dean for Access and Engagement will work closely with faculty and staff to support the BA in Sports Media program. For example, working with the faculty program coordinator, the Associate Dean will monitor DFW rates to analyze student course performance and completion, and will meet regularly with the Courses and Curriculum committee as it considers the development and revision of the program's courses.



Describe program and institution-based high-impact practices and wrap-around student support services ensuring equitable access and success for students enrolled in the proposed program.

The College of Media leadership team includes an Associate Dean who connects the college to campus accessibility efforts. The presence of the Associate Dean also demonstrates a commitment to access and opportunity within the College of Media, as this faculty member works with a college committee consisting of faculty, staff, and student representatives to coordinate workshops and activities for members of the College of Media community.

A signature component of the College's wrap-around student support services is the New Voices Internship program, initiated in 2021. This program is designed to offer mentorship, community-building, and media-related work experience to first-generation students, via paid internships in the College of Media. The students, who are invited to join the program when they are admitted to the College, meet weekly as a group in a 1-credit course led by the Assistant Director of Career Services. In this course, they meet with faculty and administrators from across the College of Media, work on communications projects, are introduced to campus resources, and reflect on their shared experiences as new students. The program has been successful in providing students with the sense of community and connection that supports retention and timely progress toward the degree and helps to close the experience gap that often exists between students from better-resourced high schools and those that provide more limited programs and facilities. In turn, this enables these students to compete successfully for prestigious internships and related opportunities outside of the University of Illinois.

The college and its departments also facilitate several alumni mentoring programs for students. Evidence-based research has shown that students with access to professionals working in the careers they aspire to have a greater chance of entering and succeeding in that career. The college-level alumni mentoring program is in its fifth year and averages approximately 20-25 mentor pairings yearly. It will be open to students in the Sports Media degree.

An important feature of an education in a small college like the College of Media is that each student receives personalized and individualized advising. The academic advisor will make referrals and introductions when necessary to entities within the College of Media and across the University of Illinois Urbana-Champaign.

All Media students are provided opportunities to participate in experiential learning opportunities. These opportunities include programs that travel to domestic and international locations to interact with industry leaders and Media alumni. Programs include everything from industry visits in Chicago to faculty-led study abroad programs in London. To support participation of a diverse array of students, the College of Media recently created an experiential learning grant wherein students with substantial financial need are offered, at admission, a grant for a future experiential learning experience.

Explain institutional strategies being implemented to increase and retain faculty, staff, and administrators of color and the implications for the proposed program. Explain how progress will be monitored.

Like the broader University, the College of Media is focused on recruiting and retaining a diverse faculty and staff. A faculty Associate Dean serves as the equal opportunity officer in the college and participates in all relevant job searches. The Associate Dean also facilitates college and departmental participation in the University’s Targets of Opportunity Program (TOP) that supports recruiting diverse faculty.

The Associate Dean coordinates the development and implementation of various workshops and training programs to enhance equity and access in the college. These programs have included creating accessible documents and classrooms, preparing documents for promotion & tenure, and identifying ways to attract and retain a diverse faculty and staff.

Sustainability

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Describe strategies and initiatives the institution plans to implement that makes the proposed program and college more generally affordable for students and their families, including those who have been historically underserved.

The College of Media shares the commitment of the University of Illinois Urbana-Champaign and the University of Illinois System to access and affordability. The College awards over \$500,000 a year in undergraduate scholarships to new and returning students. In addition, the College offers a signature initiative, the New Voices Program, which offers mentoring and paid internships in its Office of Communications, for new first-year students who are first generation college students and also offers grants for experiential learning and internship support for students with financial need.

Provide tuition cost analysis for comparable programs and institutions in Illinois.

The College of Media is proposing the Media Differential tuition rate for the Sports Media major. This rate is \$13,492 per academic year for a full-time student who is an Illinois resident and started at the University of Illinois in Fall 2024.

Below are the tuition rates rates for schools that have sports communication or sports media programs in the state of Illinois. The rates are for 15 credit hours for Illinois residents who started in Fall 2024.

- Bradley University - \$41,210 per academic year
- DePaul University - \$45,195 per academic year
- Illinois State University - \$12,065 per academic year
- Lewis University - \$38,800 per academic year

Growth

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Provide a supply and demand analysis for the proposed program that, at minimum, does the following: a) Provides evidence of student interest in the proposed program including any strategies to incentivize students to stay in Illinois. b) Identifies and provides evidence of a high-quality credential with viability for future careers.

In meetings with current and prospective students and their families, student services staff in the College of Media hear often about their interests in pursuing careers in sports media. Some want to work as journalists, but others have interests that cross departments in the College, including in public relations/strategic communication or content creation related to sports.

In response, the departments have created courses related to sports including Intro to Sports Journalism (JOUR 161), Sports Public Relations (ADV 214), and Sportsmedia Technology & Culture. Since they were created, these courses and others have seen sustained enrollment. The Department of Media & Cinema Studies created a SportsMedia certificate program that has continually brought students to the College of Media to pursue the certificate. Additionally, the Department of Journalism has created Illini Sports Night, a student-run TV show about Illini sports, and has seen increased and consistent enrollment.

The increased demand for courses and sports-related experiences has demonstrated to the College of Media a need for a program to help educate and prepare students for future careers in the sports media industry.

Students in the Sports Media program will have the opportunity to study sports media from a variety of perspectives and will gain the skills to compete successfully for careers in the industry. While the job market for sports media is global, we anticipate that many of our students will seek placements in the Chicago market. As such, offering a sports media program at the University of Illinois Urbana-Champaign will enable us to keep more talented graduates in Illinois.

Explain how the program engaged with business and industry in its development and how it will spur the state's economy by leveraging partnerships with local, regional, and state industry, business leaders and employers.

The College of Media has a strong relationship with Fighting Illini Productions and the Department of Intercollegiate Athletics. Students in the Sports Media program will find that there are opportunities for them to connect with the athletics community at the University of Illinois and across the state, including in the first-rate sports and media markets in Chicago.

Describe how the proposed program will expand access and opportunities for students through high-impact practices including research opportunities, internships, apprenticeships, career pathways, and other field experiences.

Built into the Sports Media major is a choice between a sports industry internship and a senior capstone course. Students will be encouraged to seek out internship opportunities, with the support of Media Career Services, to pair their academic coursework with hands-on experiences.

Also part of the degree program is the opportunity for students to participate in the student-run TV show, Illini Sports Night. Students will be able to gain hands-on experience as reporters and producers for the show.

The College of Media continues to expand the offerings for faculty-led experiential learning opportunities. There are opportunities for sports media experiences such as visiting advertising agencies, newsrooms, and more. We also will mobilize our alumni base in the sports industry to provide additional immersion and internship opportunities.

Explain how the proposed program will expand its models of teaching and learning, research, and/or public service and outreach that provide opportunity for students to succeed in the work of the future.

As an interdisciplinary program, students in the Sports Media degree will learn about the sports media industry from a variety of perspectives. This experience will provide students with an expanded view of the industry and the role they can play in their future career.

Courses will be taught mostly in-person, but there may be opportunities for online courses. Students will also have the added benefit of close proximity to Big Ten athletics at the University of Illinois, providing the chance for them to observe and participate in the inner workings of college athletics from a sports media perspective.

Beyond workforce need, describe how the program broadly addresses societal needs (e.g., cultural or liberal arts contribution, lifelong learning of Illinois residents, or civic participation).

The Sports Media major addresses the major impact that the sports and media industries have on society. Students in the program will have opportunities for hands-on learning opportunities, and will also study the impact of sport on society. Students will utilize this information in their careers as they navigate their own responsibility for shaping the sports media industry.

A Thriving Illinois:  
Higher Education  
Paths to Equity,  
Sustainability, and  
Growth - Attach  
Documents

## Illinois Administrative Code:

*1050.30(b)(1) A) The caliber and content to the curriculum assure that the objectives of the unit of instruction will be achieved; B) The breadth and depth of the curriculum are consistent with what the title of the unit of instruction implies; C) The admission and graduation requirements for the unit of instruction are consistent with the stated objectives of the unit of instruction.*

*1050.30(b)(3): Appropriate steps shall be taken to assure that professional accreditation needed for licensure or entry into a profession as specified in the objectives of the unit of instruction is maintained or will be granted in a reasonable period of time.*

*1050.50 (a)(2)(C) Requirement for Programs in which State Licensure is Required for Employment in the Field: In the case of a program in which State licensure is required for employment in the field, a program can be found to be in good standing if the institution is able to provide evidence that program graduates are eligible to take the appropriate licensure examination and pass rates are maintained as specified in the objectives of the unit of instruction. If there is no such evidence, the institution shall report the program as flagged for review.*

### Program Description

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Provide a description of the proposed program and its curriculum, including a list of the required core courses and short (“catalog”) descriptions of each one. (This list should identify all courses newly developed for the program).

Provide Program Description here:

The Bachelor of Arts in Sports Media offers an interdisciplinary curriculum designed to prepare students for careers in the sports media industry. It includes required coursework from advertising, journalism, and media & cinema studies and is designed with flexibility in mind to meet the varied needs of students. The program provides a broad foundation for understanding the contemporary sports media landscape, along with applied training in skills necessary for success in sports media-related careers.

Students are required to take the following courses:

MDIA 100 (College of Media Orientation)

MDIA 103 (Sports Media for Majors)

ADV 214 (Sports Advertising and Branding)

JOUR 161 (Introduction to Sports Journalism)

MACS 224 (Sportsmedia Technology and Culture)

MDIA 498 (Media Capstone) or ADV/JOUR/MACS 495 (Internship)

12 hours of sports media electives

9 hours of Media electives at any level

Course Descriptions for Required Courses are Listed Below:

MDIA 100 College of Media Orientation credit: 1 Hour.

College of Media Orientation is designed to build academic and social integrity and to give students the resources they need to be responsible members of the University of Illinois community who earn degrees in a timely manner.

MDIA 103 Sports Media for Majors credit: 1 Hour.

Sports Media for Majors is designed to introduce students to the academic study of sports media and to enable them to explore experiential learning opportunities and career options in the field.

ADV 214 Sports Advertising & Branding credit: 3 Hours.

Explores sports advertising and branding. Students will learn about relationships between advertising, media, integrated communications, sports, athletes, events, experiences, and brand partners across amateur, collegiate, and professional sports. Students develop insights and skills related to research, segmenting audiences, consumer behavior, brand strategy, creative messaging, and media in the sports industry. Topics such as e-sports, gaming, Name-Image-Likeness, personal branding, and endorsements are discussed. Students explore historical, ethical and cultural considerations in sports advertising.

JOUR 161 Introduction to Sports Journalism credit: 3 Hours.

Examines the relationship between sports and journalism, with a focus on how sports reporting influences spectators, fans, news media and regions. The course examines how the relationship has developed through history and introduces significant work of current sports journalists.

MACS 224 Sportsmedia Technology & Culture credit: 3 Hours.

This course is designed for students who are curious about (a) how new technologies are changing sportsmedia cultures, and (b) the kinds of knowledges and skills needed to effectively engage with this powerful cultural and economic industry. We'll use four primary focal points (ESPN, Sport Fandom, Action-Sports, Data Production / Smart Stadiums) to help us understand today's sportsmedia cultural industry's challenges and possibilities, and the kinds of challenges and possibilities that the sportsmedia cultural industry creates for society. We'll also use our course focal points and related industry websites to concretize the key concepts (drawn from theoretical readings and applied studies in media studies, sociology, sport studies, and technology studies).

ADV/JOUR/MACS 495 Internship Seminar credit: 0 to 1 Hours.

Seminar based on internship experience. Offered for College of Media students who complete an approved internship. 0 to 1 undergraduate hours. No graduate credit. Approved for S/U grading only. May be repeated in the same term to a maximum of 2 undergraduate hours. May be repeated in separate terms to a maximum of 3 undergraduate hours. Prerequisite: Consent of instructor.

MDIA 498 Capstone Seminar credit: 1 Hour.

Capstone course focusing on cultural, economic, historical, political, and social themes and issues that influence or are influenced by the media. Students in the BA in Sports Media will enroll in a section restricted to students in that program.

Attach Program

Description Files if  
needed

### **Graduation Requirements**

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Provide a brief narrative description of all graduation requirements, including, but not limited to, credit hour requirements, and, where relevant, requirements for internship, practicum, or clinical. For a graduate program, summarize information about the requirements for completion of the thesis or dissertation, including the thesis committees, and the final defense of the thesis or dissertation. If a thesis or dissertation is not required in a graduate program, explain how the functional equivalent is achieved.

Students in the BA in Sports Media are required to earn a total of 124 credit hours, including general education requirements, the university's residency requirement of 45 hours of Illinois coursework of which 21 hours are 300- or 400-level courses and a minimum of 40 hours total of upper division coursework. All courses counting toward major or general education requirements must be taken for a letter grade.

### Plan to Evaluate and Improve the Program

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Describe the program's evaluation plan.

The College of Media will conduct holistic review of the BA in Sports Media program, including ongoing evaluation and a more formal program progress report at the end of its third year. Elements of the evaluation will include the learning outcomes assessment described previously in this proposal; an analysis of data comparing BA in Sports Media student performance in courses and participation in experiential learning opportunities (e.g., internships, research with faculty, public engagement projects) and College and department events (e.g., Media Career Services programming, talks and film screenings, and the like) with those of students in other degree programs in the College of Media; and an assessment of program outcomes, including time to degree, graduation rates, and job placement/career advancement. The College will also incorporate student feedback via student satisfaction surveys and more informal focus groups.

Plan to Evaluate  
and Improve the  
Program  
Attachments

### Budget Narrative

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#### Fiscal and Personnel Resources

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*Illinois Administrative Code: 1050.30(a)(5): A) The financial commitments to support the unit of instruction, research or public service are sufficient to ensure that the faculty and staff and support services necessary to offer the unit of instruction, research or public service can be acquired and maintained; B) Projections of revenues necessary to support the unit of instruction, research or public service are based on supportable estimates of state appropriations, local tax support, student tuition and fees, private gifts, and/or governmental grants and contracts.*

Budget Rationale

Provide financial data that document the university's capacity to implement and sustain the proposed program and



describe the program's sources of funding.

Is the unit's (Department, College, School) current budget adequate to support the program when fully implemented? If new resources are to be provided to the unit to support the program, what will be the source(s) of these funds? Is the program requesting new state funds? (During recent years, no new funds have been available from the state (IBHE) to support new degree programs).

The College of Media's budget is adequate to support the program when fully implemented.

## Faculty Resources

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Will current faculty be adequate to provide instruction for the new program or will additional faculty need to be hired? If additional hires will be made, please elaborate.

Current faculty members will support instruction for the new program. With the exception of the 1-hour Sports Media for Majors and Capstone courses, all major courses required for the BA in Sports Media are already offered by the departments and are able to be scaled as necessary to accommodate the addition of students from the program.

Please address the impact on faculty resources including any changes in numbers of faculty, class size, teaching loads, student-faculty ratios, etc.

Given the anticipated modest size of the program at launch, there will be no significant effect on faculty numbers and teaching loads or class size and student-faculty ratios. Should the BA in Sports Media grow beyond projections, the additional tuition revenue generated by the program would allow for growth in faculty numbers to support instruction.

Describe how the unit will support student advising, including job placement and/or admission to advanced studies. Will current staff be adequate to implement and maintain the new program or will additional staff be hired? Will current advising staff be adequate to provide student support and advisement, including job placement and or admission to advanced studies? If additional hires will be made, please elaborate.

All students in the College of Media are assigned an academic advisor to assist with their course planning as well as providing support and resources. Current academic advisor numbers are sufficient to advise the anticipated number of students in the Sports Media major.

Students will also have access to all services and programs offered to College of Media students through our Student Services Center, including Media Career Services.

Are the unit's current facilities adequate to support the program when fully implemented? Will there need to be facility renovation or new construction to house the program?

The College's current facilities are adequate to support the program when fully implemented. Faculty will utilize existing classrooms and instructional spaces (labs, studios, and the like) in Gregory Hall and Richmond Studio to deliver courses. College of Media faculty also regularly teach in general assignment classrooms within Gregory Hall and across campus.

Gregory Hall is located at 810 S. Wright St., Urbana, IL 61801. Richmond Studio is located at 1110 W. Main St., Urbana, IL 61801.

Library Resources

Describe your proposal's impact on the University Library's resources, collections, and services. If necessary please consult with the appropriate disciplinary specialist within the University Library.

Current library collections, resources, and services are sufficient to support the BA in Sports Media program. College of Media leadership met with Lisa Romero, Communications Librarian, who confirmed that impact on the Library will be minimal. Professor Romero indicated that it would be straightforward to meet the needs of students in the BA in Sports Media program since they will be enrolled in courses that the Library already supports.

Summarize information about library resources for the program, including a list of key textbooks, a list of key text and electronic journals that will support this program, and a short summary of general library resources of the University that will be used by the program’s faculty, students, and staff.

Most courses within the BA in Sports Media will not require standard textbooks. Required courses will provide links to all required articles in the Canvas site.

Some courses may require a subscription to TheAthletic.com and access to a platform to listen to podcasts.

Library resources for the BA in Sports Media program by faculty and students will be identical to those used by the College of Media more generally, as only two courses (Sports Media for Majors and the Capstone) will be unique to the BA in Sports Media.

Are any sources of funding temporary (e.g., grant funding)? If so, how will the program be sustained once these funds are exhausted?

There is no temporary funding for this program.

- Budget Narrative
- Fiscal and
- Personnel
- Resources
- Attachments

Personnel Budget

Category	Year One	Year Five	Notes
Faculty (FTE)			
Faculty FTE Year1	Faculty FTE Year 5	Faculty FTE Notes	
3	4	Faculty in the College of Media teach 4-6 courses per year. Approximately 10-12 courses per year in the Sports Media Core and Sports Media Electives list will be offered by College faculty to meet the needs of students in the BA in	

Faculty FTE Year1	Faculty FTE Year 5	Faculty FTE Notes
		Sports Media program and the College's other programs. Thus, this number does not reflect the addition of new faculty, nor will the FTE be devoted solely to instruction of BA in Sports Media students. In short, there will be no additional cost to the College of Media to launch the program. If the program meets enrollment expectations by year 5 and results in an increase in overall enrollment in the College, there may be need to hire an additional faculty member.

#### Faculty (\$)

Faculty Year 1	Faculty Year 5	Faculty Notes
275,000	385,000	This reflects the salary expenses for 3 FTE in year 1 and 4 in year 5. As noted above, courses will be taught by faculty already on staff in the College of Media at launch, and so the year 1 figure does not represent any additional outlays. Should the program grow as expected, there is the possibility of an additional FTE by year 5.

#### Advising Staff (\$)

Advising Staff Year 1	Advising Staff Year 5	Advising Staff Notes
69,000	79,000	A current program coordinator in the College of Media Student Services Center will provide advising support for new students in the program. This does not reflect the addition of new staff.

#### Graduate Students

(\$)

Graduate Students Year 1	Graduate Students Year 5	Graduate Students Notes
0	0	N/A

#### Other Personnel

Costs

Other Personnel Costs Year 1	Other Personnel Costs Year 5	Other Personnel Costs Notes
0	0	N/A

Budget Narrative

Attachments

## Facilities and Equipment

*Illinois Administrative Code: 1050.30(a)(4): A) Facilities, equipment and instructional resources (e.g., laboratory supplies and equipment, instructional materials, computational equipment) necessary to support high quality academic work in the unit of instruction, research or public service are available and maintained;*

*B) Clinical sites necessary to meet the objectives of the unit of instruction, research or public service;*

*C) Library holdings and acquisitions, owned or contracted for by the institution, that are necessary to support high quality instruction and scholarship in the unit of instruction, research and public service, are conveniently available and accessible, and can be maintained.*

Describe the facilities and equipment that are available, or that will be available, to develop and maintain high quality in this program. Summarize information about buildings, classrooms, office space, laboratories and equipment, and other instructional technologies for the program.

All faculty teaching in this program have office spaces in Gregory Hall. Existing equipment, labs, and production spaces in Gregory Hall and Richmond Studio will support high quality instruction in the program. In addition, the College is undertaking a donor-funded renovation project in summer/fall 2025 that will result in the addition of a large IFLEX classroom in Gregory Hall.

Will the program require new or additional facilities or significant improvements to already existing facilities?

No

Will the program need additional technology beyond what is currently available for the unit?

No

Are there other costs associated with implementing the program?

No

Facilities and  
Equipment  
Attachments

## Faculty and Staff

*Illinois Administrative Code: 1050.30(a)(3): A) The academic preparation and experience of faculty and staff ensure that the objectives of the unit of instruction, research or public service are met; B) The academic preparation and experience of faculty and staff, as evidenced by level of degrees held, professional experience in the field of study and demonstrated knowledge of the field, ensure that they are able to fulfill their academic responsibilities; C) The involvement of faculty in the unit of instruction, research or public service is sufficient to cover the various fields of knowledge encompassed by the unit, to sustain scholarship appropriate to the unit, and to assure curricular continuity and consistency in student evaluation; D) Support personnel, including but not limited to counselors, administrators, clinical supervisors, and technical staff, which are directly assigned to the unit of instruction, research or public service, have the educational background and experience necessary to carry out their assigned responsibilities.*

Describe the personnel resources available to develop and maintain a high quality program, including faculty (full- and part-time, current and new), staff (full- and part-time, current and new), and the administrative structure that will be in place to oversee the program. Also include a description of faculty qualifications, the faculty evaluation and reward structure, and student support services that will be provided by faculty and staff.

The BA in Sports Media will be developed and maintained by current faculty and staff. The program will be jointly administered by the College's three academic departments via a faculty director to be selected from among the current faculty; the college-level Courses & Curriculum Committee with representatives from all three departments; and, as ex officio, the Associate Dean for Student Services. The College is also developing an alumni advisory board of College of Media alumni working in the sports media industry.

Faculty instructors in the program come from the College of Media's tenure-stream and specialized faculty. Tenure-stream faculty who will teach in the BA in Sports Media have Ph.D.s in media and communication and are renowned experts in the field with dedication to classroom teaching. Specialized faculty generally have master's degrees and a number of years of applied experience in the field. The departments of the College of Media take quality teaching very seriously and provide ongoing mentoring and assessments of instruction, including in annual reviews and in evaluations for promotion.

Student support services will be provided by members of the College of Media's Student Services Center, primarily by academic advisors and by the Assistant Director of Media Career Services. These staff have master's degrees in fields related to student personnel administration and many years of experience in working with students.

Summarize the major accomplishments of each key faculty member, including research/scholarship, publications, grant awards, honors and awards, etc. Include an abbreviated curriculum vitae or a short description.

Key individuals who will teach in the program include:

Dr. C.L. Cole, Professor, Department of Media & Cinema Studies; PhD in Sport Studies from the University of Southern California and PhD in Sociology of Culture from the University of Iowa; expert on sports and culture and new media literacy and editor of the Journal of Sport & Social Issues; recipient of the College of Liberal Arts & Sciences award for Excellence in Undergraduate Teaching

Alison Davis, Lecturer in Journalism; MS in Journalism from the University of Illinois; Produced documentaries for the Big Ten Network while working at Illinois' Division of Intercollegiate Athletics; Won 2019 National Academic of Television Arts and Sciences Emmy award for "Illinois Artists: Endalyn Taylor," produced for the Big Ten Network

Kenneth Erdey, Instructor in Journalism and Technical Coordinator for Richmond Studio; MS in Journalism from Roosevelt University; Previously worked as a news photographer/editor for WCIA in Champaign, IL, as well as other Chicago-based networks

Steve Hall, Senior Lecturer of Advertising; MS in Advertising from the University of Illinois; National Distinguished Advertising Educator Award, American Advertising Federation

Faculty and Staff

Attachments

## HLC Section

### Credit Hours

Existing or repackaged curricula (Courses from existing inventory of courses):	Number of Credit Hours:	116 93.5	Percent of Total:
Revised or redesigned curricula (Courses for which content has been revised for the new program):	Number of Credit Hours:	1 .8	Percent of Total:
New curricula (Courses developed for the new program that have never been offered):	Number of Credit Hours:	7 5.6	Percent of Total:
Total Credit Hours of the Program:	Number of Credit Hours:	124 100	Percent of Total:

### New Faculty Required

Will new faculty expertise or new faculty members be needed to launch this program?

No

Please explain  
existing coverage:

A majority of the courses are courses that already exist and have been offered. For the new courses, these will become part of the regular rotation taught by the faculty with a specialty in that area.

### Additional Funds

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Will the proposed program require a large outlay of additional funds by the institution?

No

### Institutional Funding

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Please explain institutional funding for proposed program:

The College of Media's budget is adequate to support the launch and implementation of the program.

### EP Documentation

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EP Control Number    EP.26.012

Attach Rollback/  
Approval Notices

### Non-EP Documentation

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U Program Review  
Comments

Rollback  
Documentation and  
Attachment

### DMI Documentation

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Attach Final  
Approval Notices

Banner/Codebook  
Name

Program Code:

Minor	Conc	Degree	
Code	Code	Code	Major
			Code

Senate Approval  
Date

Senate Conference  
Approval Date

BOT Approval Date

IBHE Approval Date

HLC Approval Date

DOE Approval Date

Effective Date:

Program Reviewer  
Comments

**Melissa Steinkoenig (menewell) (05/08/25 3:43 pm):** Gen Ed Table good

**Brooke Newell (bsnewell) (06/10/25 8:33 am):** Per email discussion with Katie Clark, uploaded revised sample sequence and revised Program of Study table.