

Approval Chart for Curriculum Changes

A = Approval I = Information*

Course Number Misc. JMC Courses or Degree Plan(s) JMCT, JOCI, JAPR, JMCT

State the requested change and reason. A memo may be attached if more space is necessary.

These courses have very minor changes in the course descriptions, i.e. pre-requisites, semesters offered, and one update of the names of majors:

JMC 223 Convergence Reporting I – Semester offered, prerequisite
 JMC 317 Electronic Media Principles – Semester offered, prerequisite
 JMC 324 Convergence Reporting II – Prerequisite
 JMC 347 Principles of Public Relations – Prerequisite
 JMC 348 Principles of Advertising – Prerequisite
 JMC 364 Media and Religion – Semester offered
 JMC 389 Public Relations Writing – Semester offered, prerequisite
 JMC 390 Advertising Creativity and Copy Writing – Prerequisite
 JMC 391 Ad/PR Media Planning – Semester offered
 JMC 438 Broadcast News – Semester offered
 JMC 449 Opinion Writing – Semester offered
 JMC 488 Communication Law – clarifying capstone designation
 JMC 405 Visual Portfolio – Update of names of majors who may enroll, prerequisite, semester offered

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

COUNCIL**

	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 or G to U	A	A	A		A			A	A
10.	Cross list with another dept: 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 Adams Center for packet. This change includes combining or splitting a course(s).	A	A	A		A			A	A

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

**Courses offered only to students seeking teacher certification must go through the Teacher Education Council.

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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	Change to a Degree Plan	Dept./School	College Academic	Deans	TEC	COUNCIL			Provost	Faculty	President
						UGEC	UUAC	GRAD			
1.	University Requirements — Change in approved course content**	A	A	A		A			A	--	A
2.	University Requirements — Add or drop a required course from the University Requirements chart**	A	A	A		A			A	A	A
3.	University Requirements — Add or drop a course from a menu within the University Requirements**	A	A	A		A			A	--	A
4.	University Requirements — Change hours within a menu on the University Requirements chart**	A	A	A		A			A	A	A
4.	Major — Revision of major ♦ ‡	A	A	A		A			A	--	A
5.	Major — Adopt or change admission requirements	A	A	A		A			A	--	A
6.	Major — Add or discontinue	A	A	A		A			A	A	A
7.	GPA — Revise major or cumulative requirement	A	A	A		A			A	A	A
8.	Minor — Revise course selection	A	A	A		I			I	--	I
	Minor — Add or discontinue	A	A	A		A			A	--	A
9.	Degree — Add or discontinue	A	A	A		A			A	A	A
10.	Any change to a graduate degree program*	A	A	A		A			A	--	A

♦ 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.

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

* All graduate degree plan changes must go through the Graduate Council.

** Courses that satisfy ACU's University Requirements (General Education) will normally have lower-level numbering, be free of prerequisites and corequisites, 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.

Note: The Board of Trustees is informed when a major or degree is added or discontinued.

Revised 4-18-12

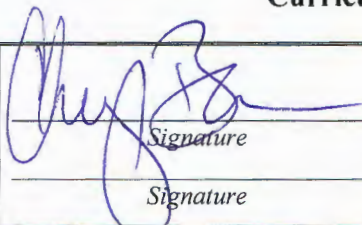
Approval Chart for Academic Information Changes

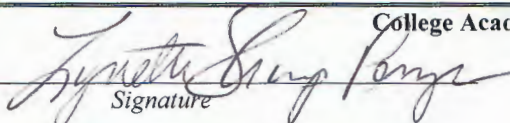
	Change to the Catalog	Dept./School	College Academic	Deans	UGEC	UUAC	GRAD	Provost	Faculty	President	Board of Trustees
1.	General requirements for graduation including course requirements that are common to all majors for all degrees*	--	--	--		A		A	A	A	--
2.	Admission requirements	--	--	--		A		A	A	A	--
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	

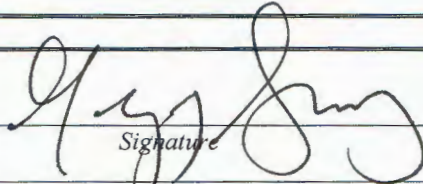
* The UUAC approved the clarification that "general requirements for graduation" means the seventeen items in the "General Requirements for Bachelor's Degrees" section of the catalog.

Revised 3-2-11

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

CHANGES REFLECTED HERE SUPPLEMENT APPROVAL CHARTS SUBMITTED FOR CHANGES TO COURSE TITLE, COURSE DESCRIPTION OR COURSE OBJECTIVES.

CHANGES TO SEQUENCING AND PRE-REQUISITES WITH NO OTHER DESCRIPTION CHANGES ARE NOTED IN THIS DOCUMENT AS WELL

JMC - JOURNALISM AND MASS COMMUNICATION

Department of Journalism and Mass Communication (CAS)

JMC 100 Media Issues (3-0-3), fall, spring. An introduction to media, examining their impact on society and individuals. May be used to satisfy University Requirements.

JMC 102 Creating Media Messages (3-0-3), fall, spring. The understanding and practice of writing messages for mass media, focusing on the purpose, design, format, and audiences of written media messages, and an introduction to critical thinking. Prerequisite: GPS proficiency as defined in departmental requirements.

~~**JMC 111 Announcing** (3-0-3), fall, spring. Develops basic verbal skills necessary to communicate on the air effectively. Areas of concentration will include phonetic skills, proper diction, pronunciation, simultaneous announcing, equipment usage, and FCC rules for operator practices.~~

(3-0-3), spring even years, fall even years. Develop vocal and on-camera presentation skills to communicate effectively as talent in audio and video contexts. Areas of concentration include enunciation, pronunciation, writing and interpreting copy.

~~**JMC 201 Introduction to Visual Media** (3-1-3), fall, spring, and summers needed. Principles and practice of visual communication including the use of digital photography, digital video production, multimedia, and Web site design. Students will analyze and practice creative content development for new media journalism using established industry tools and techniques. Prerequisites: JMC 100 and JMC 102.~~

Principles and practice of visual communication including photo and video production using industry tools and techniques with an emphasis on digital storytelling. Prerequisites: JMC 100.

JMC 223 Convergence Reporting I (3-1-3), fall, ~~spring~~. A study of the nature of news; the reporter's three-fold role of reporting, researching, and writing; and the basic news forms for online, print and broadcast media. Prerequisites: JMC 100, ~~102~~, 201.

~~**JMC 233 Photography** (3-0-3), fall, spring. A study of the principles of photography with emphasis upon shooting assignments for the mass media, criticizing and editing photographs, making quality prints, and digital image editing. Students must own an instructor approved digital camera. Prerequisites: JMC 100, 102, 201. A study of the principles of photography with an emphasis on controlling exposure, digital production, analyzing photographs and creating images for publication. Requires use of instructor-approved digital camera. Prerequisites: JMC 201~~

~~**JMC 239 Writing for Electronic Delivery** (3-1-3), fall, spring. An active study of the creation of messages for delivery in various electronic forms. Emphasis placed on news values, journalistic style and media ethics. Prerequisites: JMC 100, 102, 201.~~

~~**JMC 260 Broadcast Television Studio Production** (3-3-3), fall. An introduction to TV Studio Production including the operation of studio cameras, switchers and video recording. This course will cover lighting, studio audio, video graphics, set design, and program editing and production. Prerequisites: JMC 100, 102, 201. Principles and practices of video and audio production with an emphasis in studio and field recording techniques. Prerequisite: JMC 201~~

~~**JMC 302 JMC Colloquia**~~**Introduction to Race and Media** (1-0-1), fall, ~~spring~~, summer on demand. Short course, varying topics related to race in JMC professions. JMC 302 may not be repeated. (A companion course, JMC 303, must be repeated once.) See Semester Schedule for current offerings. Colloquia are generally taken beginning in the fourth semester and may charge special fees for materials, travel or equipment. Prerequisite: Open to JMC majors and minors; also available by permission of instructor. Colloquia are generally taken beginning in the fourth semester.

~~**JMC 303 JMC Colloquium in Race and Media**~~**in Race and Media** (1-0-1), fall, spring, summer on demand. Short course, varying topics related to race in JMC professions. JMC 302 may not be repeated. JMC 303 must be repeated once. See

Semester Schedule for current offerings. Colloquia are generally taken beginning in the fourth semester and may charge special fees for materials, travel or equipment. Prerequisites: Open to JMC majors and minors; also available by permission of instructor. Colloquia are generally taken beginning in the fourth semester.

~~JMC 310 Interactive Media (3-0-3), fall. The understanding and practice of mediated, digital messages, especially focusing on the purpose, design, format, and audiences of these types of messages for self-paced and group learning. Prerequisites: JMC 102, 201. ¶~~

JMC 317 Electronic Media Principles (3-0-3), spring/odd fall. An examination of electronic media principles, covering such topics as history, technology, regulation, news, advertising, programming, audience research, business practices, social impact, ethics, and careers. Prerequisite: JMC 102 or 223, 201 and completion of 60 hours.

JMC 321 Student Media Lab (0-1-No credit), fall, spring. This lab experience will enhance the practice of relevant skills through participation on a student media or agency staff. Two semesters are required. Convergence Journalism majors spend both semesters on the JMC Network. Ad/PR majors spend at least one of the required two on the Morris & Mitchell staff. Multimedia majors spend at least one of the required two on the 99 West staff. Prerequisites: Sophomore standing and permission of the instructor. Graded credit/no credit. Fee required.

~~JMC 321 Student Media Lab (0-1-No credit), fall, spring. This lab experience will enhance journalism and mass communication skills through participation on a student media or agency staff. Involvement in a variety of writing, editing, research, planning and production tasks will enhance student understanding and application of skills in the professional environment. Two semesters are required for all JMC majors. Convergence Journalism majors spend both semesters on the JMC Network. Ad/PR majors spend at least one of the required two on the Morris & Mitchell staff. Multimedia majors spend at least one of the required two in multimedia agency. Prerequisites: Junior standing, JMC 100, JMC 102, (for Convergence Journalism majors), and JMC 100, 102, 347 and 348 for Ad/PR majors. Graded credit/no credit and non-graded. Fee required. ¶~~

JMC 324 Convergence Reporting II (3-1-3), spring. A study of online, print and broadcast news media with an emphasis on public affairs reporting, computer assisted reports, in-depth reporting, ethics, and laboratory work in the JMC Network student media lab. Prerequisites: JMC 102, 223.

~~JMC 333 Photojournalism (3-0-3), spring, even years. Study of the use of the camera and photographs to report and tell a story in the media. Extensive laboratory experience. Prerequisites: JMC 223, 233. ¶~~

~~JMC 341 Copy Editing and Content Management (3-02-3), spring fall, even years. Principles and practice of copy editing and headline writing. Prerequisite: JMC 223. Principles and practice of editing and content management and writing display copy. Prerequisite: JMC 223 ¶~~

~~JMC 342 Publication Communication Design (3-4-3-3), fall, spring, and summer as needed. Principles and practices of typography, graphic journalism, and publication design. Prerequisite: JMC 201. Principles of design and practices in print and digital formats, graphic information design, typographic presentation and history of publishing. Prerequisite: JMC 201. ¶~~

JMC 347 Principles of Public Relations (3-0-3), fall. Survey of the history, principles and tactics of public relations and corporate communications, with an emphasis on how organizations use public relations to maintain goodwill among their various publics and meet strategic objectives. Prerequisites: JMC 100, JMC 102 or 223, JMC 201.

JMC 348 Principles of Advertising (3-0-3), spring. Survey of the history, principles and practice of advertising, with an emphasis on the strategic process: research, creative and media strategy, production of messages, and evaluation of advertising effectiveness. Prerequisites: JMC 100, JMC 102 or 223, 201.

~~JMC 351 Electronic Web Publishing (3-0-3), fall, spring. A conceptual and practical study of the principles and tools of electronic publishing. ¶~~
JMC 351 Electronic Web Publishing (3-0-3), fall, spring. A conceptual and practical study of the principles and tools of Web publishing. Prerequisites: JMC 201, 342.

~~JMC 352 Advanced Web Publishing Digital Media (3-0-3), fall, odd years spring, odd years. An active study of the theory and application of digital media techniques, emphasizing real-life projects, information architecture and professional Web building software. Prerequisite: JMC 351. ¶~~
JMC 352 Advanced Web Publishing Digital Media (3-0-3), fall, odd years spring, odd years. An active study of the theory and application of Web publishing techniques emphasizing adaptive, multi-platform design and development principles. Prerequisite: JMC 351 ¶

~~JMC 360 Television Field Advanced Video Production (3-0-3), spring. A course in television field production including the operation of professional ENG cameras and linear and non-linear editors. Students will produce program segments suitable for airing on local stations, or for video and Web distribution. ¶~~
JMC 360 Television Field Advanced Video Production (3-0-3), spring. Active study of the theory and application of commercial video techniques, emphasizing digital filmmaking, motion graphics, compositing, research and production management. Prerequisite: JMC 260.

JMC 364 Media and Religion (3-0-3), ~~on demand~~ fall, even years. A study of the interaction of media and religion and the use of media by religious groups, with varying emphases depending upon current events and student needs. Prerequisite: junior standing.

JMC 389 Public Relations Writing (3-0-3), fall, spring. A study of professional writing skills and formats commonly used in public relations and marketing communications. Emphasis placed on learning through application, case studies and lab exercises. Prerequisites: JMC 102 or 223 or ~~JMC 239~~, JMC 347.

JMC 390 Advertising Creativity and Copy Writing (3-0-3), fall, spring. Study and practice in message strategy, development and creation including market and target audience analysis, idea generation, concept development and copywriting with application to all major mediums. Prerequisites: ~~JMC 239~~, JMC 102 or 223, JMC 342 and JMC 348.

JMC 391 Ad/PR Media Planning (3-0-3), fall, odd years. Study and practice in evaluating and selecting media for marketing communications. Emphasis on strategy, audience measurement, budgeting, scheduling, buying and plan writing. Prerequisite: JMC 347 and 348.

JMC 405 Visual Portfolio (1-0-3), ~~on demand~~ spring. Designed for the senior ~~photojournalism or electronic media~~ multimedia or convergence journalism major under collaborative instruction from an advisor or mentor for the preparation of a visual portfolio that ~~which~~ showcases the student's talents and abilities in the field of mass communication. Prerequisites: senior standing; JMC ~~333~~, 360 or 352.

JMC 438 Broadcast News (3-0-3), spring, odd years. A study of news gathering, writing and production for broadcast. Lab work includes news preparation and presentation on the campus radio or television station. Prerequisites: JMC 324, 360.

JMC 449 Opinion Writing (3-0-3), ~~fall, odd years~~ spring, even years. A theoretical and practical study of the editorial and column in the news media. Emphasis on critical thinking and writing about current problems. Prerequisites: JMC 223 and junior standing.

JMC 450 Feature Writing (3-0-3), fall, even years. A study of newspaper and magazine feature articles. Emphasis on identifying subjects, research, interviewing, and writing. Prerequisites: JMC 223 and junior standing.

JMC 465 Documentary Storytelling (3-0-3), fall, odd years. – Principles and practices of documentary storytelling. Students will experience all areas of production while planning, producing and editing documentary projects. Prerequisites: JMC260 or Instructor Approval

JMC 488 Communication Law (3-0-3), fall, spring. Freedom and responsibility of print and broadcast media ethically and legally. First Amendment principles and legal philosophy affecting the media and employees. Prerequisites: completion of 60 hours and JMC 102 for majors. A writing- intensive course. Part of the department's capstone experience.

JMC 492 Ad/PR Campaigns (3-0-3), fall, spring. Capstone course in organizing and conducting integrated marketing campaigns; including research, objective setting, strategy development, media selection, message concept and design, budgeting, account management, plan writing and presentation. Prerequisites: Any two of JMC 223, 389, 390, and 391.

JMC 495 JMC Internship (01-0-1), fall, spring. On-the-job training for a minimum of 120 hours under the student's JMC advisor and a supervisor at the internship site. Prerequisites: senior standing as a JMC major and approval by the internship director. ~~A capstone course~~ Part of the department's capstone experience.