

The John Knoblock Faculty Senate Office Ashe Administration Building, #325 1252 Memorial Drive Coral Gables, Florida 33146 facsen@miami.edu fs.miami.edu Ph: 305-284-3721 Fax: 305-284-5515

MEMORANDUM

To: Julio Frenk

University President

From: Linda L. Neider

Chair, Faculty Senate

Date: March 30, 2020

Subject: Faculty Senate Legislation #2019-62(B) – Creation of a New Dual Degree Program

with Juris Doctor (JD) and Master of Science (M.S.) in Media Management - School of

Law and School of Communication

The Faculty Senate, at its March 25, 2020 meeting, had no objections to the approval of the creation of a new dual degree program in JD/M.S. in Media Management between the School of Law and the School of Communication. This dual degree consists of two existing programs and existing courses. Students who complete the dual degree program need to complete 108 credits rather than 120 if they pursued each program separately. In the dual degree program, 82 credits will be completed in the School of Law along with all 26 credits of the M.S. degree, which will use 6 credits from the JD program to fulfill the M.S. program electives.

The proposal is enclosed for your reference.

This legislation is now forwarded to you for your action.

LLN/ss/rh

cc: Jeffrey Duerk, Executive Vice President and Provost
Karin Wilkins, Dean, School of Communication
Anthony Varona, Dean, School of Law
Sandra Abraham, Executive Liaison for Interdisciplinary Programs, School of Law
Michel Dupagne, Professor, School of Communication

CAPSULE: Faculty Senate Legislation #2019-62(B) – Creation of a New Dual Degree Program with Juris Doctor (JD) and Master of Science (M.S.) in Media Management – School of Law and School of Communication

PRESIDENT'S RESPONSE	
APPROVED: (President's Signature) OFFICE OR INDIVIDUAL TO IMPLEMEN	DATE: 4/29/20 Dean Wilkins, School of Communication &
OFFICE OR INDIVIDUAL TO IMPLEMEN	1: Dean Varona, School of Eaw
EFFECTIVE DATE OF LEGISLATION: (pending any additional	IMMEDIATELY approval by the Board of Trustees)
NOT APPROVED AND REFERRED TO: _	
REMARKS (IF NOT APPROVED):	

"Consent-Law-Comm-dual-degree-media-mgmt" 03/25/2020 - FS Agenda Page 1 of 17

Program Change Request

New Program Proposal

Date Submitted: 02/10/20 4:05 pm

Viewing: NEW: J.D./M.S. in Media Management

Last edit: 02/17/20 3:49 pm

Changes proposed by: Patty Murphy (pxm491)

In Workflow

- 1. PG Assessment and Accreditation
- 2. PG GR School
- 3. PG Graduate Council
- 4. PG GR Dean
- 5. PG FS Office for GWC
- 6. PG FS GWC
- 7. PG Faculty Senate
- 8. PG FS Office for President
- 9. PG Registrar

Approval Path

- 1. 02/10/20 4:17 pm
 Patty Murphy
 (pxm491): Approved
 for PG Assessment
 and Accreditation
- 2. 02/12/20 11:26 amTiffany Plantan(tplantan):Approved for PG GRSchool
- 3. 02/20/20 9:25 am
 Jacqueline Lopez
 (jlopez4): Approved
 for PG Graduate
 Council
- 4. 02/20/20 5:18 pm Guillermo Prado (gprado): Approved for PG GR Dean

Please list the authors of this proposal including name, rank/title, program/departingenent 03/25/2020 - FS Agenda

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Proposer(s) Name

Questions about the J.D. program should be directed to Sandra Abraham, Executive Liaison for Interdisciplinary Programs, 305-284-4030, sabraham@law.miami.edu.

Questions about the M.S. program in Media Management should be directed to Michel Dupagne, Professor, Department of Journalism and Media Management, School of Communication, 305-284-5350, dupagnem@miami.edu.

EXECUTIVE SUMMARY

This is a proposal to create a new dual degree program using two existing programs, J.D. and M.S. in Media Management. Students will complete 108 total credits to fulfill the requirements of both degrees.

The J.D. requires 88 credit hours. Students in the dual degree program will complete 82 credit hours and apply 6 credit hours from the M.S. program toward the 88 required total.

The M.S. in Media Management requires 32 credit hours: 26 credit hours of required courses and 6 credit hours of electives. Students in the proposed dual degree program will complete all of the required courses for the M.S. degree (26 credit hours) and will use 6 credit hours from the JD program to fulfill the M.S. program electives.

As a result of this credit-sharing, students who complete the dual degree program will only need to complete 108 credits rather than 120 if they pursued them as separate degrees.

Career Dual Career

Dual Listed Career Graduate

Law

Academic Structure

School/ College	Department
School of Law	Law
School of Communication	Journalism & Media Management

Plan Type Dual/Joint Degree

Proposed Plan Code

Plan Name J.D./M.S. in Media Management

2/25/2020

Effective Term Fall 2020

"Consent-Law-Comm-dual-degree-media-mgmt"

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First Term Valid

Spring 2020

Program Instruction Mode

In Person

Where is the

program offered?

Location	Please provide the % of instruction at each location.
Coral Gables Campus	100

Program Length (Years)

3.0-3.5

Total Credits

108

To Be Published in the Academic Bulletin

Program Overview

This program is designed for J.D. students who have an interest in the regulatory and business side of the media industry. The program includes a set of essential business courses (e.g., financial reporting and analysis, corporate strategy and organization, and foundations of marketing management) as well as an array of industry-specific courses (e.g., content strategy, audience research and analysis, and issues in media management). Required courses in the M.S. program are held on Saturdays and weekday evenings offering flexibility to the program's students. No prior business or media management experience is required.

Program Mission Statement

N/A

Program Goals

N/A

Student Learning Outcomes

N/A

Curriculum Requirements

Curriculum Requirements

Course List

Code Title

Credit

Hours

82

J.D. Requirements including the following:

NEW: J.D./M.S. in Media Management "Consent-Law-Comm-dual-degree-media-mgmt" Code Title Credit 03/25/2020 - FS Agenda Page 4 of 17 Hours Required LAW 159 FAKE NEWS: MEDIA LAW IN THE AGE OF TRUMP LAW 200 Administrative Law 9 credits from the following list with at least one course from Content-Focused category (minimum of 2credit course) and one course from the Corporate and Regulatory category (minimum of 2-credit course): 1 Content-Focused Copyright Law LAW 112 LAW 132 Trademark Law LAW 157 Intellectual Property for Business Lawyers LAW 256 First Amendment LAW 281 **Entertainment Law: Motion Pictures and Television** VIMEO, TWITTER, AND YOUTUBE: ONLINE LIABILITY AND NET NEUTRALITY LAW 331 The Free Speech Clause LAW 342 Advanced Trademark LAW 594 LAW 902 ENTERTAINMENT LAW IN LATIN AMERICA **Intellectual Property Transactions and Negotiations** LAW 907 Media Distribution LAW 927 Corporate and Regulatory LAW 100 **Business Association** LAW 103 Corporate Tax Antitrust LAW 108 LAW 140 Taxation of Business Entities Corporate Compliance and Risk Management LAW 154 LAW 174 Mergers and Acquistions LAW 205 Labor Law LAW 246 **Employment Law** Conflict of Laws LAW 306 **International Business Transactions** LAW 309 LAW 351 International Business Law Seminar Deal Skills: Cross Border Finance Transactions LAW 541 Introduction to Business Practices and Drafting of Transaction Documents LAW 546 LAW 573 Data Security and Incident Response LAW 586 Federal Policymaking: Legislation, Regulation, and Litigation LAW 599 Law, Policy, and Technology **Privacy Seminar** LAW 600 LAW 741 Introduction to the Deal LAW 762 Latin American Contracts

https://next-bulletin.miami.edu/courseleaf/approve/

Code	Title	"Consent-Law-Comm-dual-degree-media-mgmt" 03/25/2020 - FS Agenda	Credit
		Page 5 of 17	Hours
ACC 671	Accounting for Decision Making		2
BUS 610	Critical Thinking and Persuasion for Business		2
<u>FIN 641</u>	Valuation and Financial Decision Making		2
<u>JMM 614</u>	Law and Ethics in Journalism and Media Management		3
<u>JMM 632</u>	Current Issues in Media Management		3
<u>JMM 636</u>	Content Strategy in the Media Industry		3
<u>JMM 642</u>	Audience Research and Analysis		3
MAS 631	Statistics for Managerial Decision Making		2
MGT 620	Managing Through People		2
MGT 677	Corporate Strategy and Organization		2
MKT 640	Foundations of Marketing Management		2
Total Credit H	ours		108

1 Six of these nine credits will be used to fulfill the electives required for the M.S. degree.

2 Six credits from these courses will also be counted toward the 88 total credits required for the JD.

Plan of Study

Sample Plan of Study

3-Year Program with 2 Summers

Plan of Study Grid

Year One	
Fall	Credit Hours
JD Courses	16
Credit Hours	16
Spring	
JD Courses	16
Credit Hours	16
Summer	
JD Courses	6
Credit Hours	6
Year Two	
Fall	
JD Courses	8
MGT 620 Managing Through People	2
MAS 631 Statistics for Managerial Decision Making	2
ACC 671 Accounting for Decision Making	2
BUS 610 Critical Thinking and Persuasion for Business	2

Credit Hours	"Consent-Law-Comm-dual-degree-media-mgmt 03/25/2020 - FS Agenda Page 6 of 1
Spring	
JD Courses	10
FIN 641 Valuation and Financial Decision Making	2
MKT 640 Foundations of Marketing Management	2
MGT 677 Corporate Strategy and Organization	2
Credit Hours	16
Summer	
JMM 614Law and Ethics in Journalism and Media Manag	gement3
JMM 642 Audience Research and Analysis	3
Credit Hours	6
Year Three	
Fall	
JD Courses	13
JMM 632 Current Issues in Media Management	3
Credit Hours	16
Spring	
JD Courses	13
JMM 636Content Strategy in the Media Industry	3
Credit Hours	16
Total Credit Hours	108
3.5-Year Program	
Plan of Study Grid	
Year One	
Fall	Credit Hours
JD Courses	16
Credit Hours	16
Spring	
JD Courses	16
Credit Hours	16
Year Two	
Fall	
JD Courses	10
MGT 620 Managing Through People	2
MAS 631 Statistics for Managerial Decision Making	2
ACC 671 Accounting for Decision Making	2
Credit Hours	16
Spring	
JD Courses	10
	-

3

JMM 636 Content Strategy in the Media Industry

2/25/2020 NEV	W: J.D./M.S. in Media Management
Credit Hours	"Consent-Law-Comm-dual-degree-media-mgmt" 03/25/2020 - FS Agenda Page 7 of 17
Summer	· ·
JMM 614 Law and Ethics in Journalism and Media Ma	nagement3
JMM 642 Audience Research and Analysis	3
Credit Hours	6
Year Three	
Fall	
JD Courses	12
BUS 610 Critical Thinking and Persuasion for Busines	s 2
FIN 641 Valuation and Financial Decision Making	2
Credit Hours	16
Spring	
JD Courses	10
MGT 677 Corporate Strategy and Organization	2
MKT 640 Foundations of Marketing Management	2
Credit Hours	14
Year Four	
Fall	
JD Courses	8
JMM 632 Current Issues in Media Management	3
Credit Hours	11
Total Credit Hours	108
Admission Requirements	

Admissions Process:

Students will be admitted to the Law School J.D. program and the Media Management master's program separately. Typically students will begin in the Law School and then start the master's program in their second year of Law School. However, it is possible for students in the Media Management program to apply to the Law School, be accepted, and begin the joint degree program/first year of the J.D. program the following year. (M.S. students need to save 6 credits to be completed after they begin their J.D. program.)

Applications to the M.S. program may be submitted between December 1st and May 15th for a fall start. The GRE or GMAT will not be required; the student's LSAT scores will be used instead. Once a student applies, the School of Communication will request the student's Law School application from the Law School.

Rationale

Rationale

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The University of Miami is proposing to offer a joint J.D./M.S. program allowing students to earn a J.D. and an M.S. in Media Management in 3.0 or 3.5 years.

This joint degree program will allow 6 J.D. credits to be applied to the M.S. degree and 6 M.S. credits to be applied to the J.D. degree, saving the student 12 credits between the two programs.

Market Demand

Miami is considered the leading media center for Hispanic media as well as the gateway to Latin America for international media distribution. According to Forbes, "Miami is the epicenter for Spanish-language media," with operations for Univision, Telemundo, Sony Music Latin, and Universal Music Latin Entertainment. All the major Hollywood studios as well as many networks have offices located in Miami that deal with program distribution to Latin America. In addition, the National Association of Television Producing Executives (NATPE) is held in Miami Beach and welcomes more than 6,000 participants every year.

Thus, this joint program would uniquely position the University of Miami to attract students who are interested in both the legal and economic issues of the media and entertainment industry.

While there are many joint JD/MBA programs in the United States, to our knowledge, the offering of dual JD/MS in Media Management degrees through the University of Miami School of Law and the Department of Journalism and Media Management would be a first in the nation. Graduates from this joint JD/MS program will be able to save 12 credits (108 credits instead of 120 credits).

Relationship to Other Programs

N/A

Library Resources Available and Needed to Support the Program

N/A

Laboratory Facilities, Equipment, and Space Available and Needed to Support the Program

N/A

Other Resources Available or Needed to Support the Program

N/A

Curriculum

Program Curriculum

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Program Requirements:

The J.D. students in this joint-degree program will complete 82 credits in the School of Law. Additionally, 6 credits from the M.S. program in Media Management will be applied to the student's Law School transcript for a total of 88 required J.D. credits.

The J.D. students in this joint-degree program will complete 26 credits in the School of Communication.

Additionally, 6 J.D. credits will be applied toward their M.S. degree for a total of 32 required M.S. credits. These 6 credits represent the elective course credits in the M.S. program.

As defined above, 12 credits will be counted toward both degrees: 6 credits from the School of Law and 6 credits from the Department of Journalism and Media Management.

Students will be required to attend the J.D. program full-time during their first year of Law School. No courses in the M.S. program may be taken during this first year.

Students who begin in the J.D. program will be able to take courses in Media Management beginning the fall of their second year.

Students must complete all J.D. requirements and all M.S. requirements.

Students may take summer law courses that may reduce the length of the joint degree program by up to a semester.

Students may take 17 credits/semester (fall and spring) if they have a 3.0 J.D. G.P.A. or receive permission from the Vice Dean of the Law School. The maximum number of credits for summer term is 7 credits.

Upload Syllabi for Any New Courses

Proposed Schedule of Course Offerings for the First Three Years

N/A

CIP Code

Proposed CIP Code

Faculty

Program Directors

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MS Program

Michel Dupagne, PhD, MBA

Professor and Graduate Advisor

Department of Journalism and Media Management

University of Miami School of Communication

Tel: 305-284-3500

Email: dupagnem@miami.edu

Michel Dupagne is the Graduate Advisor for Media Management in the School of Communication. He joined the University of Miami in 1994.

JD Program

Sandra Abraham, MBA, MA

Executive Liaison, Interdisciplinary Programs and Initiatives

School of Law

University of Miami

Tel: 305-284-4030

Email: sabraham@law.miami.edu

Sandra Abraham manages all joint degree programs between the School of Law and other University of Miami graduate programs. She joined the University of Miami in 2007.

Upload CV(s)

Program Faculty

N/A

Students

Applicant Pool

Students will be able to apply to the joint JD/MS in Media Management program in both the School of Law and School of Communication. We will mention the opportunities offered by these dual degrees in the MS core classes and at the annual Law School fair for dual degrees. We expect a reasonable level interest in the JD/MS program from law students who seek to enter the media and entertainment industry in Miami or elsewhere as practicing attorneys.

Enrollment Projections

The joint JD/MS program is likely to be small for the first three years with no more than one or two students per year. Most students entering the program will be in their second year of the JD program prior to starting the MS program.

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Program Administration

Administration

N/A

Budget

Program Budget

N/A

Comparison

Peer Comparisons

N/A

Documents

Attach Supporting Documentation

JD-MS Attachments.pdf

Reviewer

Comments

Patty Murphy (pxm491) (02/10/20 4:12 pm): This new dual degree program is being proposed using two existing programs and existing courses. Consequently it does not represent a significant departure from currently approved programs. Therefore, notification to or approval from SACSCOC is not required.

Patty Murphy (pxm491) (02/10/20 4:17 pm): As noted in the attachments, the Journalism and Media Management department faculty approved this proposal on 2/19/2018; the SOC School Council approved this on 10/2/2018; the School of Communication faculty approved this on 2/14/2019; and the School of Law faculty approved this on 2/12/2018.

Jacqueline Lopez (jlopez4) (02/20/20 9:25 am): This proposal was approved by the members of the graduate council at the Feb. 18, 2020 meeting of the graduate council.

Key: 516

UNIVERSITY OF MIAMI SCHOOL of LAW



Office of the Dean

P.O. Box 248087 Coral Gables, FL 33124 Ph: 305-284-2394 Fax: 305-284-3210 avarona@law.miami.edu

Anthony E. Varona

Dean and M. Minnette Massey Professor of Law

February 17, 2020

Dr. Linda Neider Chair, Faculty Senate University of Miami Coral Gables, FL 33146

Dear Dr. Neider,

I fully support the proposed joint degree program between the School of Law and the School of Communication. Our faculty approved this proposal for a JD/MS in Media Management last year, and I can assure you the Law School continues to support this proposal.

10101

Regards,

Dean and M. Minnette Massey Professor of Law

UNIVERSITY OF MIAMI SCHOOL of COMMUNICATION



Office of the Dean 5100 Brunson Drive Coral Gables, FL 33146-2105 www.com.miami.edu

Phone: 305-284-3420 Fax: 305 284-2454

October 23, 2019

Dr. Linda Neider Chair, Faculty Senate University of Miami

Dear Dr. Neider,

Greetings. I am glad to support the proposed joint graduate degree program between the School of Law and our Journalism and Media Management program. Our School of Communication faculty discussed and approved this on February 15, 2019. I fully support this joint degree program and am pleased to be working with the School of Law.

Sincerely,

Dean, School of Communication

University of Miami kwilkins@miami.edu



Osamudia R. James Acting Dean and Professor of Law 1311 Miller Drive, Suite C 223 Coral Gables, FL 33146 Phone: 305-284-3978 Fax: 305-284-3210 www.law.miami.edu

November 5, 2018

Dr. Tomás A. Salerno Chair, Faculty Senate University of Miami

Dear Dr. Salerno,

I am delighted to report that the JD/MS in Media Management program proposal was presented to the law school faculty on September 12, 2018. The proposal was reviewed and approved by our faculty. I fully support this joint degree program and am pleased to be working with the School of Communication.

Sincerely,

Osamudia R. James

Acting Dean and Professor of Law



MEMORANDUM

TO:

General Welfare Committee

Faculty Senate

FROM:

John Quelch, Dean, Miami Business School

Subject:

Support of Joint Degree Program

Date:

September 19, 2018

On behalf of the University of Miami Business School, I am pleased to write in support of the joint JD/MS in Media Management degree program. The MS in Media Management is a cooperative program between the Miami Business School and the School of Communication.

This program embodies the Roadmap's initiatives of educational innovation and interdisciplinary collaboration.

Thank you.

Tuesday, October 2, 2018 School of Communication School Council Meeting – Wolfson 3040

Attendees:

Dean Gregory Shepherd, Margaret Cardillo, Heidi Carr (Chair), Paul Driscoll, Victoria Dunleavy, Cong Li, Mitchell Shapiro; Lianne Dookie

Guest: Sam Terilli

Agenda

- 1) Approval of Minutes from meeting of September 4, 2018
- 2) Proposal for a joint master's degree program in Media Management and Law with the Law School.
- 3) Other business

<u>Minutes</u>

- The meeting began at 2:10 pm.
- The Minutes of September 4, 2018 were unanimously approved
- The proposed joint master's degree in Media Management and Law will not require additional resources in terms of faculty or courses. The Law School will take the proposal before the Faculty Senate. The motion was approved for the School Council to recommend that the proposal move forward. The proposal will now need to go before the School of Communication faculty.
- An update from the Provost's Office regarding the SoC Dean Search Committee should be coming to the faculty soon. Department representatives were encouraged to let their Chairs know to be ready with recommendations for the Search Committee. Each of the four departments should have representation on the Search Committee, and the School Council suggested that Chairs select two or three members from their departments. Representatives should be chosen from those designated as Regular Faculty (per the Faculty Manual). Dr. Birnbach will make the final selection of who is to sit on the Committee.
- There being no further business, the meeting was adjourned at 2:55 pm.

Dupagne, Michel

To: Francois, Ana C

Subject: RE: Joint MS in MM -- with the law school

From: "Greenman, Valory" <vgreenman@miami.edu>

Date: Thursday, February 6, 2020 at 12:26 PM

To: "Terilli, Samuel Anthony Jr." <sterilli@miami.edu>, "Francois, Ana C" <a.francois@miami.edu>

Subject: FW: Joint MS in MM -- with the law school

The summary of the votes received was unanimous for the Joint MS in MM with the Law School:

Yes 15 No O Abstain O

The voting faculty:

Alberto Cairo

Paul Driscoll

Michel Dupagne

Ana Francois

Bruce Garrison

Trevor Green

Sallie Hughes

Ed Julbe

Jyotika Ramaprasad

Mitchell Shapiro

Sigman Splichal

Boriana Treadwell

Joseph Treaster

Tsitsi Wakhisi

Winston Warrior

From: Terilli, Samuel Anthony Jr.

Sent: Wednesday, September 19, 2018 11:58 AM

To: Barbot, Candace <<u>cbarbot@miami.edu</u>>; Brown, Erin <<u>erin.brown@miami.edu</u>>; Cairo, Alberto

<a.cairo@miami.edu>; Driscoll, Paul D <pdriscoll@miami.edu>; Dupagne, Michel <dupagnem@miami.edu>; Francois,

Ana C <a.francois@miami.edu>; Garrison, Martin Bruce <bgarrison@umail.miami.edu>; 'Trevor Green'

<<u>TrevorGreen@miami.edu</u>>; Henriquez, Hiram <<u>hhenriquez@miami.edu</u>>; Hughes, Sallie L <<u>shughes@miami.edu</u>>;

Julbe, Edward <ejulbe@miami.edu>; Ramaprasad, Jyotika <jyotika@miami.edu>; Shapiro, Mitchell E.

<mshapiro@miami.edu>; Splichal, Sigman Lee <sig@miami.edu>; Stano, Carl R. <rstano@miami.edu>; Treadwell,

Boriana Iordanova < btreadwell@miami.edu; Treaster, Joseph B. < treaster@miami.edu; Wakhisi, Tsitsi D

<twakhisi@miami.edu>; Warrior, Winston <ww@miami.edu>

Cc: Greenman, Valory <vgreenman@miami.edu>; Dupagne, Michel <dupagnem@miami.edu>

Subject: Joint MS in MM -- with the law school

At the meeting on Friday, I distributed copies of this and discussed it briefly, but I neglected to hold a vote on it at the end of the meeting. Again, Michel, Paul and I have all reviewed and approved this joint degree with the law school. It is essentially a variation of what we already have with journalism and the law school. Please email me your questions or vote this week. Thanks.