April 15, 2005

MEMORANDUM

TO: Robert Gold  
Dean, College of Health and Human Performance

FROM: Victor Korenman  
Associate Provost for Academic Planning and Programs

SUBJECT: Proposal to Establish a Minor in Sport Commerce and Culture (PCC Log No. 04077)

At its meeting on April 15, 2005, the Senate Committee on Programs, Curricula, and Courses approved your proposal to establish a minor in Sport Commerce and Culture. A copy of the approved proposal is enclosed.

This approval is effective in Fall 2005. The College should ensure that the new Minor is fully described in the Undergraduate Catalogue and in all relevant descriptive materials, and that all advisors are informed.

VK:sfm  
Enclosure

Cc: Dr. Sylvester J. Gates, Chair, Senate PCC  
Dr. Mary Giles, University Senate  
Ms. Barbara Hope, Data Administration  
Dr. Phyllis Peres, Undergraduate Studies  
Dr. Robin Sawyer, College of Health and Human Performance  
Ms. Anne Turkos, Archives  
Dr. Linda Yokoi, Records & Registrations
THE UNIVERSITY OF MARYLAND, COLLEGE PARK
PROGRAM/CURRICULUM PROPOSAL

DIRECTIONS: Provide one form with original approval signatures in lines 1 - 4 for each proposed action. Keep this form to one-page in length. Forms and appropriate attachments should be submitted to the Office of Academic Affairs, who will assign a Log Number to each proposal. Also submit an electronic version of as much of the proposal as is possible.

DATE SUBMITTED __March 16, 2005__

PCC LOG NO. ______________________

04077

COLLEGE/SCHOOL __Health and Human Performance - HLHP__

DEPARTMENT/PROGRAM __Department of Kinesiology - KNES__

PROPOSED ACTION (A separate form for each) ADD __XX___ DELETE _____ CHANGE _____

DESCRIPTION (Provide a succinct account of the proposed action. Details should be provided in an attachment. Provide old and new sample programs for curriculum changes.)

Add a new minor within the Department of Kinesiology called “Sport Commerce and Culture”. See attached details.

JUSTIFICATION/REASONS/RESOURCES (Briefly explain the reason for the proposed action. Identify the source of new resources that may be required. Details should be provided in an attachment.)

See attached information. No new resources needed if the enrollment is capped as proposed.

APPROVAL SIGNATURES

1. Department Committee Chair ___________________ ________________________
   Signature: ____________ Date: ____________ 12/7/04

2. Department Chair ___________________ ________________________
   Signature: ____________ Date: ____________ 2/18/05

3. College/School PCC Chair ___________________ ________________________
   Signature: ____________ Date: ____________ 3/16/05

4. Dean ___________________ ________________________
   Signature: ____________ Date: ____________ 3/16/05

5. Dean of the Graduate School (if required) ___________________ ________________________
   Signature: ____________ Date: ____________

6. Chair, Senate PCC ___________________ ________________________
   Signature: ____________ Date: ____________ 4/15/05

7. Chair of Senate ___________________ ________________________
   Signature: ____________ Date: ____________

8. Vice President for Academic Affairs & Provost ___________________ ________________________
   Signature: ____________ Date: ____________ 4/15/05

VPAAP Rev. 3/1/04
Department of Kinesiology

Minor Proposal- Sport Commerce and Culture
(18 credits)

Catalog Description

The minor in Sport Commerce and Culture provides students with an unique opportunity to study the structure and experience of contemporary sport culture from an interdisciplinary perspective rooted in theories and methods largely—but not exclusively—drawn from anthropology, cultural studies, economics, gender studies, history, media and communication studies, psychology, race and ethnic studies, sociology, and urban studies. Students are expected to take 6 credits of required courses identified as providing the historical, social, cultural, economic, and political bases for a contextual understanding of contemporary sport (KNES 287 and KNES 293), and 12 credits of elective courses through which they will be able to develop a more specialized interest in particular aspects of sport culture (i.e. the sociology of sport, the globalization of sport, sport management and marketing, social psychology of sport, and sport media and communications).

The Sport Commerce and Culture Minor within the Department of Kinesiology will consist of the courses (Required and Electives totaling 18 credits) identified below, and is open to any UMCP student except Kinesiology majors:

Required: Both the following courses (6 credits)

- KNES 287¹ Sport and American Society (3)
- KNES 293² History of Sport in America (3)

These courses fulfill CORE SB/D¹ and SH² requirements

Elective Courses: Any four of the following 3-credit courses (12 credits) **

- KNES 240 Exploring Cultural Diversity Through Movement (3)
- KNES 350 The Psychology of Sports
- KNES 351 Contemporary Issues in American Sport (3)
- KNES 355 Sport Management (3) (currently 498M*)
- KNES 357 Sport and Culture in the Global Marketplace (3) (currently 398A*)
- KNES 451 Children and Sport: A Psychosocial Perspective (3)
- KNES 483 Sport Marketing and Media (3)
- KNES 484 Sporting Hollywood (3) (currently 498N*; will cross-list with grad class)
- KNES 485 Sport and Globalization (3) (currently 498T*; will cross-list with grad class)
- KNES 486 Politics and Economics of Organized Contemporary Sport (3)

*Permanent numbers for these courses are in process.

**Note: Not all elective courses are offered every year. Temporary courses may be added to this list dependent on the Minor advisor’s approval. Relevant courses from other departments may be added to the list dependent on the Minor advisor’s approval.
Eligibility and Application Process

In order to apply for the minor in Sport Commerce and Culture, students must have:

1. Completed at least 30 credit hours prior to application to the program
2. Declared a non-KNES major (L & S is not acceptable)
3. Completed KNES 293 or KNES 287 with a C or better
4. Met application deadlines: Applications will be accepted beginning on Oct. 1 and March 1 for admission in the subsequent semester. The first 20 qualified applicants will be accepted on a first-come, first-serve basis each semester. Complete applications must be submitted to the Kinesiology Main Office (HHP 2351).
5. Been admitted into the Minor prior to the completion of the final 9 credits of Minor coursework

Completion Requirements

The rules for successful completion of the Minor are as follows:

1. A minimum grade “C” is required in all Minor courses
2. A minimum of 9 credits must be taken at the upper level.
3. A student may not use the same course to fulfill the requirements of more than one Minor
4. All coursework must be approved by the Minor advisor
5. Courses taken prior to Fall 2005 may be applied to the minor
6. A maximum of 6 credits within the Minor may be taken at another institution (pre-approval needed)

Application to the Minor

Interested students may submit an application to the Department of Kinesiology office (HHP 2351). Application forms will be available from the Department of Kinesiology office and on the Department of Kinesiology website (http://www.hhp.umd.edu/KNES/academics/undergrad/ug_overview.html).

Primary Sponsoring Unit

Department of Kinesiology

Faculty Coordinator/ Advisor

David L. Andrews, Ph.D., Associate Professor
Department of Kinesiology
2359 HHP Building
University of Maryland
College Park, MD 20742-2611
Tel: 301-405-2474 Fax: 208-692-4062 E-Mail: dla@umd.edu

Title for Transcript

Kinesiology: Sport Commerce and Culture
Prerequisites

Neither of the two required courses, KNES 287 and KNES 293, have any prerequisites. However, the prerequisites for the elective courses are as follows:

<table>
<thead>
<tr>
<th>Course</th>
<th>Prerequisite(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>KNES 351 Contemporary Issues in American Sport</td>
<td>KNES 287</td>
</tr>
<tr>
<td>KNES 355 Sport Management</td>
<td>KNES 287 and junior standing</td>
</tr>
<tr>
<td>KNES 357 Sport &amp; Culture in the Global Marketplace</td>
<td>KNES 287 or permission of department</td>
</tr>
<tr>
<td>KNES 451 Children and Sport</td>
<td>KNES 350 and junior standing</td>
</tr>
<tr>
<td>KNES 483 Sport Marketing and Media</td>
<td>KNES 287 and junior standing</td>
</tr>
<tr>
<td>KNES 484 Sporting Hollywood</td>
<td>KNES 287, KNES 293, junior standing</td>
</tr>
<tr>
<td>KNES 485 Sport and Globalization</td>
<td>KNES 287 and junior standing</td>
</tr>
<tr>
<td>KNES 486 Politics and Economics of Organized Contemporary Sport</td>
<td>KNES 287</td>
</tr>
</tbody>
</table>

Access Issues:

1. The 2 required courses are offered every semester as well as winter and summer terms. Students outside of HLHP are currently being served in these classes (approximately 50%), many of whom are likely to be candidates for the Minor.

2. Four of the elective courses are offered at least twice during the calendar year. About 25% of the current enrollments for these classes are non-majors. Between 10-20% of the seats will be reserved for KNES majors and minors.

3. Several of the elective courses are offered in summer (KNES 357, 451, 485) and winter (KNES 485).

4. KNES 351 and KNES 486 are being revived, and will not be offered until the second year of the program. If the demand for the Minor is near maximum projections, we plan to request permission to add the prerequisite of KNES major or minor to at one or more of the elective courses.

5. If most students join the program as juniors, then we anticipate that 1 elective course in the Minor will be taken each semester (on the average). If we admit 20 students per semester (40 per year) to the Minor, then in 2 years we must be prepared to provide seats for 80 students per semester!! How? We currently have more than 80 non-majors in these courses every semester, so this should be manageable.
**Target Audience and Demand**

It is difficult to estimate the demand at this point, but information based on student inquiries, past experiences with student interest in sport management as well as the relatively large number of students who currently elect these courses suggests that this might be a very popular and unique minor. It is anticipated that the students will come from major programs in Business (most aspects), Communications, Journalism, Psychology, Sociology and others. The limited enrollment of 20 per semester is an attempt to deal with possible high demand. If the maximum target of 80 Minors is met, then the department may need to move a small amount of resources to support the program. Higher demand and/or a larger number of students in the program would require additional financial resources beyond what the department currently has available. That is the primary reason for the cap on minor enrollment (20 per semester).

3/15/05 sjp
Name ________________________________ Application date: __________

UID ________________________________ Acceptance date¹: __________

Major: ________________________________

Email: ________________________________

Advisor (signature): ________________________________

**Courses for the SCC minor:** (course, date completed, grade²)

<table>
<thead>
<tr>
<th>Required</th>
<th>Grade</th>
<th>Date</th>
<th>Elective³</th>
<th>Grade</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>KNES 287</td>
<td></td>
<td>_______</td>
<td>KNES</td>
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<tr>
<td>KNES 293</td>
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<td>KNES</td>
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</tbody>
</table>

Date completed: ________________________________

Minor awarded date: ________________________________ By (signature): ________________________________

¹ Must be accepted before the last 9 credits are taken
² Grade must be C or better in each course
³ At least 9 credits of the elective list must be 300 level or above.

12/16/04
Kinesiology: Sport Commerce and Culture Minor

Application

Name __________________________ Application date: __________

UID __________________________ for Spring or Fall (circle)

Major __________________________ Year: __________

Email: __________________________

Current GPA: __________

Credits earned: __________ Credits taking in current semester __________

Previous coursework to be applied toward the minor: (max credits)

<table>
<thead>
<tr>
<th>Course</th>
<th>Grade</th>
<th>Semester/Year</th>
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Projected elective courses for the minor:

<table>
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<th>Course</th>
<th>Semester/Year</th>
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Application Received on _______________(date) at __________(time) by ________________.

Decision: __________ by ________________ Date: __________

Notification: __________ by ________________ Date: __________

2/16/05