



The University of Georgia

University Council
Athens, Georgia 30602

March 17, 2017

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Dear Colleagues:

The attached proposal from the Grady College of Journalism and Mass Communication to change the name of the Graduate Certificate in Media Industry Research to the Graduate Certificate in Media Analytics will be an agenda item for the March 24, 2017, Full University Curriculum Committee meeting.

Sincerely,

Alison F. Alexander, Chair
University Curriculum Committee

cc: Provost Pamela S. Whitten
Dr. Rahul Shrivastav

NAME CHANGE JUSTIFICATION FORM

School/College: Grady College of Journalism and Mass Communication

Department: Grady College of Journalism and Mass Communication

Certificate Name Change:

Current Certificate Name: Media Industry Research Certificate

Proposed Certificate Name: Media Analytics Certificate

JUSTIFICATION:

We request that the name of the Media Industry Research Certificate be changed to the Media Analytics Certificate. The reason for our request is two-fold. Media Analytics has become the common industry nomenclature for the various types of research used to measure and analyze both traditional media and emerging digital media. This name change will help our graduates by providing a certificate title that is readily understood by outside organizations. Second, while many of our graduates work for media organizations, many others work in communication jobs in other types of corporations, in not-for-profit organizations, and in educational settings. The title Media Analytics more accurately represents the work of these individuals.

The requested change was unanimously supported by the Grady Graduate Committee and by a full vote of the Grady Faculty.

Approvals on File

Proposal: Name Change of the Existing Graduate Certificate in Media Industry Research to the Graduate Certificate in Media Analytics

Department: Grady College of Journalism and Mass Communication

College: Grady College of Journalism and Mass Communication

Proposed Effective Term: Semester after approval

School/College:

- Grady College of Journalism and Mass Communication Associate Dean, Dr. Jeffrey Springston
- Grady College of Journalism and Mass Communication Dean, Dr. Charles Davis

Graduate School:

- Graduate School Dean, Dr. Suzanne Barbour, 3/17/17