

Approval Chart for Curriculum Changes

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

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

Minor revision (11) to update course selection and incorporate new courses created through the 20/20 Teaching Innovation Grant.

See attached documentation.

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.	Course term(s)	A	I	A	I				I	I
4.	Content (substantive change)	A	A	A	I				A	A
5.	Number of hours (lecture, lab, contact)	A	A	A	A				A	A
6.	Course number within the hundred	A	A	I	I				I	I
7.	Course number beyond the hundred	A	A	A	A				A	A
8.	Prerequisites	A	A	A	I				I	I
9.	Course fee(s)	A	--	A	--				A	I
10.	From U to G <i>or</i> G to U	A	A	A	A				A	A
11.	Cross list with another department: U or G level	A	A	A	A				A	A
12.	Department of record	A	A	A	A				A	A
13.	Open or close a course	A	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	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							Board of Trustees
Change to a Degree Plan		Dept./School	College Academic	Deans	TEC	UGEC	UUAC	GRAD	
1.	University Requirements — Change in approved course content ⁶	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	--
3.	University Requirements — Add or drop a course from a menu within the University Requirements ⁶	A	--	--		A		A	--
4.	University Requirements — Change hours within a menu on the University Requirements chart ⁶	A	A	A		A		A	--
5.	Major — Revision of major ^{4,5}	A	A	A		A		A	--
6.	Major — Adopt or change admission requirements	A	A	A		A		A	--
7.	Major — Add ^{4,5}	A	A	A		A		A	I
8.	Major — Discontinue (proposed by the department or college)	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	--
11.	Minor — Revise course selection	A	A	A		I		I	--
12.	Minor — Add	A	A	A		A		A	--
13.	Minor — Discontinue (proposed by the department or college)	A	A	A		A		A	--
14.	Minor — Discontinue (proposed by the Provost)	See below.							
15.	Degree — Add	A	A	A		A		A	I
16.	Degree — Discontinue (proposed by the department or college)	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	--

		COUNCIL ³							Board of Trustees
Provost-Proposed Change		Provost	Department	Dean	TEC	UUAC	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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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.

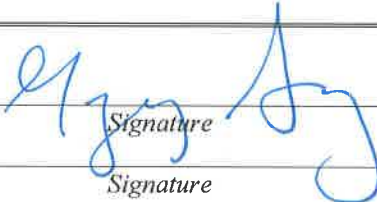
⁷ The UUAC approved the clarification that "general requirements for graduation" means the enumerated items in the "General Requirements for Bachelor's Degrees" section of the catalog.

Revised 3-8-17

Curriculum/Catalog Changes Signature Page

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

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

	Dean(s)
Signature	3/4/19
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 Minor (ADPR)

Before being admitted to a program, a student must satisfy the requirements listed in the ACT/SAT Placement Information section of this catalog. Before enrolling in ~~JMC 102 – Creating Media Messages~~ or in ~~JMC 223 – Convergence Reporting~~ ~~JMC 224 – Media Writing~~, a student must make a score of 70 or higher on the Grammar, Punctuation and Spelling Exam or have an ACT English score of 24, an SAT Critical Reading (prior to March 1, 2016) score of 550, or an SAT Reading + Writing (after March 1, 2016) score of 590.

Advertising/Public Relations (Ad/PR)

- ~~JMC 165 – Media Maker (Credit Hours: 3)~~
- ~~JMC 102 – Creating Media Messages (Credit Hours: 3)~~
or
- ~~JMC 223 – Convergence Reporting~~ ~~JMC 224 – Media Writing~~ (Credit Hours: 3)

- ~~JMC 347 – Principles of Public Relations (Credit Hours: 3)~~
or
- ~~JMC 348 – Principles of Advertising (Credit Hours: 3)~~

- ~~JMC 488 – Communication Law (Credit Hours: 3) (writing-intensive course)~~
- ~~JMC 492 – Ad/PR Campaigns (Credit Hours: 3)~~
- ~~JMC 389 – Public Relations Writing (Credit Hours: 3)~~
or
- ~~JMC 390 – Advertising Creativity and Copy Writing (Credit Hours: 3)~~
or
- ~~JMC 391 – Ad/PR Media Planning (Credit Hours: 3)~~

Choose 1 of the following courses:

- - ~~JMC 367 – Social Media (Credit Hours: 3)~~
 - ~~JMC 389 – Public Relations Writing (Credit Hours: 3)~~
or
 - ~~JMC 390 – Advertising Creativity and Copy Writing (Credit Hours: 3)~~
or
 - ~~JMC 391 – Ad/PR Media Planning (Credit Hours: 3)~~ ~~JMC 488 – Communication Law (Credit Hours: 3) (writing-intensive course)~~
 - ~~JMC 492 – Ad/PR Campaigns (Credit Hours: 3)~~
• ~~JMC Elective (JMC 100-499) (Credit Hours: 3)~~

Total: 18 Credit Hours

Curriculum Revision Proposal
January 15, 2019

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

CURRENT MINOR

PROPOSED MINOR

Advertising/Public Relations Minor (ADPR)

Before being admitted to a program, a student must satisfy the requirements listed in the ACT/SAT Placement Information section of this catalog. Before enrolling in ~~JMC 102 - Creating Media Messages~~ or in ~~JMC 223 - Convergence Reporting I~~ + Media Writing, a student must make a score of 70 or higher on the Grammar, Punctuation and Spelling Exam or have an ACT English score of 24, an SAT Critical Reading (prior to March 1, 2016) score of 550, or an SAT Reading + Writing (after March 1, 2016) score of 590.

Advertising/Public Relations (Ad/PR)

- ~~JMC 102 - Creating Media Messages~~ (Credit Hours: 3)
or
- JMC 223 - Convergence Reporting I (Credit Hours: 3)
- JMC 347 - Principles of Public Relations (Credit Hours: 3)
or
- JMC 348 - Principles of Advertising (Credit Hours: 3)
- JMC 389 - Public Relations Writing (Credit Hours: 3)
or
- JMC 390 - Advertising Creativity and Copy Writing (Credit Hours: 3)
or
- JMC 391 - Ad/PR Media Planning (Credit Hours: 3)
- JMC 488 - Communication Law (Credit Hours: 3) (writing-intensive course)
- JMC 492 - Ad/PR Campaigns (Credit Hours: 3)
- ~~JMC Elective (JMC 100-499)~~ (Credit Hours: 3)

Total: 18 Credit Hours

Advertising/Public Relations Minor (ADPR)

Before being admitted to a program, a student must satisfy the requirements listed in the ACT/SAT Placement Information section of this catalog. Before enrolling in JMC 224 - Media Writing, a student must make a score of 70 or higher on the Grammar, Punctuation and Spelling Exam or have an ACT English score of 24, an SAT Critical Reading (prior to March 1, 2016) score of 550, or an SAT Reading + Writing (after March 1, 2016) score of 590.

- JMC 165 - Media Maker (Credit Hours: 3)
- JMC 224 - Media Writing (Credit Hours: 3)
- JMC 347 - Principles of Public Relations (Credit Hours: 3)
or
- JMC 348 - Principles of Advertising (Credit Hours: 3)
- JMC 488 - Communication Law (Credit Hours: 3) (writing-intensive course)
- JMC 492 - Ad/PR Campaigns (Credit Hours: 3)

Choose 1 of the following:

- JMC 367 - Social Media (Credit Hours: 3)
- JMC 389 - Public Relations Writing (Credit Hours: 3)
- JMC 390 - Advertising Creativity and Copy Writing (Credit Hours: 3)
- JMC 391 - Ad/PR Media Planning (Credit Hours: 3)

Total: 18 Credit Hours