

Approval Chart for Curriculum Changes

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

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

Major revision (5) to incorporate new courses created through the 20/20 Teaching Innovation Grant and make section labels more meaningful to prospective students.

See attached documentation.

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

		COUNCIL ³						
		Dept./School	College Academic	Deans	TEC	UGEC	UUAC	GRAD
Change to a Course								
1.	Title (description unchanged)	A	A	A		I		I
2.	Description (not affecting content)	A	A	A		I		I
3.	Course term(s)	A	I	A		I		I
4.	Content (substantive change)	A	A	A		I		A
5.	Number of hours (lecture, lab, contact)	A	A	A		A		A
6.	Course number within the hundred	A	A	I		I		I
7.	Course number beyond the hundred	A	A	A		A		A
8.	Prerequisites	A	A	A		I		I
9.	Course fee(s)	A	--	A		--		A
10.	From U to G <i>or</i> G to U	A	A	A		A		A
11.	Cross list with another department: U or G level	A	A	A		A		A
12.	Department of record	A	A	A		A		A
13.	Open or close a course	A	A	A		A		A
14.	New course — See website for application and process. This change includes combining or splitting a course(s).	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 ³										
	Change to a Degree Plan	Dept./School	College Academic	Deans	TEC	UGEC	UUAC	GRAD	Provost	Faculty	President	Board of Trustees
1.	University Requirements — Change in approved course content ⁶	A	A	A	A				A	--	A	--
2.	University Requirements — Add or drop a required course from the University Requirements chart ⁶	A	A	A	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				A	A	A	--
5.	Major — Revision of major ^{4,5}	A	A	A	A				A	--	A	--
6.	Major — Adopt or change admission requirements	A	A	A	A				A	--	A	--
7.	Major — Add ^{4,5}	A	A	A	A				A	A	A	I
8.	Major – Discontinue (proposed by the department or college)	A	A	A	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				A	A	A	--
11.	Minor — Revise course selection	A	A	A	I				I	--	I	--
12.	Minor — Add	A	A	A	A				A	--	A	--
13.	Minor – Discontinue (proposed by the department or college)	A	A	A	A				A	--	A	--
14.	Minor – Discontinue (proposed by the Provost)	See below.										
15.	Degree — Add	A	A	A	A				A	A	A	I
16.	Degree – Discontinue (proposed by the department or college)	A	A	A	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				A	--	A	--

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

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COUNCIL ³										
	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 3-8-17

Curriculum/Catalog Changes Signature Page

	Department/School Chair(s)	1-15-19
Signature		Approval date
Signature		Approval date

	College Academic Council(s)	2-22-19
Signature		Approval date
Signature		Approval date

	Dean(s)	3/4/19
Signature		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, BS (JAPR)

Journalism and Mass Communication CoreMedia Studies

- JMC 100 - Media Issues (Credit Hours: 3) *
- ~~JMC 201 - Introduction to Visual Media (Credit Hours: 3)~~
- JMC 302 - Introduction to Race and Media (Credit Hours: 1)
- JMC 303 - Colloquium in Race and Media (Credit Hours: 1) (twice)
- ~~JMC 351 - Web Publishing (Credit Hours: 3)~~
- ~~JMC 342 - Communication Design (Credit Hours: 3)~~
- JMC 488 - Communication Law (Credit Hours: 3) (writing-intensive & capstone course)
- ~~JMC 495 - JMC Internship (Credit Hours: 1) (capstone course)~~

*Hours may also fulfill university requirements and are not included in total major hours

Total: ~~16~~ 6 Credit Hours

Advertising/Public Relations CoreDigital Media

- JMC 165 - Media Maker (Credit Hours: 3)
- JMC 351 - Web Publishing (Credit Hours: 3)
- ~~JMC 342 - Communication Design (Credit Hours: 3)~~
- ~~JMC 102 - Creating Media Messages (Credit Hours: 3)~~
- or
- ~~JMC 223 - Convergence Reporting I (Credit Hours: 3)~~
- ~~JMC 321 - Student Media Lab (Credit Hours: 0) (2 semesters required; 1 must be with student-run AD/PR agency)~~
- ~~JMC 347 - Principles of Public Relations (Credit Hours: 3)~~
- ~~JMC 348 - Principles of Advertising (Credit Hours: 3)~~
- ~~JMC 389 - Public Relations Writing (Credit Hours: 3)~~
- ~~JMC 492 - Ad/PR Campaigns (Credit Hours: 3)~~
- ~~JMC Elective (JMC 100 - JMC 499) (Credit Hours: 3)~~

Total: 9 Credit Hours

Advertising/Public Relations MenuProfessional Practice

- JMC 223 - Convergence Reporting I ~~JMC 224 - Media Writing (Credit Hours: 3)~~
- JMC 321 - Student Media Lab (Credit Hours: 0) (2 semesters required; 1 must be with student-run AD/PR agency)
- JMC 347 - Principles of Public Relations (Credit Hours: 3)
- JMC 348 - Principles of Advertising (Credit Hours: 3)
- JMC 389 - Public Relations Writing (Credit Hours: 3)
- JMC 492 - Ad/PR Campaigns (Credit Hours: 3)
- JMC 495 - JMC Internship (Credit Hours: 1) (capstone course)

Choose ~~2~~3 of the following courses:

- JMC 367 - Social Media (Credit Hours: 3)
- JMC 390 - Advertising Creativity and Copy Writing (Credit Hours: 3)
- JMC 391 - Ad/PR Media Planning (Credit Hours: 3)
- JMC Elective (JMC 100 - JMC 499) - (Credit Hours: 3)

Total: ~~40~~25 Credit Hours

Support Field or Minor

~~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.~~

~~Choose from any field. A support field consists of 15 hours, of which 6 must be advanced selections. Requirements for a formal minor are set by each department and may vary in hours.~~

- Lower selections Credit Hours: 9
- Advanced selections Credit Hours: 6

Total: 15 Credit Hours

Supplement for Major

- PSYC 120 - Introduction to Psychology (Credit Hours: 3) *
- SOCI 111 - Introduction to Sociology (Credit Hours: 3) *
- MKTG 320 - Principles of Marketing (Credit Hours: 3)
- MGMT 330 - Management and Organizational Behavior (Credit Hours: 3)
- BUSA 419 - International Business (Credit Hours: 3)
- SOCI 415 - Social Research (Credit Hours: 3)
- SOCI 416 - Social Statistics (Credit Hours: 3) COMM 291 - Survey Methods and Research (Credit Hours: 3)

**Hours may also fulfill university requirements and are not included in total major hours. *COBA hours may be included in the 15-hour support field or be included in the 5-hour elective block.*

Total: 12 Credit Hours

**COBA hours may be included in the 15-hour support field or be included in the 5-hour elective block.*

Electives

Minimum ~~(maximum of 3 hours may be JMC)~~ 5 Credit Hours

Total Major Hours: 72

Other Graduation Requirements

Minimum GPA in major 2.00

Minimum GPA for graduation 2.25

Minimum number of hours outside JMC: 72 Credit Hours

Minimum advanced hours: 33 Credit Hours

Minimum total hours: 128 Credit Hours

Curriculum Revision Proposal
January 15, 2019

KEY	
strikethrough = removed from requirements	highlight = updated title or label

CURRENT DEGREE PLAN

PROPOSED DEGREE PLAN

Advertising/Public Relations, BS (JAPR)

~~Journalism and Mass Communication Core~~

- JMC 100 - Media Issues (Credit Hours: 3) *
- ~~JMC 201 - Introduction to Visual Media (Credit Hours: 3)~~
- JMC 302 - Introduction to Race and Media (Credit Hours: 1)
- JMC 303 - Colloquium in Race and Media (Credit Hours: 1) (twice)
- JMC 351 - Web Publishing (Credit Hours: 3)
- JMC 342 - Communication Design (Credit Hours: 3)
- JMC 488 - Communication Law (Credit Hours: 3) (writing-intensive & capstone course)
- JMC 495 - JMC Internship (Credit Hours: 1) (capstone course)

*Hours may also fulfill university requirements and are not included in total major hours

Total: ~~16 Credit Hours~~

~~Advertising/Public Relations Core~~

- ~~JMC 102 - Creating Media Messages (Credit Hours: 3)~~
- ~~or~~
- JMC 223 - ~~Convergence Reporting~~ + Media Writing (Credit Hours: 3)
- JMC 321 - Student Media Lab (Credit Hours: 0) (2 semesters required; 1 must be with student-run AD/PR agency)
- JMC 347 - Principles of Public Relations (Credit Hours: 3)

Advertising/Public Relations, BS (JAPR)

Media Studies

- JMC 100 - Media Issues (Credit Hours: 3) *
- JMC 302 - Introduction to Race and Media (Credit Hours: 1)
- JMC 303 - Colloquium in Race and Media (Credit Hours: 1) (twice)
- JMC 488 - Communication Law (Credit Hours: 3) (writing-intensive & capstone course).

*Hours may also fulfill university requirements and are not included in total major hours

Total: 6 Credit Hours

Digital Media

- JMC 165 - Media Maker (Credit Hours: 3)
- JMC 351 - Web Publishing (Credit Hours: 3)
- JMC 342 - Communication Design (Credit Hours: 3)

Total: 9 Credit Hours

Professional Practice

- JMC 224 - Media Writing (Credit Hours: 3)
- JMC 321 - Student Media Lab (Credit Hours: 0) (2 semesters required; 1 must be with student-run AD/PR agency)
- JMC 347 - Principles of Public Relations (Credit Hours: 3)
- JMC 348 - Principles of Advertising (Credit Hours: 3)

- JMC 348 - Principles of Advertising (Credit Hours: 3)
- JMC 389 - Public Relations Writing (Credit Hours: 3)
- JMC 492 - Ad/PR Campaigns (Credit Hours: 3)
- ~~JMC Elective (JMC 100 - JMC 499) - (Credit Hours: 3)~~

Advertising/Public Relations Menu

Choose 2 of the following courses:

- JMC 367 - Social Media (Credit Hours: 3)
- JMC 390 - Advertising Creativity and Copy Writing (Credit Hours: 3)
- JMC 391 - Ad/PR Media Planning (Credit Hours: 3)

Total: 40 Credit Hours

Support Field or Minor

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 selections Credit Hours: 9
- Advanced selections Credit Hours: 6

Total: 15 Credit Hours

Supplement for Major

- PSYC 120 - Introduction to Psychology (Credit Hours: 3) *
- or
- SOCI 111 - Introduction to Sociology (Credit Hours: 3) *
- MKTG 320 - Principles of Marketing (Credit Hours: 3)

- JMC 389 - Public Relations Writing (Credit Hours: 3)
- JMC 492 - Ad/PR Campaigns (Credit Hours: 3)
- JMC 495 - JMC Internship (Credit Hours: 1) (capstone course)

Choose 3 of the following courses:

- JMC 367 - Social Media (Credit Hours: 3)
- JMC 390 - Advertising Creativity and Copy Writing (Credit Hours: 3)
- JMC 391 - Ad/PR Media Planning (Credit Hours: 3)
- JMC Elective (JMC 100 - JMC 499) - (Credit Hours: 3)

Total: 25 Credit Hours

Support Field or Minor

Choose from any field. A support field consists of 15 hours, of which 6 must be advanced selections. Requirements for a formal minor are set by each department and may vary in hours.

- Lower selections: 9 Credit Hours
- Advanced selections: 6 Credit Hours

Total: 15 Credit Hours

Supplement for Major

- PSYC 120 - Introduction to Psychology (Credit Hours: 3) *
- or
- SOCI 111 - Introduction to Sociology (Credit Hours: 3) *
- MKTG 320 - Principles of Marketing (Credit Hours: 3)

- MGMT 330 - Management and Organizational Behavior (Credit Hours: 3)
- BUSA 419 - International Business (Credit Hours: 3)
- SOCI 415 - Social Research (Credit Hours: 3)
or
- ~~SOCI 416 - Social Statistics (Credit Hours: 3)~~

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

Total: 12 Credit Hours

~~*COBA hours may be included in the 15-hour support field or be included in the 5-hour elective block.~~

Electives

Minimum ~~(maximum of 3 hours may be JMC)~~ - 5 Credit Hours

Total Major Hours: 72

Other Graduation Requirements

Minimum GPA in major 2.00
Minimum GPA for graduation 2.25
Minimum number of hours outside JMC: 72 Credit Hours
Minimum advanced hours: 33 Credit Hours
Minimum total hours: 128 Credit Hours

- MGMT 330 - Management and Organizational Behavior (Credit Hours: 3)
- BUSA 419 - International Business (Credit Hours: 3)
- SOCI 415 - Social Research (Credit Hours: 3)
or
- COMM 291 - Survey Methods and Research (Credit Hours: 3)

*Hours may also fulfill university requirements and are not included in total major hours. COBA hours may be included in the 15-hour support field or be included in the 5-hour elective block.

Total: 12 Credit Hours

Electives

Minimum - 5 Credit Hours

Total Major Hours: 72

Other Graduation Requirements

No change

Lynette Sharp Peña to me

Dec 7

Kenneth,

As we discussed earlier today, our department is putting a new research methods course through councils this Spring, COMM 291 (Survey Methods & Research). I believe this content would be a good fit for your majors. While it will be the required research tool for majors in our department, we will have enough seats for your majors, too. If you would like to add this course to your major requirements for one or more majors, you please feel free to do so. Please let me know if you have any questions.

Blessings,
Lynette

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Chair, Department of Communication & Sociology
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