

**COM Media and Entertainment Industries Minor**

**REQUEST TO ADD OR CHANGE A TRANSCRIPT-RECOGNIZED UNDERGRADUATE  
ACADEMIC MINOR AND/OR REQUEST FOR RECOGNITION ON THE UNIVERSITY  
TRANSCRIPTS<sup>1</sup>**

1. **TYPE OF PROPOSAL:**  New Transcript-Recognized Minor  
 Change an Existing Transcript-Recognized Minor  
 Delete a Transcript-Recognized Minor
2. **THIS PROPOSAL INVOLVES: (Please check all that apply)**
- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Courses in other colleges                               | <input checked="" type="checkbox"/> Courses in proposer's college that are frequently taken by students in other colleges                      | <input checked="" type="checkbox"/> Flags  |
| <input checked="" type="checkbox"/> Course in the core curriculum                | <input type="checkbox"/> Change in course sequencing for an existing program   | <input checked="" type="checkbox"/> Courses that have to be added to the inventory |
| <input type="checkbox"/> Change in admission requirements (external or internal) | <input type="checkbox"/> Requirements not explicit in the catalog language (e.g., lists of acceptable courses maintained by department office) |  |

3. **SCOPE OF PROPOSED CHANGE:**

a. Does this proposal impact other colleges/schools? Yes  No   
If yes, then how?

b. Do you anticipate a net change in the number of students in your college? Yes  No   
If yes, how many more (or fewer) students do you expect?

c. Do you anticipate a net increase (or decrease) in the number of students from outside of your college taking classes in your college? Yes  No   
If yes, please indicate the number of students and/or class seats involved.

*If we enroll 25-50 minors per year, then increase in number of seats taken might be roughly 50-100 presumably per semester.*

d. Do you anticipate a net increase (or decrease) in the number of students from your college taking courses in other colleges? Yes  No   
If yes, please indicate the number of students and/or class seats involved.

**If 3 a, b, c, or d was answered with yes, please answer the following questions. If the proposal has potential budgetary impacts for another college/school, such as requiring new sections or a non-negligible increase in the number of seats offered, at least one contact must be at the college-level.**

How many students do you expect to be impacted? Not applicable  
Impacted schools must be contacted and their response(s) included:  
Person communicated with:  
Date of communication:  
Response:

4. **OFFICIAL NAME:** Media and Entertainment Industries Minor
5. **PROPOSED IMPLEMENTATION DATE:**<sup>2</sup> Fall 2018
6. **FIELD OF STUDY, CIP CODE** (administrative unit awarding the certificate):<sup>3</sup> **Mass Communication/Media Studies 09.0102**

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### 7. STATEMENT OF OBJECTIVE:

#### Minor Description:

The minor in Media and Entertainment Industries will provide undergraduates with an understanding of how the media and entertainment industries operate and are studied by media scholars. University students will survey the histories, structures, and contemporary work practices of the media and entertainment industries. They will learn about the activities of media organizations and how media professionals operate. The minor is designed to prepare students for careers within and related to a range of media and entertainment industries and professions including film, television, social and mobile media, and gaming, among other possibilities. Students will be exposed to employment opportunities in both the private and public sectors at a time when the media landscape is undergoing rapid transformations both nationally and internationally. The Media and Entertainment Industries minor allows students from a range of majors across UT-Austin to interact in class, engage in experiential learning, enhance their employment qualifications, and generally prepare them to be leaders in the dynamically evolving media and entertainment industries. The minor also allows enough flexibility for students to customize their study to focus on areas of the media and entertainment industries of great interest to them.

#### Rationale and Market:

As RTF offers industry-oriented courses across the production, screenwriting, and studies areas, we are uniquely positioned to offer a broad-based minor in media and entertainment industries. Offering such a minor in RTF can be an effective means of branding our program, highlighting its already existent strengths. Courses noted below as possible offerings either have space available already or could be offered at relatively limited additional cost, at least in the initial rollout of the minor. A Media and Entertainment Industries minor has the potential to appeal to students across the University, including Fine Arts, Music, McCombs, LBJ, School of Information, as well as Liberal Arts.

### 8. ADMISSIONS REQUIREMENT (IF ANY):

This program is open to all University of Texas students who are not majoring in RTF. Applicants must have a cumulative GPA of 2.5 in order to be considered for admission. The Moody College reserves the right to limit the number of students accepted into this minor by instituting a competitive application process. Applicants may be judged on such factors as GPA, prior coursework taken, prior experience in the field, and response to essay prompts.

### 9. NUMBER OF STUDENTS EXPECTED TO RECEIVE THE TRANSCRIPT-RECOGNIZED MINOR EACH SEMESTER: 15

### 10 ANTICIPATED ENROLLMENT CAPACITY? 100

Enrollment caps of certain courses can be increased to accommodate need. In particular, the new Introduction to Media Industries course and the Business of Hollywood course have room to grow. In addition, several upper-division courses regularly have a limited number of seats available; new minors can help fill these classes to capacity.

Depending on level of demand, a limited amount of additional funding might be necessary in the form of increased TA support or additional lecturers. TAs could either run additional sections for introductory level courses or assist in grading and administrative responsibilities for upper-division courses.

### 11. NUMBER OF HOURS REQUIRED FOR COMPLETION:<sup>4</sup> 15

### 12. COMPOSITION OF THE MINOR FACULTY COMMITTEE (INCLUDING THE COMMITTEE CHAIR):<sup>5</sup>

Name of Faculty Member	College/Department	Title at UT Austin	Highest Degree and Awarding Institution
Wenhong Chen (co-chair)	Moody College/RTF	Associate Professor	PhD, Toronto
Alisa Perren (co-chair)	Moody College/RTF	Associate Professor	PhD, UT Austin

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Tom Schatz	Moody College/RTF	Professor	PhD, University of Iowa
Richard Lewis	Moody College/RTF	Associate Professor	MFA, UT Austin
Cindy McCreery	Moody College/RTF	Associate Professor	BA, University of California, Santa Barbara

**13. Academic Course Requirements:**<sup>6</sup> Use this table to identify the courses that qualify for this certificate program.

Course Abbreviation and Number	Course Title	SCH
RTF 303*	Introduction to Media and Entertainment Industries	3
RTF 330N*	Internship in Media Industries (#upper-division standing)	3
RTF 350L*	Internship course (UTLA) (#upper-division standing)	3
RTF 650L*	Internship course (UTLA) (#upper-division standing)	6 (only three may count)
RTF 347C.4*	Business of Hollywood (#upper-division standing)	3
RTF 367K*	Producing Film & Television (#Upper-division standing; Radio-Television-Film 317 and 318 with a grade of at least B-, and six additional hours of lower division coursework in Radio-Television-Film; for non-majors, upper-division standing.)	3
RTF 306*	History of World Cinema	3
RTF 308*	Development of Film & Media	3
RTF 321C*	History of American Television (#upper-division standing)	3
RTF 324C*	Introduction to Global Media (#upper-division standing)	3
RTF 331K.8*	Transmedia Storytelling (#upper-division standing) (#upper-division standing)	3
RTF 333*	Introduction to Screenwriting (#Upper-division standing and twelve semester hours of lower-division coursework in radio-television-film; for non-majors, upper-division standing.)	3
RTF 335.3*	Contemporary Television Criticism (#upper-division standing)	3
RTF 342.9*	Global Hollywood (#upper-division standing)	3
RTF 345.7*	British Film & Television (#upper-division standing) (#upper-division standing)	3
RTF 347C.4*	Business of Hollywood (#upper-division standing)	3
RTF 347C.3*	The Entertainment Industry: The Big Picture (UTLA)	3
RTF 348.2*	Development Process for Film and Television (UTLA)	3
RTF 348.3*	Inside the Music Industry (UTLA)	3
RTF 348.4*	New Media and Emerging Entertainment (UTLA)	3
RTF 359S.17*	Asian American Media Cultures (#upper-division standing)	3
RTF 359S.15*	Latin American Television (#upper-division standing)	3
RTF 365.9*	Digital Media Industries & Entrepreneurship (#upper-division standing)	3
RTF 365C.1*	Media, Communication Law & Ethics (#upper-division standing)	3

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RTF 367K*	Producing Film & Television (#upper-division standing)	3
RTF 377H.5*	Media & Popular Culture (#Upper-division standing and a University grade point average of at least 3.0)	3

### 14. OTHER MINOR REQUIREMENTS:

- Only 3 hours of non-internship coursework may come from UTLA course offerings.
- If a 6-hour internship is taken, only 3 of the hours may count toward the minor.

### 15. COLLEGE/SCHOOL APPROVAL PROCESS:

Department approval date: September 5, 2017

College approval date: September 5, 2017

Dean approval date: September 11, 2017

Approved by whom: The Faculty Advisory Committee

Approved by whom: Moody College Administrative Cmttee.

Approved by whom: Jay Bernhardt, Dean

## Catalog Text

### Media and Entertainment Industries Minor

The minor in Media and Entertainment Industries will provide undergraduates with an understanding of how the media and entertainment industries operate. Students will survey the histories, structures, and contemporary work practices of the media and entertainment industries. They will learn about the activities of media organizations and how media professionals navigate a rapidly changing industrial environment. The minor is designed to prepare students for careers within and related to a range of media and entertainment industries and professions including film, television, social and mobile media, and gaming, among other possibilities. Students will be exposed to a range of employment opportunities in both the private and public sectors at a time when the media landscape is undergoing rapid transformations both nationally and internationally.

The Media and Entertainment Industries minor allows students from a range of majors across UT-Austin to interact in class, engage in experiential learning, enhance their employment qualifications, and generally prepare them to be leaders in these dynamically evolving industries. The minor also allows enough flexibility for students to customize their study to focus on areas of the media and entertainment industries of great interest to them.

This program is open only to students who are not majoring in Radio-Television-Film. Applicants must have a 2.5 cumulative grade point average. The Radio-Television-Film Department reserves the right to limit the number of students accepted as Media and Entertainment Industries minors. If demand exceeds space available, students will be selected based such factors as GPA, prior coursework taken, prior experience in the field, and response to essay prompts. Acceptance into the minor does not come with preference or guarantee of a seat in any RTF course.

The minor requires fifteen hours of coursework, with at least nine hours being upper-division and at least nine hours completed in residence. All courses must be taken for a letter grade, unless the course is only offered on the pass/fail basis. Only courses with a C- or better (or CR for courses offered only on a pass/fail basis) will be counted toward the minor.

Courses that appear in multiple lists may only be counted once. If a student chooses to take a 6-hour internship course, only 3 of the hours may count toward the minor. Only three hours of non-internship coursework taken during the Semester in Los Angeles Program may be counted toward the minor. Students must petition the internship coordinator in advance if they wish to substitute another internship course number in place of RTF 330N.

Students must take the following coursework:

1. Radio-Television-Film 303.
2. Three hours from the following: Radio-Television-Film 330N, 350L, 650L, 347C.4, 367K.
3. Nine hours from the following: Radio-Television-Film 306, 308, 321C, 324C, 331K.8, 333, 335.3, 342.9, 345.7, 347C.4, 347C.3, 348.2, 348.3, 348.4, 359S.17, 359S.15, 365.9, 365C.1, 367K, 377H.5.

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Please include a draft of the catalog copy immediately following the above form. If this is an update of an existing copy, the draft should be based on the text of the current catalog available at:

<http://catalog.utexas.edu/undergraduate/>.

**Strike through and replace (with underlines) only the specific language to be changed. Do NOT use track changes.** Submit form electronically to the Office of the General Faculty and Faculty Council at [fc@austin.utexas.edu](mailto:fc@austin.utexas.edu). For questions on completing this section, please contact Victoria Cervantes, [fc@austin.utexas.edu](mailto:fc@austin.utexas.edu), 471-5934 or Brenda Schumann, [brenda.schumann@austin.utexas.edu](mailto:brenda.schumann@austin.utexas.edu), 475-7654

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<sup>1</sup> Proposed Policy on the Recognition of Undergraduate Academic Minors on Official University Transcripts as Approved by the Educational Policy Committee ([D 10359-10361](#)):

- A. Minimum Criteria for a Transcript-Recognized Undergraduate Academic Minor
  - a. The transcript-recognized undergraduate academic minor must be completed in conjunction with an undergraduate degree at the University of Texas at Austin; students pursuing an integrated undergraduate/graduate program must complete the requirements for the minor within one year after completing the undergraduate requirements of their program.
  - b. Transcript-recognized undergraduate academic minors must require a minimum of fifteen hours of course work but not more than eighteen hours. None of the specified coursework for the minor can include unnumbered topics courses. Minors will include a minimum of six hours of upper division coursework except in cases where students are pursuing a minor in a foreign language. In those instances, the minor must include at least nine semester hours of coursework beyond first year competence in a foreign language, including at least three hours of upper-division coursework.
  - c. At least half of the required course work in the minor must be completed in residence at The University of Texas at Austin.
  - d. A student may not earn a minor in the same field of study as his or her major, and at least nine of the hours required for the minor must include coursework not used to satisfy the requirements of the student's major. However, courses in the minor may fulfill other degree requirements such as general education requirements or required elective hours.
  - e. Students apply for transcript-recognized undergraduate academic minors at the time they complete their undergraduate degree. Transcript recognition is awarded at that time.
- B. Approval Process For Transcript-Recognized Undergraduate Academic Minors  
The requirements of transcript-recognized undergraduate academic minors shall be listed in the undergraduate catalog, with proposals reviewed and approved by the Committee on Undergraduate Degree Program Review (CUDPR) and subsequently sent to the Faculty Council as minor legislation for approval. Proposals for these minors are required to obtain prior approval from the sponsoring college(s) or school(s).

Program proposals submitted by the offering unit (e.g., the department or academic program) must include a statement of objective and need (expected demand), anticipated enrollment capacity, academic course and other requirements, the field of study (and CIP code), and the composition of the minor faculty committee, including the committee chair. Proposals for a transcriptable minor should describe the admissions process (if any) for acceptance into the minor. In cases where minors are offered in the same field of study as a major, the faculty of the unit offering the major will de facto constitute the faculty committee for the minor, and the department chair (or designate) will be designated as the committee chair for the minor. The committee must have a minimum of five members, and at least two-thirds of the committee must be tenured or tenure-track faculty.

Once approved, programs are required to submit a report to CUDPR every four years. The report must list the current chair and all committee members and include the number of students completing the minor in each of the prior four years. If the committee plans any changes in the requirements of the minor, these changes should be explained; changes require the same approvals as an original application, that is, approval by the college(s) or school(s), CUDPR, and the Faculty Council.

- C. The Certification Process for Students Completing the Requirements for a Minor  
Certification of completion of the requirements is done by the program's faculty committee chair (or

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the department's undergraduate advisor). An application for the certification of completion is initiated by the student and submitted to the chair of the faculty oversight committee at the time they complete their undergraduate degree or the certificate program, whichever comes later. Transcript recognition is awarded at that time.

Application for certification must be made directly to the academic unit offering the minor and is not a substitute for the application for graduation required by a student's degree-granting school or college. After approval of the student's application, the Office of the Registrar will be notified so that the minor can be shown on the official transcript.

<sup>2</sup> Transcript-recognized minors will not appear on the University transcripts until next catalog.

<sup>3</sup> Use the federal CIP code selector site to pick a code, <http://nces.ed.gov/ipeds/cipcode>. After all other areas of this form are completed, forward a copy to the Office of Institutional Reporting, Research, and Information Systems (IRRIS) [IRRIS\\_data\\_request@utlists.utexas.edu](mailto:IRRIS_data_request@utlists.utexas.edu) with a request to verify the CIP code ("CIP CODE" in the subject line). Include your contact information, so an IRRIS member may contact you with any questions.

<sup>4</sup> See footnote <sup>1</sup>A.b. above: 15-20hours are required.

<sup>5</sup> See footnote <sup>1</sup>B. above

<sup>6</sup> Note with an asterisk (\*) courses that would be added if the transcript-recognized minor is approved. Specify changes to the qualifying courses by noting those no longer qualifying and those now qualifying. (*Add and delete rows as needed.*) If the course numbers and titles change on a regular basis, please indicate the types of courses and number of hours for required for each.

Note with a hashtag (#) courses that require a prerequisite and provide the prerequisite course numbers.