



NORTH CAROLINA COMMUNITY COLLEGE SYSTEM

Dr. William S. Carver, II
Interim President

NUMBERED MEMO CC23-009

TO: Presidents
Chief Academic Officers

FROM: Lisa M. Eads, Associate Vice President
Programs

SUBJECT: State Board Action on March 17, 2023
New Curriculum Standard

DATE: April 12, 2023

On March 17, 2023 the State Board of Community Colleges approved curriculum courses and a curriculum standard for the following new curriculum program:

Sports Media Technology (A30170)

If you have any questions concerning the State Board action item, please contact Dr. Lisa Eads at 919.807.7133 or eadsl@nccommunitycolleges.edu. A new curriculum standard is attached for your convenience. You may view all curriculum standards and courses by visiting the Programs website at:

<http://www.nccommunitycolleges.edu/academic-programs/curriculum-standards>

LE/gr

Attachments

c: Dr. Levy Brown
Ms. Michelle Lair
Ms. Tawanda Foster, NCCCS General Counsel
Program Administrators
Ms. Reyna Rodriguez
Ms. Peyton Bell

CC23-009
Email

CURRICULUM STANDARD

Effective Term
Fall 2023
[2023*03]

Curriculum Program Title	Sports Media Technology	Program Code	A30170
Concentration	(not applicable)	CIP Code	09.0906

Curriculum Description

Students enrolled in the Sports Media Technology curriculum will develop professional skills in sports media and related applications.

Training will emphasize announcing, script writing, livestreaming, videography, audio and postproduction. Students will also study the mechanics of sports, media management, marketing, and problem solving. Hands-on training and teamwork approaches are essential to the instructional process.

Upon successful completion, students are prepared to work in a sports media organization in a variety of occupations.

Curriculum Requirements*

[for associate degree, diploma, and certificate programs in accordance with 1D SBCCC 400.10]

- I. **General Education.** Degree programs must contain a minimum of 15 semester hours including at least one course from each of the following areas: humanities/fine arts, social/behavioral sciences, and natural sciences/mathematics. Degree programs must contain a minimum of 6 semester hours of communications. Diploma programs must contain a minimum of 6 semester hours of general education; 3 semester hours must be in communications. General education is optional in certificate programs.
- II. **Major Hours.** AAS, diploma, and certificate programs must include courses which offer specific job knowledge and skills. Work-based learning may be included in associate in applied science degrees up to a maximum of 8 semester hours of credit; in diploma programs up to a maximum of 4 semester hours of credit; and in certificate programs up to a maximum of 2 semester hours of credit. *(See second page for additional information.)*
- III. **Other Required Hours.** A college may include courses to meet graduation or local employer requirements in a certificate, diploma, or associate in applied science program. These curriculum courses shall be selected from the Combined Course Library and must be approved by the System Office prior to implementation. Restricted, unique, or free elective courses may not be included as other required hours.

	AAS	Diploma	Certificate
Minimum General Education Hours	15	6	0
Minimum Major Hours	49	30	12
Other Required Hours	0-7	0-4	0-1
Total Semester Hours Credit (SHC)	64-76	36-48	12-18

*Within the degree program, the institution shall include opportunities for the achievement of competence in reading, writing, oral communication, fundamental mathematical skills, and basic use of computers.

Major Hours

- A. Core.** The subject/course core is comprised of subject areas and/or specific courses which are required for each curriculum program. A diploma program offered under an approved AAS program standard or a certificate which is the highest credential level awarded under an approved AAS program standard must include a minimum of 12 semester hours credit derived from the subject/course core of the AAS program.
- B. Concentration** *(if applicable)*. A concentration of study must include a minimum of 12 semester hours credit from required subjects and/or courses. The majority of the course credit hours are unique to the concentration. The required subjects and/or courses that make up the concentration of study are in addition to the required subject/course core.
- C. Other Major Hours.** Other major hours must be selected from prefixes listed on the curriculum standard. A maximum of 9 semester hours of credit may be selected from any prefix listed, with the exception of prefixes listed in the core or concentration. Work-based learning may be included in associate in applied science degrees up to a maximum of 8 semester hours of credit; in diploma programs up to a maximum of 4 semester hours of credit; and in certificate programs up to a maximum of 2 semester hours of credit.

Sports Media Technology A30170

	AAS	Diploma	Certificate
Minimum Major Hours Required	49 SHC	30 SHC	12 SHC
A. CORE <i>Courses required for the diploma are designated with *</i> Required Courses: * BPT 110 Media Evolution 3 SHC * BPT 121 Media Speech Techniques 3 SHC * BPT 140 Intro to Media Production 3 SHC * BPT 240 Sports Media 4 SHC * SMT 110 Play-by-Play 3 SHC * SMT 111 Sports Media Practicum I 3 SHC Required Subject Areas: None	19 SHC	19 SHC	
B. CONCENTRATION <i>(Not applicable)</i>			
C. OTHER MAJOR HOURS <i>To be selected from the following prefixes:</i> ACC, ART, BPT, BUS, CIS, COM, CSC, CTS, DBA, DME, DRA, ECO, FVP, GRD, HUM, JOU, MIT, MKT, NOS, PSY, PTE, SGD, SOC, WBL, and WEB <i>Up to two semester hour credits may be selected from ACA.</i> <i>Three semester hour credits may be selected from PTE.</i> <i>Up to three semester hour credits may be selected from the following prefixes: ARA, ASL, CHI, FRE, GER, ITA, JPN, LAT, POR, RUS and SPA.</i>			