

Approval Chart for Curriculum Changes

A = Approve I = Information Item¹ R = Advise & Respond²

Course Number _____ or Degree Plan(s) Advertising/Public Relations
 State the requested change and reason. A memo may be attached if more space is necessary.

The degree program is being updated to:

- accommodate revisions to writing courses in the JMC curriculum that reflect changes in the digital space
- take advantage of course offerings across campus.

The primary purpose of the changes is, as always, to prepare our students for the rapidly evolving advertising and public relations industries.

Note: Some additional modifications are reflected in the provided degree plan comparing the old and new versions.

Circle the number that corresponds to the requested change. Degree plan changes are on the second page.

		COUNCIL ³								
	Change to a Course	Dept./School	College Academic	Deans	TEC	UGEC	UUAC	GRAD	Provost	President
1.	Title (description unchanged)	A	A	A		I			I	I
2.	Description (not affecting content)	A	A	A		I			I	I
3.	Content (substantive change)	A	A	A		I			A	A
4.	Number of hours (lecture, lab, contact)	A	A	A		A			A	A
5.	Course number within the hundred	A	A	I		I			I	I
6.	Course number beyond the hundred	A	A	A		A			A	A
7.	Prerequisites	A	A	A		I			I	I
8.	Course fee(s)	A	--	A		--			A	I
9.	From U to G <i>or</i> G to U	A	A	A		A			A	A
10.	Cross list with another department: U or G level	A	A	A		A			A	A
11.	Department of record	A	A	A		A			A	A
12.	Open or close a course	A	A	A		A			A	A
13.	New course — See website for application and process. This change includes combining or splitting a course(s).	A	A	A		A			A	A

Note: When an academic unit does not have a council, the UGEC and/or UUAC will serve as its academic council, depending on the nature of the issue.

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		COUNCIL ¹							Board of Trustees
Change to a Degree Plan		Dept./School	College Academic	Deans	TEC	UGEC	UAC	GRAD	
1.	University Requirements — Change in approved course content ⁶	A	A	A		A			--
2.	University Requirements — Add or drop a required course from the University Requirements chart ⁶	A	A	A		A			--
3.	University Requirements — Add or drop a course from a menu within the University Requirements ⁶	A	A	A		A			--
4.	University Requirements — Change hours within a menu on the University Requirements chart ⁶	A	A	A		A			--
5.	Major — Revision of major ^{4,5}	A	A	A		A			--
6.	Major — Adopt or change admission requirements	A	A	A		A			--
7.	Major — Add ^{4,5}	A	A	A		A			I
8.	Major — Discontinue (proposed by the department or college)	A	A	A		A			I
9.	Major — Discontinue (proposed by the Provost)				See below.				
10.	GPA — Revise major or cumulative requirement	A	A	A		A			--
11.	Minor — Revise course selection	A	A	A		I			--
12.	Minor — Add	A	A	A		A			--
13.	Minor — Discontinue (proposed by the department or college)	A	A	A		A			--
14.	Minor — Discontinue (proposed by the Provost)				See below.				
15.	Degree — Add	A	A	A		A			I
16.	Degree — Discontinue (proposed by the department or college)	A	A	A		A			I
17.	Degree — Discontinue (proposed by the Provost)				See below.				
18.	Any change to a graduate degree program	A	A	A		A			--

		COUNCIL ¹							Board of Trustees
Provost-Proposed Change		Provost	Department	Dean	TEC	UAC	Graduate	Faculty	
1.	Major/Graduate Program — Discontinue (proposed by the Provost)	A	R	R		A		A	I
2.	Minor — Discontinue (proposed by the Provost)	A	R	R		A		--	--
3.	Degree — Discontinue (proposed by the Provost)	A	R	R		A		A	I

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COUNCIL³

	Change to the Catalog Information	Dept./School	College Academic	Deans	UGEC	UUAC	GRAD	Provost	Faculty	President
1.	General requirements for graduation including course requirements that are common to all majors for all degrees ⁷	--	--	--		A		A	A	A
2.	Admission requirements	--	--	--		A		A	A	A
3.	Policies governing academic probation and suspension	--	--	--		A		A	A	A
4.	Requirements for graduating with honors	--	--	--		A		A	A	A
5.	Other academic policy changes	--	--	--		A		A	--	A

¹ Councils may request additional information about "Information" items. These items are approved as "Consent Agenda."

² The Dean and Department should respond to the Provost's recommendation to close a program in writing. Advise & Respond (R) requires that the voting body should receive the written responses at least one week prior to the vote.

³ All courses that meet University Requirements for general education must go through UGEC. Courses or degrees offered only to students seeking teacher certification must go through the Teacher Education Council. All undergraduate changes must go before the UUAC. All graduate degree plan changes must go through the Graduate Council.

⁴ A minimum of 30 hours is required for a major. A maximum is specified for each degree (e.g., BA, BS). The university minimum for elective hours is 6, unless the requirements of external accrediting bodies make it impossible.

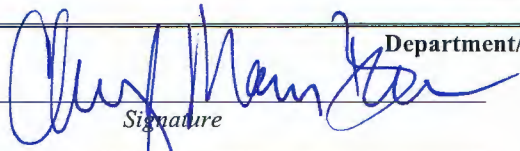
⁵ Program or course changes that apply to any major that includes Teacher Certification will be reviewed by the college, the Teacher Education Council (TEC), and then the UUAC.

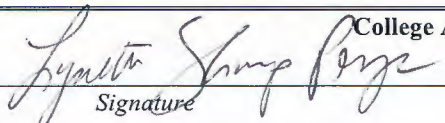
⁶ Courses that satisfy ACU's University Requirements (General Education) will normally have lower-level numbering, be free of prerequisites and co-requisites, appeal to more than one or two majors, and "not narrowly focus on those skills, techniques, and procedures specific to a particular occupation or profession" (SACS 2.7.3). Departments may request exceptions to the first three criteria.

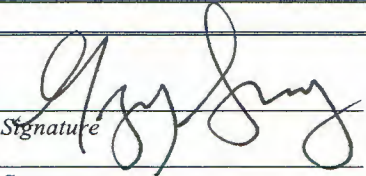
⁷ The UUAC approved the clarification that "general requirements for graduation" means the enumerated items in the "General Requirements for Bachelor's Degrees" section of the catalog.

Revised 10-16-13

Curriculum/Catalog Changes Signature Page

Department/School Chair(s)	
 Signature	3/1/15 Approval date
_____ Signature	_____ Approval date

College Academic Council(s)	
 Signature	3-27-15 Approval date
_____ Signature	_____ Approval date

Dean(s)	
 Signature	4/6/15 Approval date
_____ Signature	_____ Approval date

Teacher Education Council	
_____ Chair's signature	_____ Approval date

General Education Council	
_____ Chair's signature	_____ Approval date

Undergraduate Academic Council	
_____ Chair's signature	_____ Approval date

Graduate Council	
_____ Chair's signature	_____ Approval date

Provost	
_____ Signature	_____ Approval date

Faculty	
_____ Chair of faculty senate	_____ Approval date

President	
_____ Signature	_____ Approval date

Advertising/Public Relations Major
Curriculum Revision Proposal
Feb. 25, 2015

Current

Proposed

JOURNALISM AND MASS COMMUNICATION (20 HOURS)	JOURNALISM AND MASS COMMUNICATION (16 HOURS)
JMC 100 Media Issues.....(3)	JMC 100 Media Issues.....(3)
JMC 102 Creating Media Messages.....3	JMC 201 Intro to Visual Media.....3
JMC 201 Intro to Visual Media.....3	JMC 302 Intro to Race and Media.....1
JMC 302/303 JMC Colloquia (1 section of 302 and two of 303 required)3	JMC 303 JMC Colloquy on Race and Media (twice).....2
JMC 310 or JMC 351 Electronic Publishing.....3	JMC 351 Web Publishing.....3
JMC 342 Publication Design.....4	JMC 342 Communication Design.....3
JMC 488 Communication Law3	JMC 488 Communication Law. (Part of capstone).....3
JMC 495 Internship1	JMC 495 Internship (Part of capstone).....1
TOTAL.....20	TOTAL.....16
AD/PR CORE (15 HOURS)	AD/PR CORE (18 HOURS)
JMC 239 Writing for Electronic Delivery3	JMC 102 Creating Media Messages or JMC 223 Convergence Reporting I.....3
JMC 321 Student Media/Agency Lab (2 semesters required; one must be with student-run AD/PR agency).....0	JMC 321 Student Media/Agency Lab (2 semesters required; one must be with student-run AD/PR agency).....0
JMC 347 Principles of Public Relations3	JMC 347 Principles of Public Relations.....3
JMC 348 Principles of Advertising3	JMC 348 Principles of Advertising3
JMC 492 Advertising/Public Relations Campaigns.....3	JMC 389 Public Relations Writing3
JMC Elective3	JMC 492 Advertising/Public Relations Campaigns .3
	JMC Elective3
AD/PR MENU (CHOOSE 6 HOURS)	AD/PR MENU (CHOOSE 6 HOURS)
JMC 223 Convergence Reporting I3	JMC 367 Social Media3
JMC 389 Public Relations Writing3	JMC 390 Ad Creativity and Copy Writing.....3
JMC 390 Ad Creativity and Copy Writing.....3	JMC 391 Ad/PR Media Planning.....3
JMC 391 Ad/PR Media Planning.....3	
SUPPORT FIELD (15 hours)	SUPPORT FIELD or MINOR (15-24 hours)
Choose from: art, marketing or management (preferred for Ad/PR majors with an adv. focus); marketing, management or communication (preferred for Ad/PR majors with a PR focus); English, ethnic and women's studies; political science, psychology or sociology. Lower level selections9 Advanced selections6 TOTAL15	Select any minor of your choice. Or choose from the following designated support fields: art, business, communication, English, Spanish, French, theater, political science, psychology or sociology. Lower level selections9 Advanced selections6 TOTAL15
ADDITIONAL SUPPORT HOURS REQUIRED (6 HOURS)	ADDITIONAL SUPPORT HOURS REQUIRED (12 HOURS)
MKTG 320 Principles of Marketing.....3	MKTG 320 Principles of Marketing.....3
MGMT 330 Management and Organizational Behavior...3	MGMT 330 Management and Organizational Behavior3
PSYC 120 or SOCI 111(3)	PSYC 120 or SOCI 111(3)
	SOCI 415 Social Research or SOCI 416 Social Statistics3
	BUSA 419 International Business3
GEN ELECTIVES Minimum (max of 3 hours may be JMC)	GEN ELECTIVES (maximum of 3 hours may be JMC)
.....10	Minimum5 (assuming support field)
University Requirements56	University Requirements56

*Hours (in parentheses) may also fulfill university requirements and are not included in total major hours.



Cheryl Bacon <baconc@acu.edu>

Question re international courses

9 messages

Cheryl Bacon <baconc@acu.edu>

Fri, Nov 14, 2014 at 2:36 PM

To: Andy Little <agl95t@acu.edu>, Ian Shepherd <Ian.Shepherd@coba.acu.edu>

Cc: Joyce Haley <haleyj@acu.edu>

Andy and Ian,

I'm not sure to whom I should address this question. but I'm guessing one of the two of you can answer or point me in the right direction.

JMC is in the process of reviewing our curriculum and planning degree plan revisions. Joyce Haley and I are working on the Ad/PR degree. In keeping with recommendations from the profession, we would like to add a course that introduces a global component and are considering several options.

Our Ad/PR majors already are required to take MGMT 330 and MKTG 320. Many take other courses to complete a support field or minor in business. We have long had a reciprocal agreement with COBA that allows these students to take most of the upper level MKTG and MGMT courses without the prerequisites of ACCT and ECON, etc. courses. Similarly, COBA students can take many of our Ad/PR courses without most of the JMC prerequisites. Obviously there are a few exceptions both ways.

Would it be possible to include MGMT 419, MKTG 419 and BUSA 419 in a menu of courses from which they would be required to select one? We would likely include a couple of other courses from other departments in the same menu. We typically have between 80 and 90 Ad/PR majors, which in theory would suggest an influx of about 20 students per academic year into one of these courses or the other courses in the menu, so I would not anticipate the additional enrollment in any one section to exceed four or five students, and it would be two or three years before students on the 2015 catalog would find their way into the courses.

I have about a dozen Marketing majors in my PR Principles class this semester and have enjoyed the perspective they bring to the course. I hear similar comments from COBA colleagues, particularly Jennifer Golden who has many Ad/PR majors in her classes.

Joyce and I would be happy to answer any questions you may have and welcome your input. Thanks. cb

Cheryl Mann Bacon, Ed.D., APR
Professor and Chair
Department of Journalism and Mass Communication
Abilene Christian University

Andy Little <agl95t@acu.edu>

Fri, Nov 14, 2014 at 3:03 PM

To: Cheryl Bacon <baconc@acu.edu>

Cc: Ian Shepherd <Ian.Shepherd@coba.acu.edu>, Joyce Haley <haleyj@acu.edu>, Karen Viertel <klv05a@acu.edu>, Nuria Hall <nnp99a@acu.edu>

Cheryl,

Thanks for the email. I am looping the Management Sciences department chair, Mark Phillips, into this discussion to get his perspective. I am also copying Karen Viertel and Nuria Hall, our degree plan specialists, since their expertise is vital on all questions related to advising.

What you're proposing sounds like a viable option, but I want to suggest a couple of practical clarifications. First,

MGMT 419 (Global Entrepreneur) is only offered in study abroad format. We welcome non-COBA majors in our study abroad programs, of course, but I don't want to create an expectation that students will be able to enroll in MGMT 419 on a recurring basis during the long semester here on campus. Second, it's been a while since we offered MKTG 419. I'd love to offer it at least once a year, but we just don't have enough people to offer all the courses we want and need to offer (everyone on campus has this same problem, I realize). So under the scenario you are laying out BUSA 419 might be the primary vehicle through which your majors are serviced. Having mentioned those things up front, I welcome Mark and the others on this email to chime in with their comments.

Like Jennifer, I've had many wonderful experiences with students from your department. I've found them to be bright, engaged, inquisitive, and confident.

Andy

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--

Andy Little
325-674-2768
andrew.little@acu.edu

Ian Shepherd <ixs03a@acu.edu>

Fri, Nov 14, 2014 at 3:11 PM

To: Cheryl Bacon <baconc@acu.edu>

Cc: Andy Little <agl95t@acu.edu>, Ian Shepherd <Ian.Shepherd@coba.acu.edu>, Joyce Haley <haleyj@acu.edu>, Mark Phillips <mhp04a@acu.edu>

Cheryl,

I have added Mark Phillips to the discussion. He is our department chair. I can speak for BUSA 419 International Business. I am redesigning the online class for Spring and I think it will work well with what you suggest. The other classes are up to Mark and Andy.

Thanks

Ian

Dr. Ian J. Shepherd D.A. Professor
Management Science Department
Abilene Christian University
<http://ssrn.com/author=1578142>

On Fri, Nov 14, 2014 at 2:36 PM, Cheryl Bacon <baconc@acu.edu> wrote:

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Cheryl Bacon <baconc@acu.edu>

Fri, Nov 14, 2014 at 3:42 PM

To: Ian Shepherd <ixs03a@acu.edu>

Cc: Andy Little <agl95t@acu.edu>, Ian Shepherd <Ian.Shepherd@coba.acu.edu>, Joyce Haley <haleyj@acu.edu>, Mark Phillips <mhp04a@acu.edu>

Thanks, Ian and Andy, for the quick reply. If Mark has more to offer I welcome his input. I was aware of the study abroad limitation of 419 but since many of our students do a study abroad wanted to include it in the list.

As I said, we are still in the developmental stage of this, but do plan to present plans to councils in March so this is very helpful. cb

Cheryl Mann Bacon, Ed.D., APR
Professor and Chair
Department of Journalism and Mass Communication
Abilene Christian University

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Mark Phillips <mhp04a@acu.edu>

Mon, Nov 17, 2014 at 10:39 AM

To: Cheryl Bacon <baconc@acu.edu>

Cc: Ian Shepherd <ixs03a@acu.edu>, Andy Little <agl95t@acu.edu>, Ian Shepherd <Ian.Shepherd@coba.acu.edu>, Joyce Haley <haleyj@acu.edu>

I'm getting up to speed on the current arrangement and will respond as soon as I understand it all.

M

[Quoted text hidden]

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Mark Phillips
Abilene Christian University
ACU Box 29338
Abilene, TX 79699

Mark Phillips <mhp04a@acu.edu>

Thu, Nov 20, 2014 at 9:49 AM

To: Cheryl Bacon <baconc@acu.edu>

Cc: Ian Shepherd <ixs03a@acu.edu>, Andy Little <agl95t@acu.edu>, Ian Shepherd <Ian.Shepherd@coba.acu.edu>, Joyce Haley <haleyj@acu.edu>, Karen Viertel <klv05a@acu.edu>

Hi all.

I added Karen Viertel as well since she is the keeper of all knowledge on scheduling over here.

1. The Intl class is one of ours that has plenty of capacity and if it's a good for for your students that is great with us.

2. On a semi-related note we are having serious trouble adequately staffing the Intro Mktg class right now. In practical terms our Mktg dept consists of 2 full-time people plus pieces of two more, and as a result the classes are already large and we can't go much larger. Mktg PhDs are very hard to find and we don't see this getting any better. All that to say we are in discussions right now about adding capacity but it's going to tough to pull off. Stay tuned....

Let us know what else we can do to give students what they need.

M

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Mark Phillips
Abilene Christian University
ACU Box 29338
Abilene, TX 79699

Cheryl Bacon <baconc@acu.edu>

Thu, Nov 20, 2014 at 2:24 PM

To: Mark Phillips <mhp04a@acu.edu>

Cc: Ian Shepherd <ixs03a@acu.edu>, Andy Little <agl95t@acu.edu>, Ian Shepherd <Ian.Shepherd@coba.acu.edu>, Joyce Haley <haleyj@acu.edu>, Karen Viertel <klv05a@acu.edu>

Mark and all,

Thanks for all the feedback. We visited with Elise Mitchell while she was here about the International Business option and she affirmed the importance of that for our majors so we really appreciate that opportunity.

Re the Mktg class, we have had that course as a catalog requirement for all Ad/PR majors for more than 10 years. Thus, I don't envision our contribution to that enrollment being significantly different in the next few years than it has been in the past. If that is going to be a problem in the future, please let me know but I do hope it isn't.

It's a valuable piece for our students professionally and I think it helps prepare them with a business perspective for other COBA courses that many of them take in a support field or minor.

As we finalize our degree plan proposal we will keep you in the loop. cb

Sent from my iPad

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Mark Phillips <mhp04a@acu.edu>

Mon, Nov 24, 2014 at 7:25 AM

To: Cheryl Bacon <baconc@acu.edu>

Cc: Ian Shepherd <ixs03a@acu.edu>, Andy Little <agl95t@acu.edu>, Ian Shepherd <Ian.Shepherd@coba.acu.edu>, Joyce Haley <haleyj@acu.edu>, Karen Viertel <klv05a@acu.edu>

Hi all.

For next spring we have just added another section of Principles of Mktg, so that should relieve some of the backlog. Going forward my goal will be to offer 3 sections of this class every term if at all possible, since we need that many to keep up with the regular demand.

On a related note Cheryl we would appreciate any help you can give us on making space for our students in your department's classes. The general report I get is that upper level classes there are very difficult for our students to successfully enroll in. I understand that you guys have capacity issues that we don't deal with, so anything you can do to make this work is appreciated.

Have a great holiday all!

M

[Quoted text hidden]

Cheryl Bacon <baconc@acu.edu>

Mon, Nov 24, 2014 at 7:53 AM

To: Mark Phillips <mhp04a@acu.edu>

Cc: Ian Shepherd <ixs03a@acu.edu>, Andy Little <agl95t@acu.edu>, Ian Shepherd <Ian.Shepherd@coba.acu.edu>, Joyce Haley <haleyj@acu.edu>, Karen Viertel <klv05a@acu.edu>

Thanks, Mark.

We are pretty open to enrollment in JMC 347 and 348, PR and Ad Principles, respectively, and in JMC 391 Media Buying. (I have about a dozen marketing or other non-JMC majors in 347 this semester out of the 36 in the class.) Those are the only three lecture classes in the Ad/PR sequence and all lab classes have a cap of 15 in order to stay in compliance with accreditation and because they meet in 15-station computer labs.

We do try to make sure our majors who need the 15-cap courses to graduate have first shot, but beyond that remaining seats are generally open to your majors. JMC 391 Ad Copy and Creative and JMC 492 Campaigns are by permission of the instructor (Joyce) to non-majors, because students do projects that are often reliant on some lower division courses where they have learned InDesign and PhotoShop but Joyce has been pretty generous in that regard to students who have had 347 or 348. Similarly, JMC 347 PR Writing requires one previous JMC lower level writing class. I've had marketing majors in that class the last two times I taught it, and both did just fine. Also, I had an empty seat or two in the class both times.

I think at times it's a matter of not having sections offered in slots that match up with students' needs and since we typically only offer one section per semester of upper division classes I know this can be an issue, but don't think we can realistically do much about that. We have two labs and one lecture classroom so our scheduling issues are already pretty much a jigsaw puzzle.

When you hear specific concerns, please let me know what they are so we can see if and how that can be factored into planning for future semesters. Thanks for working with us on all this. I think all of our students benefit from the experience they gain in courses that are allied with their majors. cb

Cheryl Mann Bacon, Ed.D., APR
Professor and Chair
Department of Journalism and Mass Communication
Abilene Christian University

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Cheryl Bacon <baconc@acu.edu>

Social Research

4 messages

Cheryl Bacon <baconc@acu.edu>
To: Suzie Macaluso <scm11a@acu.edu>
Cc: Joyce Haley <haleyj@acu.edu>

Thu, Nov 6, 2014 at 2:56 PM

Joyce and I mentioned this earlier. Are you teaching Social Research every semester and do you think you would be open to the idea of us requiring our Ad/PR majors to take the class? It would probably throw 20 students per year your way, roughly.

Cheryl Mann Bacon, Ed.D., APR
Professor and Chair
Department of Journalism and Mass Communication
Abilene Christian University

Suzie Macaluso <scm11a@acu.edu>
Reply-To: Suzie.Macaluso@acu.edu
To: Cheryl Bacon <baconc@acu.edu>
Cc: Joyce Haley <haleyj@acu.edu>, Joe Cardot <cardotj@acu.edu>

Sun, Nov 9, 2014 at 7:59 PM

Hi Cheryl,
Yes, I would be open to it. I am going to begin offering one section in the fall and one in the spring. Would you consider giving the option of 415 or 416? One is focused more on the variety of research methods and the other is specifically targeted at survey research and using statistics to analyze data. If you gave the option then it would spread out the students even more. Let me know what you think and the timeline for the changes.

Thanks,
Suzie
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--
Suzie Macaluso, PhD
Assistant Professor of Sociology
Department of Communication & Sociology
Abilene Christian University
ACU Box 27866, Abilene, TX 79699-7890
Phone: 325-674-6983

Cheryl Bacon <baconc@acu.edu>
To: Suzie.Macaluso@acu.edu
Cc: Joyce Haley <haleyj@acu.edu>, Joe Cardot <cardotj@acu.edu>

Wed, Nov 12, 2014 at 8:53 AM

Suzie,
We're just in the exploratory discussions, though we do hope to have proposals to council in the spring. I think we'd prefer the Social Research course to Social Stats because it sounds like the former looks at qualitative and quantitative measures, which would be more helpful to Ad/PR folks.

As to timing, if we decided to go this route, and if we get it all approved for the fall '15 catalog, it would be two or three years before you would see an influx of many students since they would take that course as juniors or seniors. We could have a handful change catalogs for some reason, or come in as transfers, but I wouldn't expect more than two or three a year during the first two years. After that, it could be 20 or so per year.

We will definitely keep you in the loop as our discussions progress. cb

Cheryl Mann Bacon, Ed.D., APR
Professor and Chair
Department of Journalism and Mass Communication
Abilene Christian University

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Suzie Macaluso <scm11a@acu.edu>
To: Cheryl Bacon <baconc@acu.edu>

Wed, Nov 12, 2014 at 2:16 PM

Thanks for the update, that sounds good.

Suzie

Sent from my iPhone

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