



The University of Georgia

University Council
Athens, Georgia 30602

February 9, 2007

UNIVERSITY CURRICULUM COMMITTEE – 2006-2007

Dr. William K. Vencill, Chair

Agricultural and Environmental Sciences - Dr. Amy B. Batal

Arts and Sciences - Dr. Charles L. Platter (Arts)

Dr. Rodney Mauricio (Sciences)

Business - Dr. Stephen P. Baginski

Education - Dr. Todd D. Dinkelman

Environment and Design - Mr. Scott S. Weinberg

Family and Consumer Sciences - Dr. Jan M. Hathcote

Forestry and Natural Resources - Dr. David H. Newman

Journalism and Mass Communication - Dr. Wendy A. Macias

Law - Mr. David E. Shipley

Pharmacy - Dr. Keith N. Herist

Public and International Affairs - Dr. Jeffrey D. Berejikian

Public Health – Dr. Stephen L. Rathbun

Social Work - Dr. Patricia M. Reeves

Veterinary Medicine - Dr. Paige Carmichael

Graduate School - Dr. Malcolm R. Adams

Undergraduate Student Representative – Ms. Alison Gibbons

Graduate Student Representative – Ms. Lindsey Scott

Dear Colleagues:

Attached for consideration at the February 16, 2007, Full UCC meeting is a request from the College of Journalism for a Graduate Certificate in Media Industry Research.

Sincerely,

Dr. William K. Vencill, Chair
University Curriculum Committee

cc: Dr. Arnett C. Mace, Jr.
Professor Jere W. Morehead

OUTLINE FOR AN INTERDISCIPLINARY CERTIFICATE PROGRAM

I. Basic Information

1. Institution: University of Georgia Date: October 3, 2006
2. School/College: Grady College of Journalism and Mass Communication
3. Department/Division: College-wide program
4. Level (undergraduate or graduate): Graduate
5. Proposed starting date for program: August 2007
6. Abstract of the program for the University Council's agenda:
Provide a one or two page summary of the proposed program that includes an overview and highlights of the response to the criteria in Section II.

ABSTRACT

The Grady College of Journalism and Mass Communication proposes a graduate certificate in Media Industry Research. The goal of the certificate program is to provide graduate education in applied media-industry research methods and applications, which will improve the quality and extent of research that guides decisions on planning and operations within media industries. This program would be sufficiently flexible to permit students to tailor the focus of their Certificate work to their particular industry interests. The Certificate program would represent a recognized and substantial academic accomplishment, which a student will complete in conjunction with a graduate degree in the Grady College, either MA or Ph.D.

The intent of the program is to provide the opportunity for Grady graduates to enter with full qualifications into the field of media industry research. The positions for which they will qualify include Director of Custom Research, Research Director, Director of Sales Research, and Research Analyst. These positions are characteristic of marketing and advertising organizations, as well as public relations, television, magazine, newspaper, radio, book, new technology, and motion picture organizations. This certificate program can become the lynchpin of a national collaboration to improve the overall quality of

media industry research and the reputation of that research for usefulness and reliability.

Students will complete a total of 15 semester hours of graduate-level courses to meet the requirements of the Certificate Program, as well as six semester hours of prerequisites, which include a statistics course and a research design course (JRMCM 8010 or an equivalent). Students will complete requirements in three areas: management/economics, methods, and practice. In management/economics, three hours of management or economics coursework must be completed in the student's area of primary interest. In methods, a total of six hours must be taken in quantitative and qualitative methods, not including the prerequisite courses. For practice all students must complete the Research Practice in Media Industries course, JRMCM 8080 (3 hours), as well as a three-hour research or practicum requirement.

The program will be managed by a Certificate Oversight Committee, composed of faculty members within the Grady College. Enrollment is expected to reach levels between 8-12 students per year within five years. One course will be added to the college curriculum. That course, JRMCM 8080: Research Practice in Media Industries was taught in Spring 2006 and has since been approved as a permanent addition to the Grady College's graduate curriculum. The Certificate can be implemented within the existing resources of the Grady College.

One comparative advantage of this program is the close linkage of research professionals and the academy. The genesis of this certificate occurred in 1994 when the Television Advertising Bureau funded a group of research professionals to address the questions of how media industry research could be improved. From that beginning, a professional association of media industry researchers was formed and the group, in collaboration with the Association of Broadcasters (NAB) and the Broadcast Education Association (BEA), began in 1999 to discuss with universities the possibility of developing degree programs in the field. The certificate program proposed by Grady would broaden that initiative to include applied media industry research issues and practices appropriate to the full range of media and mass communication industries. Already research professionals in the broadcast, cable, newspaper, new media, and advertising and public relations industries have indicated their interest in the program. A letter of support from Gary Corbitt, who is the head of the NAB/BEA initiative, is attached.

The goal of the proposed program is to develop a highly qualified work force for employment in research and analysis to improve advertising, media content, programs and program promotion in the radio, television, newspaper, magazine, book, internet, advertising, and public relations industries. The NAB/BEA alliance is working to establish certificates as an important credential in the field. UGA will be among the first universities, if not the first, to offer such a certificate in conjunction with a degree program. When fully implemented, the certificate is expected to become a valuable credential for those interested in working in media industry research.

II. Response to the Criteria for All Programs

The criteria that proposed new programs are expected to meet in order to be approved and implemented within the University of Georgia are listed below. Please provide sufficient explanation as to how the proposed program satisfies each criterion.

1. *The purpose and educational objectives of the program must be clearly stated, and must be consistent with the role, scope, and long-range development plan of the institution.*

The purpose of the certificate program is to provide graduate education focused on applied research design and methodology and the application of those skills to management and decision-making in media and mass communication industries. A graduate program in applied communication research is consistent with the dual research and professional emphases of the Grady College's graduate programs. The program is expected to attract graduate students interested in both research theory and methodology, and the application of those skills in the professional media world.

The Certificate program also will serve the long-range development of media institutions by improving the quality and extent of the research that guides decisions on planning and operations within the media and mass communication industries. Despite the fact that these media provide most of the entertainment and news services relied upon by world populations, most media research professionals learn on the job. Leaders of the Broadcast Research Initiative project complain that the majority of those in the field lack formal research design and methodological training. That affects the quality of research and analysis that reaches industry executives, resulting in decisions by media owners and managers that appear arbitrary from the point of view of listeners and viewers. In addition, the information which would be most useful to advertisers and other clients of media is either not available or of inadequate quality.

- A. *State the purpose and educational objectives of the program and explain how the program complements the role, scope, and long-range development plan of the institution.*

1. To provide the opportunity for UGA graduates to enter with full qualifications the field of media industry research. The positions for which they will qualify will include Director of Custom Research, Research Director, Director of Sales Research, and Research Analyst. These positions are characteristic of marketing and advertising organizations, public relations, television, newspapers, radio and motion picture organizations.
2. The research focus of this certificate will enhance the research mission of the Grady College by encouraging graduate students to focus on the development of their research skills in anticipation of working within media industries. Additionally, as a unique program, the Certificate Program would have the potential to attract graduate students from across the nation to Grady's graduate program.

3. To make the certificate program the lynchpin of a national collaboration to improve the overall quality of media research and the reputation of that research for usefulness and reliability.

B. Describe the interdisciplinary nature of the proposed program. Which school(s) or college(s) and department(s) will be involved in the development of the program? Describe the expected stage of development for this program within five years.

1. One advantage of this program is the close linkage of research professionals and the academy. The genesis of this certificate occurred in 1994 when the Television Advertising Bureau funded a group of research professionals to address the questions of how media industry research could be improved. From that beginning, a professional association of media industry researchers was formed and the group, in collaboration with the Association of Broadcasters (NAB) and the Broadcast Education Association (BEA), began in 1999 to discuss with universities the possibility of developing degree programs in the field. The certificate program proposed by Grady would broaden that initiative to include applied media industry research issues and practices appropriate to the full range of media and mass communication industries. Already research professionals in the broadcast, cable, newspaper, new media, and advertising and public relations industries have indicated their interest in the program.

The program's aim is to develop a highly qualified work force for employment in research and analysis to improve advertising, media content, programs and program promotion in the radio, television, newspaper, magazine, internet, advertising, and public relations industries. This alliance is working to establish certificates as an important credential in the field. UGA will be among the first universities to offer such a certificate. The certificate will be available to graduate students studying at the Grady College of Journalism and Mass Communication. When fully implemented the certificate is expected to become a valuable credential for those interested in working in media industry research.

The Department of Telecommunications, the Department of Journalism, and the Department of Advertising and Public Relations have all collaborated on the creation of this certificate program proposal and will be actively involved in its development and implementation. In addition, as noted in the attached letter of support from the Director, Scott Shamp, this program will complement the certificate program in the New Media Institute. One of the great challenges facing new media industries is measuring audience demand for new products. This certificate program will offer those interested in new media a course of graduate study

appropriate for their new media interests, as well as complement the evolving interests of the Grady College in new media.

2. *There must be a demonstrated and well-documented need for the program.*

A. *Explain why this program is necessary.*

It is difficult to estimate the total number of research professionals in media and mass communication industries. In one sector alone, the Broadcast Research Initiative (a collaboration of the National Association of Broadcasters and the Broadcast Education Association) has estimated that as many as two thousand workers fill electronic media research positions today in the U.S. While reliable estimates are not available, there may be twice as many electronic media research workers outside the U.S.

Characteristic of a profession that suffers from lack of standards and recognition, the turnover in these positions is high. Many of these workers have had no formal training either in the detailed analysis of research data or in the design and conduct of research studies. Most have been workers in some other capacity within their organizations and have gained their skills on the job. This initiative was started by the media industry in the hope of creating a partnership with higher education that would help the industry address these problems of professional education and training.

Indicative of the demand for programs of this type, New York University has just established a Nielsen Research Certificate Program as a six-week non-degree summer program that consists of one class and an internship. The single course in this program costs more than a year of graduate tuition at the University of Georgia.

B. In addition, provide the following information:

1. Semester/Year of Program Initiation:
The program is expected to be initiated in Fall 2007.
2. Semester/Year Full Implementation of Program
The program will be fully implemented in Fall 2007.
3. Semester/Year First Certificates will be awarded:
It is hoped that the first certificates will be awarded in Summer 2008.
4. Annual Number of Graduates expected (once the program is established)
Once the program is established, approximately 8-12 graduates per year are anticipated; these numbers may ultimately increase through word of mouth. Also, the UGA program will provide the model for additional such programs at other institutions.

5. Projected Future Trends for number of students enrolled in the program
It is expected that the program will grow proportionally with growth in the graduate program at Grady.

3. *There must be substantial evidence that student demand for the program will be sufficient to sustain reasonable enrollments in the program.*

- A. Provide documentation of the student interest in the program, and define what a reasonable level of enrollment is for a program of this type. Provide evidence that student demand will be sufficient to sustain reasonable enrollments.

A survey of graduate students in the Grady College indicates that ten students were interested in enrolling in the certificate program. Two former undergraduates at Grady enrolled in the College's masters program in autumn 2006 with the expressed intent of completing the Certificate program should it be approved by the university by the time of their graduation in spring 2007. At least two other students who entered the College's masters program in autumn 2006 expressed the desire to complete the Certificate upon hearing of the proposal. It is estimated that these numbers will grow as students become aware of the "value-added" nature of the certificate as part of their Grady graduate degree. In addition, six graduate students, both masters and doctoral, took the Media Industry Research Course when it was first taught in spring 2006, including an MBA student from the Terry College of Business.

All programs in the Grady College have been attractive to minority students, and the alumni of the college include many media workers at local and national levels. The core class JRMC 8080 was offered last spring to six graduate students.

- B. *In addition, provide the following information:*

To what extent will minority student enrollments be greater than, less than, or equivalent to the proportion of minority students in the total student body?

This program will be equivalently attractive to minority students.

4. *The design and curriculum of the program must be consistent with appropriate disciplinary standards and accepted practice.*

Provide the following information:

- A. *Present a detailed curriculum outline of the program listing specific course requirements (to include programs of study, course prefix, number, and title).*

Students will complete a total of 15 semester hours of graduate level courses to meet the requirements of the Certificate Program, as well as six semester hours of

prerequisites. Students will complete requirements in three areas: **management/economics, methods, and practice**. In **management/economics**, three hours of management or research coursework must be completed in the student's area of primary interest. In **methods**, six hours must be taken in advanced statistics and qualitative methods. For **practice** all students must complete the Research Practice in Media Industries course, JRMC 8080 (3 hours), as well as a three-hour research program/practicum requirement as outlined below. **Students will meet with an advisor from the Oversight Committee to plan their certificate course work, in conjunction with the completion of their Grady MA or PhD:**

Prerequisites (both are required by MA and PhD program in Grady)

Statistics
JRMC 8010 or equivalent research design course

Requirements:

Management/Economics (3 hours):

One course in management/economics in target area. See below:

JRMC 8200 Media Management
JRMC 8100 Advertising and Communication Management
JRMC 8140 PR Management
JRMC 8110 Advertising Media Planning
JRMC 8365 Media Economics

Methods (6 hours):

Two methods courses are required. One must be selected from each category:

Quantitative Methods:

JRMC 9020, if eligible. The graduate office keeps a current list of methods courses in other departments taken by Grady graduate students. It is a useful tool of locating methods courses across the university.

Qualitative Methods:

JRMC 9030, if eligible. The graduate office keeps a current list of methods courses taken by Grady graduate students. It is a useful tool for locating methods courses across the university.

Practice (6 hours):

JRMC 8080 Research Practice in Media Industries

And

JRMC 8050 Research and Directed Readings in Mass Communication,
or JRMC 7220 Graduate Internship

The new course which was recently approved is JPMC 8080. It is described in B below.

Two options exist for a final project: an internship or a research project: JPMC 8050 or JPMC 7220. Students can choose to do a major research project under the direction of a member of the Oversight Committee. This will be directed original research resulting in written projects in a selected area of audience research. Or, a research internship can be arranged with a media industry firm. It will involve a student project as well as the practical experience in the field. Turner Research in Atlanta, as well Nielsen, Arbitron, and CBS Television Group have indicated interest in having graduate students in the certificate program as interns.

- B. Identify which aspects of the proposed curriculum already exist and which constitute new courses.

The only additional course is JPMC 8080, described below. The course proposal has been accepted after going through the curriculum process.

JPMC 8080 Research Practice in Media Industries

This course will examine the goals and methods used by media industries for different types of research. Types of research examined will include traditional audience research, concept, pilot, TVQ, sales, client satisfaction, transportation/distribution, and market/acquisition research. Students will engage in at least two different industry-related research projects during the semester.

- C. *Identify model programs, accepted disciplinary standards, and accepted curricular practices against which the proposed program could be judged. Evaluate the extent to which the proposed curriculum is consistent with these external points of reference and provide a rationale for significant inconsistencies and differences that may exist.*

The University of Georgia has the honor of being the first such Media Industry Research Certificate Program developed in conjunction with a university degree program. As such there are no model programs or accepted standards against which to compare this proposal. The only comparable program that has been found to exist is a collaborative summer certificate program developed conjointly by New York University and Nielsen Media Research. That program consists of one course and a six-week internship at Nielsen. The cost of the NYU program is higher than a semester of graduate tuition at the University of Georgia. The program proposed by the Grady College has been developed by the Grady College graduate faculty in conjunction with industry research professionals. Many of Grady's faculty also have extensive experience in media industry research.

- D. *If program accreditation is available, provide an analysis of the ability of the program to satisfy the curricular standards of such specialized accreditation.*

N/A

5. *Faculty resources must be adequate to support an effective program.*

- A. *Define the size, experience, and specializations of the full-time faculty needed to support an effective program. Identify the extent to which such faculty resources currently exist at the institution, and what additions to the faculty will be needed to fully implement the program. Specify how many full-time faculty will provide direct instructional support to this program.*

A core of eight Grady faculty have agreed to implement the program. They will form the original Oversight Committee. These eight faculty, whose CV's are attached, will be available to mentor incoming certificate students, advise students throughout their program, and oversee the final practicum project. The Department of Telecommunications has agreed to provide the faculty to teach the one additional course. It is expected that this core will rapidly increase as additional Grady faculty become involved with the program.

- B. In addition, for each faculty member directly involved in this program, list:

1. *Name, rank, degrees, academic specialty, educational background*
Note: CV's will be attached for Alison Alexander, Michael Castengera, Joe Dominick, Ann Hollifield, Karen King, Dean Krugman, Hugh Martin, and Bryan Reber.

2. *Special qualifications related to this program*
Dr. Alison Alexander, Dr. Ann Hollifield and Dr. Hugh Martin are all specialists in media economics and management. Their work focuses on audience economics, media markets, media finance, and media strategic management – all topics directly related to media industry research. Dr. Karen King, Dr. Dean Krugman, and Dr. Bryan Reber are all experts on the advertising industry, media buying, and advertising markets. Professor Michael Castengera is a former television station General Manager and News Director and continues to work nationally and internationally as a television industry consultant. Dr. Joe Dominick is one of the leading experts in the mass communication field on Research Methods. All of the faculty directly involved in the program are specialists in the Social Science Research methods, both quantitative and qualitative, that are used by media industry research professionals.

3. *Relevant professional and scholarly activity for past five years*
Please see attached vitas.

4. *Projected responsibility in this program and required adjustments in*

current assignments.

Most of the faculty listed are already teaching the courses that are included in the program of study for the Certificate program. Their primary additional involvement will be in advising students interested in the Certificate program and oversight of the program to ensure that it continues to meet the goals stated in this proposal. Faculty involved in the program may also rotate in teaching JPMC 8080.

- C. *Where it is deemed necessary to add faculty in order to fully develop the program give the desired qualifications of the persons to be added.*

N/A

6. *Library, computer, and other instructional resources must be sufficient to adequately support the program.*

The University of Georgia has the finest collection of media research archives in the U.S. The University of Georgia Library is the only depository library for Arbitron Media Research Inc.'s media research data. Additionally, the University of Georgia Libraries house the Peabody Awards Collection, which provides an archive of the finest television, radio, and online information and entertainment content from around the world spanning more than 60 years. The UGA Libraries also house the Georgia Newspaper project, which collects and archives the state's newspapers. Such collections of media content offer a valuable resource to support students' research on the relationship between media content and ratings or circulation success – the key question for media research professionals. These already-available resources will help students study current and historical approaches to media research and media development. Additionally, in anticipation of the certificate program, we have been seeking and receiving industry data and other media research resources.

7. *Physical facilities necessary to fully implement the program must be available.*

Describe the building, classroom, laboratory, and office space that will be available for this program and evaluate their adequacy to fully support an effective program. Plans for allocating, remodeling, or acquiring additional space to support the program's full implementation of the program should also be identified.

Present facilities of the Grady College are adequate to support this program.

8. *The expense to the institution (including personnel, operating, equipment, facilities, library, etc.) required to fully implement the program must be identified.*

Instruction can be mounted within the current budget of the Grady College.

9. *Commitments of financial support needed to initiate and fully develop the program must be secured.*

No additional support is needed.

10. *Provisions must be made for appropriate administration of the program within the institution and for the admission to and retention of students in the program in keeping with accepted practice.*

Describe and evaluate the structure for the administration of the program. Explain the degree to which that structure is in keeping with good practice and accepted standards. Similarly, explain how and by what criteria students will be admitted to and retained in the program, and how these procedures are consistent with accepted standards for effective and successful programs.

Oversight of the program will reside in the office of the Associate Dean for Research and Graduate Studies. Faculty teaching in the certificate program will comprise the Oversight Committee. The Committee will elect from its members a Certificate Program Director. The Oversight Committee will initially be asked to create the policies and procedures for admission, criteria for completion of satisfactory internships and research projects, and other policy and management issues as needed. Extensive models are available for these decisions in the many excellent graduate certificate programs already in existence at UGA.