EP.27.060_FINAL
Approved by EP 10/26/2026

: SPORTS MEDIA MINOR, UG

In Workflow

1. U Program Review (eastuby@illinois.edu; mhazen@illinois.edu; bv4@illinois.edu; jswen@illinois.edu)
2. 1646-MDIA Committee Chair (keclark@illinois.edu)
3. 1646-MDIA Head (drlong@illinois.edu; keclark@illinois.edu)
4. 1408-ADV Committee Chair (keclark@illinois.edu; selasar@illinois.edu)
5. 1642-JOUR Committee Chair (drball@illinois.edu; keclark@illinois.edu)
6. 1436-MACS Committee Chair (keclark@illinois.edu; jmheuman@illinois.edu)
7. 1408-ADV Head (nelsonmr@illinois.edu)
8. 1642-JOUR Head (jmag@illinois.edu)
9. 1436-MACS Head (jameshay@illinois.edu)
10. KT Committee Chair (keclark@illinois.edu; joyallon@illinois.edu)
11. KT Dean (keclark@illinois.edu; tsulkin@illinois.edu)
12. University Librarian (clairest@illinois.edu; tteper@illinois.edu)
13. COTE Programs (suzannel@illinois.edu)
14. Provost (bsnewell@illinois.edu)
15. Senate EPC (bjlehman@illinois.edu;bsnewell@illinois.edu)
16. Senate (jtempel@illinois.edu;bjlehman@illinois.edu)
17. U Senate Conf (kakuntz@illinois.edu)
18. Board of Trustees (kakuntz@illinois.edu)
19. IBHE (kakuntz@illinois.edu)
20. HLC (kakuntz@illinois.edu)
21. Catalog Editor (bv4@illinois.edu; bsnewell@illinois.edu)
22. DMI (eastuby@illinois.edu; nnagy2@illinois.edu; bv4@illinois.edu; jswen@illinois.edu)

Approval Path

1. Thu, 16 Jul 2026 13:40:08 GMT
   Emily Stuby (eastuby): Approved for U Program Review
2. Wed, 22 Jul 2026 21:23:41 GMT
   Katie Clark (keclark): Approved for 1646-MDIA Committee Chair
3. Wed, 22 Jul 2026 21:23:52 GMT
   Katie Clark (keclark): Approved for 1646-MDIA Head
4. Thu, 23 Jul 2026 14:12:13 GMT
   Sela Sar (selasar): Approved for 1408-ADV Committee Chair
5. Thu, 23 Jul 2026 14:38:57 GMT
   Christopher Ball (drball): Approved for 1642-JOUR Committee Chair
6. Thu, 23 Jul 2026 14:40:04 GMT
   Josh Heuman (jmheuman): Approved for 1436-MACS Committee Chair
7. Thu, 23 Jul 2026 14:40:37 GMT
   Michelle Nelson (nelsonmr): Approved for 1408-ADV Head
8. Fri, 31 Jul 2026 19:06:43 GMT
   Jeffrey Magee (jmag): Approved for 1642-JOUR Head
9. Thu, 13 Aug 2026 05:54:54 GMT
   James Hay (jameshay): Approved for 1436-MACS Head
10. Mon, 14 Sep 2026 21:10:23 GMT
    Katie Clark (keclark): Approved for KT Committee Chair

11. Mon, 14 Sep 2026 21:10:50 GMT
    Katie Clark (keclark): Approved for KT Dean
12. Tue, 15 Sep 2026 00:04:34 GMT
    Tom Teper (tteper): Approved for University Librarian
13. Tue, 15 Sep 2026 00:13:54 GMT
    Suzanne Lee (suzannel): Approved for COTE Programs
14. Tue, 15 Sep 2026 18:12:59 GMT
    Brooke Newell (bsnewell): Rollback to KT Dean for Provost
15. Mon, 21 Sep 2026 20:39:52 GMT
    Katie Clark (keclark): Approved for KT Dean
16. Thu, 24 Sep 2026 14:37:58 GMT
    Tom Teper (tteper): Approved for University Librarian
17. Thu, 24 Sep 2026 14:56:31 GMT
    Suzanne Lee (suzannel): Approved for COTE Programs
18. Thu, 24 Sep 2026 15:14:40 GMT
    Brooke Newell (bsnewell): Approved for Provost

New Proposal

Date Submitted: Mon, 06 Jul 2026 22:11:33 GMT

Viewing: : Sports Media Minor, UG
Last edit: Fri, 25 Sep 2026 19:01:57 GMT

Changes proposed by: Stephanie Craft

Proposal Type

Proposal Type:

Minor (ex. European Union Studies)

Administration Details

Official Program Name

Sports Media Minor, UG

Sponsor College

Media, College of

Sponsor Department

Media Programs

Sponsor Name

Stephanie Craft

Sponsor Email

scraft@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 minor. 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 minor.

College

Media, College of

Department

Advertising

Is there an additional department involved in governance?

Yes

College

Media, College of

Department

Journalism

Is there an additional department involved in governance?

Yes

College

Media, College of

Department

Media & Cinema Studies

Is there an additional department involved in governance?

No

Catalog Term

Desired Effective Catalog Term

Fall 2027

Effective Catalog

2027-2028

Proposal Title

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 Undergraduate Minor in Sports Media in the College of Media

Are there other related proposals that should be considered simultaneously with this one? If yes, please list the program keys and/or titles. 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)"

Program Justification

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.

The College of Media's recently approved BA in Sports Media, launching in Fall 2026, is meant to address a growing demand for sports-related media education across the country. We anticipate that that program will be popular and spur interest in gaining transcriptable credentials in sports media among other students. The minor will help all students pursue sports media-related coursework as a complement to their current major.

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.

We understand that not all students may be able to pursue a full major in Sports Media. The minor will provide students with coursework that allows them to explore the industry from an interdisciplinary perspective and in a way that works with their declared major.

The minor may be of interest to students from all different majors who either want to pursue a career related to sports media or see it as complementary to their chosen career.

Please include how the proposed minor requires some depth in the subject, but not as extensive as the major.

The proposed minor requires a minimum of 18 credit hours: required introductory courses offered in each of the three College departments and three upper-division electives from a list that includes courses from those three departments and Recreation, Sport & Tourism (our partner for the Sports Media major). This structure offers breadth but is less extensive than the major, particularly because there is no required culminating capstone course or experience.

Instructional Resources

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?

Yes

Please email the Department Head or a CIM User in the Department Head role of the units that own the courses that are impacted by the creation/revision/phase down or elimination of this program. For example, if you are adding a course, you will need support from the course owning unit to do so. Likewise, if you are removing a course or adding additional courses where enrollment in existing courses in the program of study could be impacted, you will need acknowledgement from the course owning unit. If the program has potential for perceived overlap with another unit on campus, you should have consultation with the other unit/stakeholders. Once this is complete, acknowledge that you have done so below.

Acknowledged

Indicate which departments/units/stakeholders were notified/consulted by listing the name of the department(s). For example, if you are adding a course owned by the Department of Philosophy and a course owned by the Department of Theatre and notified the units accordingly, you would include in the box below: 1. Department of Philosophy; 2. Department of Theatre.

Department of Recreation, Sports, and Tourism

Please attach any letters of support/acknowledgement for any Instructional Resources. Consider faculty, students, and/or other impacted units as appropriate.

Program Features

Academic Level

Undergraduate

Does this program prepare graduates for entry into a career or profession that is regulated by the State of Illinois?

No

Program of Study

An undergraduate minor should consist of at least 16 - and no more than 21 hours - of course work, with at least 6 hours of 300- or 400- level courses. Except for clearly remedial offerings, prerequisite courses within the sponsoring unit count towards the total; prerequisite courses outside the sponsoring unit do not count toward this total. The unit sponsoring the minor and that unit's college may set educationally necessary prerequisites for eligibility for the minor within these constraints. Does this proposal meet these criteria?

Yes

Attach Program of Study related information here.

Catalog Page Text - Overview Tab

Catalog Page Overview Text

The Minor in Sports Media provides students with an interdisciplinary understanding of the sports media landscape. Through the lenses of Advertising, Journalism and Media & Cinema Studies, students gain a foundation for analyzing the ethical, technological and societal challenges and opportunities in sports media.

Statement for Programs of Study Catalog

Minimum required course work: Students must complete 9 hours of introductory courses and 9 hours of electives, including at least 6 hours of 300- and 400-level courses. Six hours of advanced coursework must be distinct from credit earned for the student's major or another minor.

Minimum hours required for completion: 18 hours.

Students pursuing a major in Sports Media are not eligible for the Sports Media minor.

Code	Title	Hours
Required Introductory Courses		**9**
ADV 214	Sports Advertising & Branding	3
JOUR 161	Introduction to Sports Journalism	3
MACS 224	Sportsmedia Technology & Culture	3
Electives		**9**
Select 9 hours from the list below.		
ADV 313	Classic Sports Advertising Campaigns	
ADV 314	Sports Public Relations	
JOUR 361	Classics of Sports Journalism	
JOUR 400	Newsroom Experience (Illini Sports Night section only, maximum of 3 hours)	
MACS 324	Sport Documentaries	
RST 407	Sport Analytics: Data-Driven Decision Making	
Total Hours		**18**

Program Regulation and Assessment

Plan to Assess and Improve Student Learning

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

Upon successful completion of the Sports Media Minor, students should be able to:

1. Demonstrate foundational knowledge of concepts, theories, and methods in the fields of advertising, journalism, and media & cinema studies as applied to sports media.
2. Use cutting edge tools and technology to analyze and evaluate the sports media landscape.
3. Identify ethical, technological and societal challenges in sports media.

Program Description and Requirements Attach Documents

Delivery Method

This program is available:

On Campus - Students are required to be on campus, they may take some online courses.

Enrollment

Will the department limit enrollment to the minor?

No

Describe how the department will monitor the admission to/enrollment in the minor.

There is no limit on admission to the minor. The College of Media's Student Services Center will administer the approval process via a minor declaration form students must complete.

Are there any prerequisites for the proposed minor?

No

Number of Students in Program (estimate)

Year One Estimate

15

5th Year Estimate (or when fully implemented)

100

Budget

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

No

Additional Budget Information

Attach File(s)

Program Support

Provide a brief description of the support for this program, including the financial, faculty, space, advisors/staff. Discuss plans to acquire any additional support that will be needed. If new or additional facilities or significant improvements to already existing facilities is needed, describe the Facility Need, Year 1 and 5 cost, and any other applicable notes.

While no new resources are needed to offer either the new major or the minor, the College has approval to hire additional faculty in sports media, which will enable us to expand the list of electives.

Attach any supporting documents as applicable.

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.

The proposal team consulted with Communications librarian Lisa Romero and, based upon her input, determined that the Library's resources, collections, and services are sufficient to meet the needs of the program outlined in this proposal.

EP Documentation

EP Control Number

EP.27.060

Attach Rollback/Approval Notices

Non-EP Documentation

U Program Review Comments

Rollback Documentation and Attachment

DMI Documentation

Attach Final Approval Notices

Banner/Codebook Name

Program Code:

Minor Code

Conc Code

Degree 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

Emily Stuby (eastuby) (Thu, 16 Jul 2026 13:40:52 GMT): Updated Official Program Name to data standards.
Brooke Newell (bsnewell) (Tue, 15 Sep 2026 18:12:59 GMT): Rollback: Per discussion with Katie C.

Key: 1420