

Fiscal Unit/Academic Org	School Of Communication - D0744
Administering College/Academic Group	Arts and Sciences
Co-administering College/Academic Group	
Semester Conversion Designation	New Program/Plan
Proposed Program/Plan Name	Sports Communication Certificate Program
Type of Program/Plan	Undergraduate certificate program
Program/Plan Code Abbreviation	SPC
Proposed Degree Title	

Credit Hour Explanation

Program credit hour requirements		A) Number of credit hours in current program (Quarter credit hours)	B) Calculated result for 2/3rds of current (Semester credit hours)	C) Number of credit hours required for proposed program (Semester credit hours)	D) Change in credit hours
Total minimum credit hours required for completion of program				12	
Required credit hours offered by the unit	Minimum			6	
	Maximum			9	
Required credit hours offered outside of the unit	Minimum			3	
	Maximum			6	
Required prerequisite credit hours not included above	Minimum			0	
	Maximum			0	

Program Learning Goals

Note: these are required for all undergraduate degree programs and majors now, and will be required for all graduate and professional degree programs in 2012. Nonetheless, all programs are encouraged to complete these now.

- Program Learning Goals**
- The proposed certificate program strives to make students skilled in written communication and expression, reading, critical thinking, oral expression, and visual expression in the context of sports media and communication.

Assessment

Assessment plan includes student learning goals, how those goals are evaluated, and how the information collected is used to improve student learning. An assessment plan is required for undergraduate majors and degrees. Graduate and professional degree programs are encouraged to complete this now, but will not be required to do so until 2012.

Is this a degree program (undergraduate, graduate, or professional) or major proposal? No

Program Specializations/Sub-Plans

If you do not specify a program specialization/sub-plan it will be assumed you are submitting this program for all program specializations/sub-plans.

Pre-Major

Does this Program have a Pre-Major? No

Attachments

- New certificate program submission 4.21.23.pdf
(Program Proposal. Owner: Jackson, Kylie M.)
- Revised Sports Comm certificate proposal 10.24.23.pdf
(Program Proposal. Owner: Jackson, Kylie M.)
- Revised Sports Comm certificate proposal 10.24.23.pdf: December 2023 Revised proposal document
(Program Proposal. Owner: Jackson, Kylie M.)
- Sports Communication Certificate cover letter.docx: Cover letter addressing revisions made
(Other Supporting Documentation. Owner: Jackson, Kylie M.)

Comments

- Resubmitted with recommended revisions 12.12.23. *(by Jackson, Kylie M. on 12/12/2023 01:44 PM)*
- See feedback email sent to department 11-22-2023 RLS *(by Steele, Rachel Lea on 11/22/2023 10:56 AM)*
- See email sent to Susan Kline. *(by Vankeerbergen, Bernadette Chantal on 07/07/2023 05:28 PM)*

Workflow Information

Status	User(s)	Date/Time	Step
Submitted	Jackson, Kylie M.	04/21/2023 01:21 PM	Submitted for Approval
Approved	Kline, Susan Lee	04/21/2023 01:23 PM	Unit Approval
Revision Requested	Vankeerbergen, Bernadette Chantal	07/07/2023 05:28 PM	College Approval
Submitted	Jackson, Kylie M.	10/24/2023 10:31 AM	Submitted for Approval
Approved	Garrett, Robert Kelly	10/24/2023 02:43 PM	Unit Approval
Approved	Vankeerbergen, Bernadette Chantal	10/31/2023 03:42 PM	College Approval
Revision Requested	Steele, Rachel Lea	11/22/2023 10:56 AM	ASCCAO Approval
Submitted	Jackson, Kylie M.	12/12/2023 01:45 PM	Submitted for Approval
Approved	Garrett, Robert Kelly	12/12/2023 01:54 PM	Unit Approval
Approved	Vankeerbergen, Bernadette Chantal	12/13/2023 11:14 AM	College Approval
Pending Approval	Jenkins, Mary Ellen Bigler Hanlin, Deborah Kay Hilty, Michael Neff, Jennifer Vankeerbergen, Bernadette Chantal Steele, Rachel Lea	12/13/2023 11:14 AM	ASCCAO Approval

Dear Rachel Steele and Members of the SBS Panel,

Thank you for reviewing the School of Communication's Sports Communication Certificate Proposal. Here is our summary of the changes we made to our proposal to address the three contingencies.

Comment: The Subcommittee notes that the letter of support from the College of Education and Human Ecology's Department of Human Sciences (dated 09-19-2023) says that they are "committed to assisting students in the program access to...KNSISM 4245 and KNSISM 3208". However, as of Nov. 16th, 2023, the electronically enforced pre-requisites for KNSISM 3208 and KNSISM 4245 (respectively) are "Major in Sport Industry" and "Major in Sport Industry or minor in Coaching Education". As such, students outside of those programs will not be able to register for these courses as a part of their certificate without special permissions. The Subcommittee brings this to the attention of the School of Communication so that in case this has not yet happened, they can work with the College of Education and Human Ecology to come up with a procedure/plan for allowing students to enroll in those courses and a strategy for communicating that procedure/plan to students.

Thank you. Below is the College of Education and Human Ecology's Department of Human Sciences' response to our query:

Once the certificate is approved, we will go in and change the prereqs for the those two courses, adding "Certificate in Sport Communications". We cannot add that until the certificate is approved. (Dr. Brian Turner)

Contingency: The Subcommittee asks that the School of Communication remove the language on pg. 7 of the proposal that refers to the Sustainability Institute and sustainability education, as this program does not seem to have an association with sustainability. If the Subcommittee is incorrect in this assumption, they ask that the School of Communication include in the proposal a brief explanation of how the subject matter of the Certificate relates to sustainability.

Thank you. We changed this linkage to the Sports and Society Initiative, as they are willing to help promote our Sports Communication certificate.

Contingency: The Subcommittee asks that the School of Communication provide more information regarding the Application Process outlined on pg. 6 of the proposal. Specifically, they request that the School consider the following:

1. The Subcommittee asks that the School consider how they will regulate completion of the certificate and/or limit enrollment when a student could potentially complete the required coursework without applying. For example, Communication 3415, 3403, and 3414 are all open for any student to enroll in without pre-requisites, as are several of the

electives. If a student were to meet the GPA requirements and complete all four courses successfully without filling out the application, would they be denied the certificate simply because the enrollment cap has already been met? How might the School approach this if a student had already completed 3 or even 2 classes but cannot apply due to the program being at capacity?

2. The proposal states that students should apply “after their sophomore year”. However, for many students who may be attending the university on an abbreviated timeline (transfer students, those that enter with significant amounts of earned credit etc.) applying after the second year may be too late. The Subcommittee asks that the School consider different wording, (such as “after attaining sophomore standing” or “after attaining sophomore standing and completing 12 graded credit hours” etc.) should the unit decide to continue with the application process. (See item 3.1 above.)

For items 1 and 2, we reworded the Application Process section to read as follows:

Students will apply to the School of Communication certificate program after attaining sophomore standing and completing 12 graded credit hours. Admission to the certificate program requires a cumulative 2.5 OSU GPA. As part of the application, students are required to complete a certificate completion plan, outlining which courses they plan to take to complete the certificate requirements. The application process is important for enrollment management and instructor capacity, as the School can monitor the number of students needing to enroll in the required core courses. We would not deny or prevent students who have completed all certificate requirements from earning the certificate, but requiring an application beforehand allows us to reserve seats for admitted certificate students.

3. The Subcommittee asks that the School clarify whether students must have a 2.5 cumulative OSU GPA only at the time of application, or if the School is asking for this to be maintained through graduation for the student to earn the certificate.

Updated Completion process section reads as follows:

Successful completion of a minimum of 12 credit hours with grades of C- or better in the required and elective courses and a cumulative 2.0 GPA is required.

Contingency: The Subcommittee asks that the School clarify the statement on pg. 7 of the proposal (under “Certificate Assessment”) that states “...we expect at least a 70% completion/graduation rate”, as these are two different metrics. Tracking the completion rate would involve identifying how many

students who have declared this program eventually complete the courses and meet the GPA requirements, while tracking the graduation rate would involve identifying how many students who have declared the program graduate (which involves many other factors than certificate completion). The Subcommittee also asks that the School provide information on how this will be tracked.

Thank you. The School plans to annually monitor and review the number of admitted certificate students that graduate with this credential. Students that earn this certificate will be contacted with a survey to share their feedback and experiences on how the Sports Communication certificate assisted them with finding employment and how they are using the skills learned in the program in their current careers. We plan to send this survey to all students that graduate with the Sports Communication certificate 6 months after graduation. We have added this to the proposal document.

Contingency: The Subcommittee asks that the School of Communication correct the listing of electives on the document labeled “Sports Communication Certification (general plan for any major)”, as the course entitled “Philosophy of Sport” is Philosophy 2456 rather than 2356.

Thank you. We have corrected the elective listing.

Contingency: The Subcommittee asks that the School of Communication correct the language on the Certificate program form (right column under “Grades required”) to read “Minimum 2.00 cumulative GPA for all certificate course work” rather than “Minimum 2.00 cumulative point-hour ratio required for the certificate”.

Thank you. We have corrected GPA wording.

Contingency: The Subcommittee asks that the School of Communication add the requirement for a minimum 2.0 GPA for all minor course work to the description on the Completion Process on pg. 6 of the proposal.

**Updated Completion process section to read as follows:
Successful completion of a minimum of 12 credit hours with grades of C- or better in the required and elective courses and a cumulative 2.0 GPA is required.**



April 21, 2023

Dear Dean Vankeerbergen,

The School of Communication submits a proposal for a Certificate in Sports Communication, a Type 1b certificate, for approval by the College and University.

The certificate program provides a comprehensive education in sports communication by providing theories and knowledge about the role media plays in sports and society, and developing the skillset used in sports media relations to become an effective communication professional.

Students must complete two foundational courses (6 credits) in the School of Communication and two more courses (6 credits) from a selection of eight courses distributed across seven different departments and units on campus. Upon completing the certificate students should be able to: apply relevant theories to the design and evaluation of effective sports communication; evaluate how societal issues impact the way we understand sports; and demonstrate the ability to engage in clear, persuasive, and professional oral and written strategic communication skills across areas related to sports communication.

The 12-credit program will serve degree seeking undergraduates currently enrolled at Ohio State University. Dr. Osei Appiah has been the key developer of this certificate.

Attached you will find the proposal and concurrences from all participating units.

Regards,

Susan L. Kline

Susan L. Kline, PhD

Associate Professor

School of Communication

Undergraduate Communication Program Chair

SPORTS COMMUNICATION CERTIFICATE PROGRAM PROPOSAL

Proposal

The School of Communication at the Ohio State University proposes a 12-credit, 4-course Certificate in Sports Communication that will be a Type 1b for approval by the College beginning in Autumn Semester 2024. This certificate will consist of two required courses from Communication and two other courses from a selection of eight courses from seven different departments or units on campus. This certificate is an in-person certificate, though some courses may occasionally be offered online. The maximum overlap permitted is 50% with courses in a major, minor, or other certificate.

The certificate program offers a comprehensive education in sports communication by providing theories and knowledge about the role media play in sports and society, and developing the skillset used in sports media relations to become an effective communication professional.

Overview of Sports Communication

Sports communication is a growing area of study within the communication discipline, as scholars recognize the increasingly important role media play in conveying and shaping sports and society. In fact, this area has become so significant to the field of communication research that the world's leading and most visible communication academic association, the International Communication Association (ICA), recently created a Sports Communication division/interest group to advance scholarly study in this domain. Moreover, the two leading national communication organizations—Association for Education in Journalism & Mass Communication (AEJMC), and the National Communication Association (NCA)— each have Sports Communication divisions/interest groups.

The popularity and growth of this area is also evident by the success of the journal, *Communication & Sport* (5-year Impact Factor 3.02). The journal publishes research from “diverse disciplinary and theoretical perspectives to advance understanding of communication phenomena in the varied contexts through which sport touches individuals, society, and culture.”

In addition to the growth of and interest in communication scholarship on sports, the practice of sports communication has also become of particular importance for students, practitioners, and professionals. For example, sports careers are among the most sought after, popular and satisfying jobs in the country (see Adams, 2012; Elliot, 2017) and within amateur and professional sports, there is an increasing need for professional communicators who effectively use media and strategic communication messages to impact audiences/consumers.

With 19 professional sports teams located in the state of Ohio, Ohio State is uniquely positioned to develop students' sports communication skills to work either alongside these teams in the form of academic research to inform best practices of communication or contribute directly to the teams' professional communication processes through in-house research and strategic message development.

A growing number of people who work in or aspire to careers in sports-related areas could benefit from special knowledge and training in sports communication. There are a variety of career opportunities in sports communication which include: sports promotions, events planning, retail sporting goods, sports marketing, sports administration, sports information, sports journalism, sports media relations, athlete representation, fan experience, sports gambling, sports analytics, and sports management. While these

careers vary widely in scope, effective understanding of the communication processes related to sport closely bond these different career paths.

Sports communication careers are quite competitive, and it is important for students and early career professionals to differentiate themselves from other job seekers in the marketplace by acquiring the skillsets needed for sports-related occupations.

Rationale for Sports Communication Certificate

The Ohio State University is arguably the largest and most recognized sports academic institution in the country, with a long history of sports championships, as well as leadership in championing causes that impact the success of students, faculty, staff, and the nation. Sports writers routinely point out that OSU is one of the most admired sports athletic programs in the country, and the university has been voted the home of the nation's No. 1 athletic program on more than one occasion (Darst, 2018; Exner, 2017; 2019).

In addition to being a leader in sports performance, OSU is naturally expected to be a leader in the study and teaching of sports.

The School of Communication is developing a Sports Communication Certificate program in collaboration with the Sports & Society Initiative (SSI). Together our aim is to build knowledge and opportunities for students in sports communication; gather and create data to advance research across diverse disciplines; and engage the community through meaningful conversations about sports (Sports & Society Initiative).

This certificate program, which is a mixture of theory and practice, will allow students more recognition of the important discussions and challenges they are tackling about how sports intersect with society. By creating a formalized program, students will have an outward indication to future employers of the types of topics they have worked with throughout their studies. This is particularly important for Black students who are underrepresented in non-performance-based sports careers.

Sports media has become an increasingly important source of information about race and social justice issues, so much so that our mediated interracial interaction through sports media impact our understanding of race and racial groups. Hence, our certificate program will explore a variety of important issues including issues of race and social justice, ethics, and how to report, frame, contextualize, and communicate on sensitive cultural issues in sports. This is particularly important given there is often separate and unequal reporting of Black vs White athletes by reporters and commentators (Frisby, 2016).

One of the problems that may facilitate biased reporting is that sports journalists and announcers (and other sports professionals) are overwhelmingly White and male (Eastman, 2001). Wider and more diverse representations among journalists, commentators, and sports media professionals will likely result in fewer negative stereotypes of athletes, coaches, and better framing and contextualizing of race in sports (Eastman, 2001). We hope that through active recruiting of diverse students our certificate program will attract a diverse group of applicants, particularly underrepresented ethnic minorities, who can increase the pipeline of diverse sports journalists and sports media professionals.

A certificate program would complement the success and leadership of OSU's athletic department and the SSI. We propose housing the certificate in the School of Communication and offering it to degree seeking students. The School has the faculty and expertise to teach sports-related communication courses that address content including communication theory, public opinion about sports, conversations about sports, reporting on and framing of sports, media coverage of sports, professional speaking/writing, the use of publicity and social media, and branding in sports. Additionally, the School has faculty members who have played Division I sports, worked in sports marketing at companies like Nike, are professional sports writers and sports media communicators, and who have been avid writers about issues related to sports. These strengths are complemented by the fact that the School of Communication has been ranked among the top communication research programs in the world for the past several years.

To date, there are few places around the country where a student can get an empirical, social-scientific perspective on the link between media and sports and earn a certificate in sports communication. The School of Communication seeks to offer undergraduate students across the university a Sports Communication Certificate that focuses on persuasive communication strategies, media, communication theory, professional communication competence, sports writing, and sports leadership. Students who complete this certificate will have a unique combination of skills-based training and theory that will help them become well-rounded sports communication professionals.

Learning Goals

The proposed certificate program strives to make students skilled in written communication and expression, reading, critical thinking, oral expression, and visual expression in the context of sports media and communication.

Expected Learning Outcomes

Upon completion of the academic certificate in sports communication, learners will be better prepared to:

- Understand and apply social-scientific theories to design, execute, and evaluate sports communication messages, campaigns, and experiences
- Identify and evaluate how societal issues impact the way we understand sports, race, and the world around us
- Demonstrate the ability to engage in clear, persuasive, and professional written and oral communication skills across various areas related to sports communication

External Programs

Universities that offer some type of sports communication certificate include University of Wisconsin-Madison, Northwestern (graduate students only), Buffalo State University, University of North Carolina, and Southern Utah University. These programs require from 9 to 15 credits. There are currently only six universities online sports communication certificate programs that may be available to OSU students:

- University of Texas-Austin
- University of Georgia
- Valparaiso University
- University of St. Francis
- Morehouse College
- Ferris State University

In Ohio, there are no sports communication certificates offered at Ohio University, Xavier University, Kent State University, Cleveland State University, or Bowling Green State University, but both the University of Dayton and the University of Cincinnati do offer a Sports Communication certificate. Their certificates are composed of mostly communication and media production courses, unlike our proposed certificate that provides an interdisciplinary approach to understanding sports communication.

Relationship to Other Programs

The proposed certificate program does not appear to have any significant overlap with other programs offered at the university. Education and Human Ecology offers a sports industry major, but the focus is on sports administration work, versus the proposed certificate's emphasis on developing students' understanding and expertise in the intersection of media, strategic communication messages, sports, and society. They do not share any required foundational courses.

Proposed Curriculum

Required Courses (2):

The certificate requires two courses within the School of Communication and two courses selected from a list of electives. The first required course provides a broad overview and introduction to the intersection of sports and society across multiple dimensions and contexts. The second course provides an understanding of applicable theories, knowledge, and skillset necessary to create and maintain productive relationships among sports media relations specialists, organizations, and media outlets. The following courses are required:

- **COMM 3415: Sports, Mass Media & Society (Theory)**

Sports communication is a growing area of study within the communication discipline, as scholars recognize the increasingly important role media play in conveying and shaping sports, race, gender, and society. The course examines the intersection of sports, society, and the media, by exploring historical and current issues in sports that shape our ideas, perspectives, and assumptions about the U.S.

Choose 1 of the following:

- **COMM 3403 Sports Journalism (Practice)**

This course is designed to teach all aspects of media interaction with sports, from legacy media reporter to web-based blogger, from broadcaster to communication specialist, from social media poster to in-house talent. The course explores sports media as a career, utilizing journalism skills like interviewing, reporting, blogging, working with coaches and athletic directors, staging and covering press conferences, statistics, etc. The course also focuses on issues related to sports coverage, including race and gender, hero worship and the ethics of what sports journalists do and why they do it.

- **COMM 3414 Sports Media Relations (Theory/Practice)**

This course will serve as an introduction to sports media relations, exploring theories and developing skills needed to pursue a career in the field. This will include developing skills as a media relations professional, the person who facilitates and manages the communication needs of a varied constituency,

including writing, creation of design elements, engagement with teams and media, crisis communication and theory-based understanding of sport/fan/media engagement. This course will also guide students in developing understanding of social scientific concepts around relationships that exist in the sports media landscape, including coaches, media, student-athletes, fans, and athletic department staff.

Elective courses (2):

In addition to the two required courses, students will choose AT LEAST 2 elective courses from a selection of courses from the School of Communication and other units offering opportunities to further develop students' ability to engage in clear and persuasive communication about sports in various aspects and contexts. These courses include:

AFAMAST 2275	Blackness and the Politics of Sports
COMM 2131	Business & Professional Speaking
KN SISM 3208	The Sport Industry
KN SISM 4245	Leadership and Programming in the Sport Industry
PHILO 2456	Philosophy of Sport
PSYCH 2420	Psychology Applied to Sport
SLAVIC 2365.xx	Sports, Socialists, and Society in Russia & Eastern Europe
SOC 4655	Sociology of Sport

Prospective Enrollment

Student Demand: The Sports Communication certificate program should attract students across the university who seek specific knowledge and skills to enhance their marketability and attractiveness to employers. We anticipate that student interest will be high within the School of Communication and beyond, including in units such as Education and Human Ecology.

The broad range of electives increases the attractiveness of the certificate program. The School of Communication estimates that it can accommodate up to an additional 50 students (150 credit hours) annually enrolled in the required and elective communication courses a year with current staffing levels (this estimate is subject to change based on staffing demands). However, the expected enrollment in the first year is approximately 20 students, increasing by about ten students each year for the first three years. After the first year the program will be evaluated to determine student demand, instructional capacity, and budget support. Due to the expected high demand of the certificate program, and to ensure no additional staffing is necessary, the School of Communication plans to cap the number of students at 50 for the type 1b program for OSU students. We expect this certificate program will be immensely popular among students within and outside the College of Arts and Sciences.

Application Process: Students will apply to the School of Communication certificate program after attaining sophomore standing and completing 12 graded credit hours. Admission to the certificate program requires a cumulative 2.5 OSU GPA. As part of the application, students are required to complete a certificate completion plan, outlining which courses they plan to take to complete the certificate requirements. The application process serves as an important enrollment management piece in which the School can monitor the number of students needing to enroll in the required core courses. We would not deny or prevent students that have completed all certificate requirements from earning the certificate, but requiring an application beforehand allows us to reserve seats for admitted certificate students.

Completion Process: Completion of the certificate program will be managed by the School of Communication Advising Office and confirmed by the Degree Audit Report (DAR). Successful completion of a minimum of 12 credit hours with grades of C- or better in the required and elective courses and a cumulative 2.0 GPA is required.

Certificate Promotion: Promotion of the certificate will occur through multiple communication channels including:

- An electronic brochure distributed to advising offices and directors of undergraduate education in targeted departments and units.
- Collaboration with the Sports and Society Institute to promote the certificate program
- Collaboration with faculty in targeted units (e.g., Sociology, African American and African Studies, Kinesiology) to make in-class announcements about availability of certificate program in targeted introductory classes.
- In-person and virtual information sessions about the certificate program will be held at the beginning of each semester for interested undergraduate students conducted by the School of Communication staff and faculty.

Certificate Assessment

We plan to assess the success of our certificate in several ways.

Overall the certificate will be evaluated annually by a committee comprised of the primary instructors of the courses and the Chair for the Undergraduate Communication Program. We will use three metrics to assess the certificate program in general and the learning outcomes more specifically. The committee will confer to determine if students are meeting the learning outcomes and if improvements could be made to strengthen the required courses or assignments on the learning outcomes.

First, the enrollment into the certificate program courses and the certificate completion rate will be tracked over time. We would like to see small but steady growth in the program's enrollment from year one (~20) to year four (50). We expect at least a 70% completion rate. Using the applications, advising staff will identify who completes the certificate upon graduation.

A second metric we will use in assessment is student performance within the program across both required and elective coursework (i.e., grade of C+/B- or better). In particular, we will monitor which elective courses are taken, and grades students obtained in their required communication knowledge and skill-based courses. We will also examine the required course syllabi to ensure that ELOs one, two, and three are adequately covered.

A third metric will involve administering an online evaluation survey. Students who earn this certificate will be contacted with a survey to share their experiences, satisfaction, and whether the program is meeting its stated learning objectives. We are also interested in how the Sports Communication certificate assisted them with finding employment and how they are using the skills learned in the certificate program in their current careers. We plan to send this survey to all students that graduate with the Sports Communication certificate 6 months after graduation.

Below we state each Expected Learning Outcome for the Sports Communication certificate. For each ELO we describe the topics, activities and assignments in the required Communication courses that will satisfy that ELO.

ELO 1: Understand and apply social-scientific theories to design, execute, and evaluate sports communication messages, campaigns, and experiences

- Topics: There are specific lecture topics that cover social science theories and their application to

sports media content and society. For example, in COMM 3415 during week 1 the topic is “understanding scientific communication theories and how to apply them to predict and explain sports media reporting, message content and their impact on audiences.” A midterm and final exam test students’ knowledge of theory and other course content. There is also a final paper/video project. The expected learning outcome is achieved to the extent that a majority (75%) of students use theories in and correctly answer discussion questions, exam questions, and in their papers/projects. Comm 3414 integrates access theory, social identity theory and crisis communication theory more to develop understanding of the sports media relation field, while engaging in skill development around writing, public and media relations, source engagement, data analysis and more. In Comm 3403 students apply journalistic theory and skill development in interviewing, game coverage, writing, multimedia skills, etc. Both classes focus on future employability of students. Assessments are executed at the end of each module for students to demonstrate understanding and execution to the point of skill mastery.

ELO 2: Identify and evaluate how societal issues impact the way we understand sports, race, and the world around us

- Topics: In COMM 3415 there are several topics that address the impact of societal issues on our understanding of sports, race, and other areas. For example, in Week 3 in COMM 3415 students learn about “how the media contextualize race and social justice issues in sports.” In Week 4 the course addresses “gender inequity and media coverage of women in sports.” The course also discusses domestic abuse and sports, sexuality and sports, and physical and mental health on sports.
- Activities: Students are required to submit short weekly discussion question responses that cover weekly topics. A midterm and final exam test their knowledge. These activities allow the instructor to determine if ELO 2 is being met. Like ELO 1, the expected learning outcome is achieved to the extent that a majority (75%) of students correctly address this topic in their papers/projects, discussion questions, and exam questions. Students must score at least a 75% on the assignments/exams.

ELO 3: Demonstrate the ability to engage in clear, persuasive, and professional written and oral communication skills across various areas related to sports communication

- Activities: Students demonstrate and are tested on their ability to communicate effectively and persuasively. In COMM 3415 students are required to either write a paper or conduct a video project that integrates and conveys their understanding of course topics. Students are required to submit short weekly discussion question responses that cover weekly topics. A midterm and final exam test their knowledge and persuasive communication skills. Also, courses like COMM 2131 “Professional Speaking” test students’ clear and professional oral communication skills. Students must earn at least a 75% on these assignments to demonstrate their learning of the expected outcome. In Comm 3403 and Comm 3414, students every week create written products including articles, press releases, team analysis, podcast and video projects, game note creation and analysis, interviewing and press conference execution to demonstrate their understanding and skill development. Their module assessments allow them to further illustrate skills with an eye toward mastery.

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The Ohio State University
College of Arts and Sciences

Type 1B Sports Communication Certificate Program (SPC-CR)

School of Communication
3033 Derby Hall, 154 North Oval Mall
Columbus, OH 43210-1339
614-292-8444; <http://www.comm.osu.edu>

The certificate program provides a comprehensive education in sports communication by providing theories and knowledge about the role media plays in sports and society, and developing the skillset used in sports media relations to become an effective communication professional.

The Sports Communication Certificate Program requires the completion of at least four courses for 12 credits, including two foundational courses. Students should apply to the certificate program after their sophomore year. There is an online application on the School of Communication's website and admission requires a 2.5 cumulative OSU GPA. Any variation from the program described below needs the approval of the Director of Undergraduate Studies. Students may request approval of a certificate variation by filing a petition through the School of Communication Advising Office.*

Required foundational courses (6 credit hours)

COMM 3415: Sports, Mass Media and Society (3)

One of following two courses:

COMM 3403: Sports Journalism (3)

COMM 3414: Sports Media Relations (3)

Choose at least two from these electives (6 credit hours)

AFAMAST 2275: Blackness and the Politics of Sports (3)

COMM 2131: Business and Professional Speaking (3)

KNSISM 3208: The Sport Industry (3)

KNSISM 4245: Leadership and Programming in the Sport Industry (3)

PHILOS 2456: Philosophy of Sport (3)

PSYCH 2420: Psychology Applied to Sport (3)

SLAVIC 2365.xx: Sports, Socialists, and Society in Russia & Eastern Europe (3)

SOCIOL 4655: Sociology of Sport (3)

**Approved Elective in Student's Major: To maximize flexibility, students may also petition to have one relevant course fulfill one of the elective requirements for the certificate program. At the determination of the School of Communication, the content of the course must meet at least two of the learning objectives for the SPC. The petition would be reviewed by the administering unit (School of Communication).*

Sports Communication certificate program guidelines

Credit hours required: A minimum of 12.

Overlap with courses in degree:

- The certificate must be in a different subject than the major.
- Maximum 50% overlap with courses in a major, minor, other certificate, or GE.

Grades required:

- Minimum C- for a course to be counted on the certificate.
- Minimum 2.00 cumulative GPA for all certificate course work.

X193 credits: Not permitted

Certificate approval: Students must apply and be admitted to the certificate program.

Consult with advisor:

- For filing deadlines
- For changes or exceptions to a certificate plan

College of Arts and Sciences
Curriculum and Assessment Services
306 Dulles Hall
230 Annie and John Glenn Ave.
<http://artsandsciences.osu.edu>

College of Arts and Sciences
Sports Communication Certificate Program

Student Name: _____

Student OSU Email: _____

Certificate Advisor Name: _____

Required Core Courses (6 Hours)

Course (Hours)	Course Grade	Term Completed
Communication 3415 (3)		
Communication 3403 or 3414 (3)		

Elective Courses (6 Hours)

In addition, students will select two or more courses (6 credits minimum) from the approved electives (see advising sheet).

Course (Hours)	Course Grade	Term Completed

Substitutions Approved: _____

Certificate Advisor Signature _____

Date _____

Sports Communication Certificate Completion Plan

(general plan for any major)



Sample Completion Plan

Year 1 or Year 2
Autumn or Spring

<i>Elective Offering</i>	3
# of Credits	3

Year 2 or 3
Autumn or Spring

Communication 3415	3
<i>Elective Offering</i>	3
# of Credits	6

Year 3 or 4
Autumn or Spring

Communication 3403 or 3414	3
# of Credits	3

Required Courses

Elective Courses

Sports Communication Certificate

(general plan for any major)

The certificate program provides a comprehensive education in sports communication by providing theories and knowledge about the role media plays in sports and society, and developing the skillset used in sports media relations to become an effective communication professional.

Courses in the certificate program will equip students with theoretical and practical knowledge that will help them become more effective sports communication professionals. Upon completing the certificate students should be able to: apply relevant theories to the design and evaluation of effective sports communication; evaluate how societal issues impact the way we understand sports; and demonstrate the ability to engage in clear, persuasive, and professional oral and written strategic communication skills across areas related to sports communication.

The Sports Communication Certificate Program requires the completion of at least four courses for 12 credits, including two foundational courses. To apply for the certificate program, students should submit a Sports Communication Certificate application to comm@osu.edu at the end of their sophomore year. Any variation from the program described below needs the approval of the Director of Undergraduate Studies. Students may request approval of a certificate variation by filing a petition through the School of Communication Advising Office.*

Required foundational courses (6 credit hours)

COMM 3415: Sports, Mass Media and Society (3)

Choose 1 course from:

COMM 3403: Sports Journalism (3)

COMM 3414: Sports Media Relations (3)

Choose at least two from these electives (6 credit hours)

AFAMAST 2275: Blackness and the Politics of Sports (3)

COMM 2131: Business and Professional Speaking (3)

KNSISM 3208: The Sport Industry (3)

KNSISM 4245: Leadership and Programming in the Sport Industry (3)

PHILOS 2456: Philosophy of Sports (3)

PSYCH 2420: Psychology Applied to Sport (3)

SLAVIC 2365.xx: Sports, Socialists, and Society in Russia & Eastern Europe (3)

SOCIOL 4655: Sociology of Sport (3)

**Approved Elective in Student's Major: To maximize flexibility, students may petition to have one relevant course fulfill one of the elective requirements for the certificate program. At the determination of the School of Communication, the content of the course must meet at least two of the learning objectives for the SPC. The petition would be reviewed by the administering unit (School of Communication).*



**THE FOLLOWING PAGES INCLUDE CONCURRENCES AND LETTERS OF SUPPORT FROM THE
FOLLOWING OSU DEPARTMENTS:**

EDUCATION AND HUMAN ECOLOGY-KINSEOLOGY

AFRICAN AMERICAN AND AFRICAN STUDIES

PHILOSOPHY

PSYCHOLOGY

SLAVIC

SOCIOLOGY



October 19, 2023

The College of Education and Human Ecology supports the curricular collaboration between EHE's Sport Industry program and the School of Communication. Specifically, EHE approves adding KN SISM 3208 "*The Sport Industry*" and KN SISM 4245 "*Leadership and Programming in the Sport Industry*" to be included in the course requirements for the new Sports Communication Certificate offered by the School of Communication in the College of Arts and Sciences. This change will benefit the SISM majors in EHE who opt to complete the Sports Communication Certificate and enhance their educational experience at The Ohio State University.

EHE looks forward to additional curricular collaborations with the College of Arts and Sciences in the future.

Sincerely,

Anastasia R. Snyder, PhD
Associate Dean for Faculty Affairs
College of Education and Human Ecology

September 19, 2023

Dear Osei,

Having met and discussed the certificate requirements, specifically the student classification and credit completion at Ohio State, 2.5 GPA requirement, and application prior to being in the program, the Kinesiology program is in support of the Sport Communication Certificate in collaboration with the School of Communication.

We are committed to assisting students in the program access to the following courses: KNSISM 4245 (Leadership and Programming in Sport) and KNSISM 3208 (Sport Industry).

Please do let me know if you have any further questions. Thank you for the coordination and collaboration.

Sincerely,



Moez Samad

Appiah, Osei

From: Skinner, Ryan
Sent: Sunday, October 30, 2022 9:53 PM
To: Appiah, Osei
Cc: Adeeko, Adeleke
Subject: Re: Partner with School of Communication on 12 - credit Sports Comm Certificate Program

Dear Osei (if I may)

As Director of Undergraduate Studies in AAAS, I am writing to confirm our support for the proposed Interdisciplinary Sports Certificate. We would be pleased to have AFAMAST 2275, "Blackness and the Politics of Sports" included on the eligible course list for this certificate.

Please accept this email as confirmation of our support.

Best,

Ryan Skinner



[Ryan Skinner](#)

Associate Professor

School of Music

Dept. of African American and African Studies

Coordinator of the [Lectures in Musicology](#) (Music)

Director of [Undergraduate Studies](#) (AAAS)

Author of:

[Afro-Sweden: Becoming Black in a Colorblind Country](#) (Minnesota, 2022)

[Bamako Sounds: The Afropolitan Ethics of Malian Music](#) (Minnesota, 2015)

From: Adeeko, Adeleke <adeeko.1@osu.edu>
Date: Thursday, October 27, 2022 at 10:46 AM
To: Skinner, Ryan <skinner.176@osu.edu>
Subject: FW: Partner with School of Communication on 12 - credit Sports Comm Certificate Program

Hi Ryan,
Here is another request for curriculum collaboration. Thanks for looking at it.

Adélékè Adéèkò, PhD
Interim Chair, Department of African American & African Studies
Department of English
Ohio State University
614-292-8834 Office
adeeko.1@osu.edu / aaas.osu.edu

If the Needle Could Really Sew, It Would Have No Hole on Its Back
-- A Ghanaian Proverb.

From: Appiah, Osei <appiah.2@osu.edu>
Date: Wednesday, October 26, 2022 at 4:18 PM
To: Adeeko, Adeleke <adeeko.1@osu.edu>
Subject: Partner with School of Communication on 12 - credit Sports Comm Certificate Program

Hello Dr. Adéèkò,

I hope you're doing well. I'm writing to let you know that the School of Communication is developing a 12-credit interdisciplinary Sports Communication Certificate program, which will include courses from other departments. We ask that the Department of African American and African Studies partner with us to complete this program. We noticed that you offer AFAMAST 2275 "Blackness and the Politics of Sports," which we would like to include as one of the elective courses for the Sports Communication Certificate program.

As you may know, sports media is becoming an increasingly important source of information about race and social justice issues. So much so that our mediated interracial interaction through sports media and impact our understanding of race and racial groups. This certificate program will explore a variety of important issues including issues of race and social justice, ethics, and how to report, frame, contextualize, and communicate on sensitive cultural issues in sports.

I've attached the proposal for your perusal. Again, we would love to partner with you on this program and hope that your department can write a letter of support that we can include in our submission to the College of Arts & Sciences.

Kindly,
Osei



Osei Appiah, Ph.D.

Professor

School of Communication

The Ohio State University

3050 Derby Hall

Columbus, OH 43210

(614) 247-7724

Appiah.2@osu.edu



Department of Philosophy

350 University Hall
230 North Oval Mall
Columbus, OH 43210-1365

Phone (614) 292-7914
Fax (614) 292-7502
E-mail philosophy@osu.edu
Web <http://philosophy.osu.edu/>

November 5, 2022

Dear Committee Members,

I write as Chair of the Department of Philosophy to endorse the new Sports Communication certificate, and to commit to offering our course, PHILOS 2456, on a regular basis as an elective for certificate students.

Philosophy of Sport (PHILOS 2456) serves as an introductory course that helps students develop their critical thinking skills through engagement with both ethical issues in and around sport and more conceptual underpinnings of sport. Topics can vary by semester, but students might explore ethical considerations around “Big-Time College Sport,” gender equity, and the use of public funds for private sport stadiums. Students will also question basic concepts of sport, with topics ranging from investigating whether activities, like chess, are sports, to trying to define doping, to questioning if referees create or merely apply rules. Moreover, since this course counts for the Health and Wellbeing GE, there will be a specific focus on questions regarding harm – such as those concerning dangerous activities, such as American football, or harm non-human animals – and questions regarding the benefits of sport.

The topics to be covered in this course are important ones for those in sport communication to consider. Contemporary sports communication specialists are, for example, required to confront many ethically charged issues, and to choose how best to discuss contentious issues regarding the ethical impact of sport. The course won’t simply inform about certain hot topics, however, but will also focus on developing the critical engagement skills needed for whatever breaking sporting issue comes their way.

We are delighted to welcome communications students into PHILOS 2456 and are certain that Ohio State’s certificate will help undergraduates appreciate the relationship between sports and media and go on to work in these areas once they graduate.

Please do not hesitate to contact me if you have any questions.

Yours sincerely,

Richard Samuels
Professor & Department Chair
Department of Philosophy
The Ohio State University

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Appiah, Osei

From: Wegener, Duane
Sent: Monday, April 17, 2023 7:53 AM
To: Appiah, Osei
Subject: RE: Partner with School of Communication on 12-credit Sports Certificate Program

Hi Osei.
We offer PSYC 2420 each semester, so we should be fine to provide any capacity that might be needed to include the course in the certificate. Let me know if you need anything else from me.
Best wishes,
Duane

From: Wegener, Duane
Sent: Friday, April 14, 2023 10:01 AM
To: Appiah, Osei <appiah.2@osu.edu>
Subject: RE: Partner with School of Communication on 12-credit Sports Certificate Program

Hi Osei!
So sorry for the delayed response. I have forwarded your proposal to our vice chairs for instruction and chair of our undergraduate studies committee. I believe that we plan to offer PSYC 2420 often regardless, so it should be a good option for inclusion in the certificate. I would be happy to chat more about it once I get feedback from them (which should be soon).
Best wishes,
Duane



Duane T. Wegener (he/him/his)

College of Arts and Sciences Distinguished Professor of Psychology

Chair, Department of Psychology

Psychology Building, Room 225A, 1835 Neil Avenue, Columbus, OH 43210

614-292-3038 Office

wegener.1@osu.edu



October 19, 2022

Re: SLAVIC 2365.99 Sports, Socialists, and Society in Russia & Eastern Europe

Dear Committee Members,

I write as chair of the Department of Slavic and East European Languages and Cultures to endorse the new Sports Communication certificate and to commit to offering our course, Slavic 2365.99, on a regular basis as an elective for certificate students.

Sports, Socialists and Society in Russia & Eastern Europe (SL2365.99) serves as an introductory course (GE Foundations) that helps students understand how global sports are related to politics and nationhood. In particular, the course looks at the development of sports as a substitute and arena for battle between countries, as well as the rise of sports culture more generally in Central and Eastern Europe in terms of nationhood, politics, and corporeality. In this course, students learn about the history and culture of sports, spectatorship, fandom, the Cold War, and Central and Eastern Europe.

Given the prominence of Central and East European athletes in the global sports arena—from Serbia's Novak Djokovic and Nikola Jokic to Czechia's Petr Mrázek to Russia's Alexandr Golovin and Svetlana Khorkina to name only a few—contemporary sports communication specialists must know their Slavs. More importantly, understanding sports culture means delving deeply into national and international, as well as racial and gender, politics. This course, taught by tenured and teaching faculty of SEELC, helps students do just that.

We are delighted to welcome communications students into Slavic 2365 and are certain that Ohio State's certificate will help undergraduates appreciate the relationship between sports and media and go on to work in these areas once they graduate.

Please do contact me if you have any questions.

Yours sincerely,

Angela Brintlinger
Professor of Russian Studies
Chair, Slavic and East European Languages and Cultures



November 11, 2022

Professor Nicole Kraft
Director, Sports and Society Initiative
Associate Professor-clinical
Public Affairs Journalism
School of Communication
The Ohio State University

Dear Professor Kraft,

I am writing to express great enthusiasm and support for the Sports Communication Certificate Program proposal on behalf of myself and the Department of Sociology. I have discussed the prospect and ramifications of this certificate program with Prof. Kristi Williams, our current Chair, and we agreed that it would be a fantastic program and that we would be very pleased to have SOC 4655, *Sociology of Sport*, included as a core elective for the program.

As a sport sociologist and the most frequent instructor of SOC 4655, and as someone who is consequently very knowledgeable about the class content, I think including this class as an elective for the proposed program is entirely appropriate and even preferable. I believe that a sociological perspective is crucial for developing a better understanding of the world and for becoming more aware of the social forces that affect ourselves, and others, continually. A sociological perspective encourages self-reflection, critical analyses of society and its structures and processes, and generally more careful and empathetic understandings of others. These aspects of a sociological perspective are especially needed for careful considerations and examinations of sports in society. Arguably, this is particularly important for aspiring and current sport industry professionals—such as those working in or seeking to enter the sports communication field.

We look forward to having the Sports Communication Certificate Program proposal being approved! Also, we are excited about being able to introduce more students to a sociological perspective, and the corresponding knowledge that extends from it—and how this applies to considerations of sports and society.

Best Regards,

Chris Knoester
Associate Professor
Department of Sociology
The Ohio State University