

CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA

ACADEMIC SENATE

ACADEMIC PROGRAMS COMMITTEE

REPORT TO

THE ACADEMIC SENATE

AP-017-245

New Spanish Media Minor

Academic Programs Committee

Date: 10/22/2025

**Executive Committee
Received and Forwarded**

Date: 10/29/2025

Academic Senate

**Date: 11/05/2025
First Reading**

**Date: 12/03/2025
Second Reading**

BACKGROUND:

The interdisciplinary Spanish Media minor helps bilingual students cultivate intermediate Spanish language speaking and writing skills while preparing them to communicate stories, synthesize information, and develop strategic messaging to public audiences. With Los Angeles being the largest Spanish language media market in the U.S., the Spanish Media minor offers students an applied introduction to various media industries, including the news business and public relations, and develops their expertise in digital publishing tools and platforms to better serve Spanish speaking audiences.

RESOURCES CONSULTED:

Dr. Kent Dickson, English and Modern Language Department Chair
Dr. Jason Turcotte, Communication Department Chair
Dr. Camille Johnson, CLASS Dean
Dr. Bharti Sharma, Chair of the Budget Committee
Associate Deans

DISCUSSION:

DEMAND

Los Angeles is the largest Spanish Media market in the U.S., the print circulation rate of La Opinion rivals that of the Los Angeles Times, the Times recently introduced “De Los” section for Spanish speaking audiences in 2023, and Univision and Telemundo have studios based here. However, it has not been easy for media companies and newsrooms to hire students who have both strong Spanish skills and strong media and content creation skills. Being a Hispanic Serving Institution, we should be better preparing students for information and media industries that serve Spanish speaking communities.

A competitive advantage of this minor includes a partnership with Telemundo52 that involves small group mentoring at their studios and opportunities within student media on campus that includes a Spanish language section in The Poly Post. (For context, Northridge offers a similar minor in Spanish journalism but excludes public relations and strategic communications industries; Fullerton offers a similar certificate program; and Humboldt offers a Spanish Media Minor). No other Southern California-based CSU offers a Spanish Media Minor that broadly incorporates multiple media industries.

The new minor may compete with existing minors in Spanish, Public Relations, or Multimedia Journalism; however, the market for the Spanish Media Minor is primarily heritage speakers of Spanish. We have already received demand from 4 students eager to add a Spanish Media minor, a need from Spanish students looking for more applied professional pathways, and this minor has generated interest from local organizations such as Telemundo and PBS SoCal, organizations that routinely hire media professionals with Spanish speaking skills.

CURRICULUM

The curriculum of this minor is listed below. The 9-unit minor distinctness for COM major will come from the required 9 units from EML major and vice-versa.

Minor required courses (12 units)

- COM 1101 Survey of Mass Communication (3)
- COM 2206 Media Design (3)
- SPN 2120 Spanish for Spanish Speakers II (3) or SPN 2112 Intermediate Spanish II (3)
- SPN 2130 Spanish Intermediate Composition (3)

Minor electives (12 units)

Select 6 units from the following list:

- COM 3313 Public Relations Principles (3)
- COM 3315 Sports Communication (3)
- COM 4244 Organizational Communication & Technology (3)
- COM 4411 Applied Internship: The Poly Post's La Voz (3)
- COM 4465 Online & Social Media (3)

Select 6 units from the following list:

- SPN 3110 Advanced Spanish Writing and Academic Speech (3)
- SPN 3120 Introduction to Translation and Interpretation (3)
- SPN 3160 Creative Writing in Spanish for a Global World (3)
- SPN 4420 Writing for New Media in Spanish (3)

The aims of these courses are focused on career readiness, proficiency in Spanish language speaking and writing skills, particularly skills necessary for communicating with public audiences, an understanding of media organizations and how they are structured, information gathering processes, expanding digital media literacy and mastery of mass communication platforms. It provides CLASS with the opportunity to leverage partnerships with Telemundo, industry professionals, and local communities.

LOGISTICS/OPERATIONS

The courses listed in the curriculum of this minor are part of existing course offerings from COM and EML departments. Therefore, no budget impact is expected. These courses will be taught by the six COM and seven EML faculty. Minor students will be jointly advised by minor coordinators, Dr. Jason Turcotte (COM) and Dr. Amalia Llombart (EML).

This minor is designed mainly for heritage Spanish speakers. Although there is no hidden prerequisites issue, for non-heritage Spanish speakers who are interested in this minor, they must have the Spanish language skill at or above SPN 2112 – Intermediate Spanish II.

RECOMMENDATION:

The Academic Program Committee did not receive any negative feedback about this referral. This minor, a collaboration between the COM and EML departments, is fully supported by Dr. Camille Johnson, Dean of CLASS. **The Academic Program Committee suggests that the expectation on Spanish language skill at or above SPN 2112 – Intermediate Spanish II be clearly communicated to students who are interested in applying for this minor.** The Academic Program Committee recommends approval of this minor.