

Abilene Approval Chart for Curriculum Changes

A = Approve I = Information Item R = Respond in Writing

Course Number _____ or Degree Plan(s) JAPR

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

See attached changes to major requirements.

Indicate the requested change.

	Change to a Course	Dept./School ¹	College	Dean	TEC	UGEC	AUAC/Grad	Provost	President
1.	Title (description unchanged)	A	A	A	I	–	I	I	I
2.	Description (not affecting content)	A	A	A	I	–	I	I	I
3.	Course term(s)	A	I	A	I	–	I	I	I
4.	Content (change of course outcomes)	A	A	A	I	–	I	A	I
5.	Number of hours (lecture, lab, contact)	A	A	A	A	–	A	A	I
6.	Course number within the hundred	A	A	I	I	–	I	I	I
7.	Course number beyond the hundred	A	A	A	A	–	A	A	I
8.	Prerequisites	A	A	A	I	–	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	I
11.	Cross-list course	A	A	A	A	–	A	A	I
12.	Department of record	A	A	A	A	–	A	A	I
13.	Close a course	A	A	A	A	–	A	A	I
14.	New course (includes combining or splitting courses)	A	A	A	A	–	A	A	I

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	Change to the University Requirements (All Campuses)	Dept./School¹	College	Dean	TEC	UGEC	AUAC/Grad	Provost	Faculty	President	Trustees
1.	University Requirements — Change course outcomes of an included course ²	A	A	A	–	A	–	A	–	A	–
2.	University Requirements — Add or drop a required course from the University Requirements ²	A	A	A	–	A	–	A	A	A	–
3.	University Requirements — Add or drop a course from a menu within the University Requirements ²	A	–	–	–	A	–	A	–	A	–
4.	University Requirements — Change hours within a menu in the University Requirements ²	A	A	A	–	A	–	A	A	A	–
	Change to Catalog Information (for Campus)										
1.	General Requirements for Bachelor's Degrees and Associate's Degrees	–	–	–	–	–	A	A	A	A	–
2.	Policies governing academic probation and suspension	–	–	–	–	–	A	A	A	A	–
3.	Requirements for graduating with honors	–	–	–	–	–	A	A	A	A	–
	Change to a Degree Plan Proposed by Faculty or College										
5.	Educational Program — Revise ³	A	A	A	A	–	A	A	–	A	–
6.	Educational Program — Adopt/change admission requirements	A	A	A	A	–	A	A	–	A	–
7.	Educational Program — Add ³	A	A	A	A	–	A	A	A	A	I
8.	Educational Program — Discontinue	A	A	A	A	–	A	A	A	A	I
9.	GPA — Revise program-required GPAs	A	A	A	A	–	A	A	–	A	–
10.	Minor — Revise	A	A	A	I	–	I	I	–	I	–
11.	Minor — Add	A	A	A	A	–	A	A	–	A	–
12.	Minor — Discontinue	A	A	A	A	–	A	A	–	A	–
13.	Degree — Add	A	A	A	A	–	A	A	A	A	I
14.	Degree — Discontinue	A	A	A	A	–	A	A	A	A	I
	Change to a Degree Plan Proposed By Provost										
15.	Educational Program — Discontinue	R	–	R	A	–	A	A	A	A	I
16.	Minor — Discontinue	R	–	R	A	–	A	A	–	A	–
17.	Degree — Discontinue	R	–	R	A	–	A	A	A	A	I

¹ 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.

² Courses that satisfy ACU's University Requirements 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.

³ For undergraduate majors, a minimum of 30 hours is required. These programs must have a minimum of 6 elective hours, unless the requirements of external accrediting bodies make it impossible.

Revised 8-29-22

Department/School Chair(s)	
 _____ <i>Signature</i>	March 15, 2023 _____ <i>Approval date</i>
_____ <i>Signature</i>	_____ <i>Approval date</i>

College Academic Council(s)	
 _____ <i>Signature</i>	Apr 12, 2023 _____ <i>Approval date</i>
_____ <i>Signature</i>	_____ <i>Approval date</i>

Dean(s)	
 _____ <i>Signature</i>	Apr 19, 2023 _____ <i>Approval date</i>
_____ <i>Signature</i>	_____ <i>Approval date</i>

Teacher Education Council	
_____ <i>Chair's signature</i>	_____ <i>Approval date</i>

University General Education Council	
_____ <i>Chair's signature</i>	_____ <i>Approval date</i>

Abilene Undergraduate Academic Council	
_____ <i>Chair's signature</i>	_____ <i>Approval date</i>

Graduate Council	
_____ <i>Chair's signature</i>	_____ <i>Approval date</i>

Provost	
_____ <i>Signature</i>	_____ <i>Approval date</i>

Faculty	
_____ <i>Chair of Faculty Senate</i>	_____ <i>Approval date</i>

President	
_____ <i>Signature</i>	_____ <i>Approval date</i>

Advertising/Public Relations, BS (JAPR)

University Requirements

Please see the [University Requirements](#) section of this catalog.

Major Requirements

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 I](#) Credit Hours: 3
- ~~[JMC 166 - Media Maker II](#) Credit Hours: 3~~
- [JMC 342 - Communication Design](#) Credit Hours: 3
- [JMC 351 - Web Publishing](#) Credit Hours: 3

Total: 9 ~~12~~ 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 349 Principles of Strategic Communication](#) Credit Hours 3
- [JMC 367 - Social Media](#) 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 6 hours from the following:

- ~~[JMC 367 - Social Media](#) Credit Hours: 3~~
- [JMC 166 - Media Maker II](#) 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 100-499) Credit Hours: 3

Total: 22 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 Credit Hours: 9
- Advanced selections Credit Hours: 6

Total: 15 Credit Hours

Supplement for Major

- [PSYC 120 - Introduction to Psychology](#) Credit Hours: 3 *

- *or*
- [SOC 111 - Introduction to Sociology](#) Credit Hours: 3 *
- [MKTG 320 - Principles of Marketing](#) Credit Hours: 3
- [MGMT 330 - Management and Organizational Behavior](#) Credit Hours: 3
- [MKTG 388: Digital Marketing](#) Credit Hours: 3
- ~~[BUSA 419 - International Business](#) Credit Hours: 3 *~~
- [SOC 415 - Social Research](#) Credit Hours: 3
- *or*
- [COMM 291 - Survey Research Methods](#) 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: 15 ~~12~~ Credit Hours

Electives

Minimum - ~~5~~7 Credit Hours

Total Major Hours: ~~72~~74

Other Graduation Requirements

Minimum GPA in major: 2.00

Minimum GPA for graduation: 2.25

Minimum number of hours outside JMC: 72

Minimum advanced hours: 33

Minimum total hours: 128

*Courses numbered 0** do not count in Minimum hours required for degree.*

AD/PR, BS: CURRENT	72	AD/PR, BS: REVISED	74	
GENERAL EDUCATION	56	GENERAL EDUCATION	54	
TOTAL	128	TOTAL	128	
MEDIA STUDIES	6	MEDIA STUDIES	6	
JMC 100: Media Issues (3*)	0	JMC 100: Media Issues (3*)	0	
JMC 302: Intro to Race & Media	1	JMC 302: Intro to Race & Media	1	
JMC 303: Colloquy in Race & Media	2	JMC 303: Colloquy in Race & Media	2	
JMC 488: Communication Law	3	JMC 488: Communication Law	3	
DIGITAL MEDIA	12	DIGITAL MEDIA	9	
JMC 165: Media Maker I	3	JMC 165: Media Maker I	3	
JMC 165: Media Maker II	3	JMC 165: Media Maker II	3	moved to menu
JMC 342: Communication Design	3	JMC 342: Communication Design	3	
JMC 351: Web Publishing	3	JMC 351: Web Publishing	3	online
PROFESSIONAL PRACTICE	22	PROFESSIONAL PRACTICE	25	
JMC 224: Media Writing	3	JMC 224: Media Writing	3	
JMC 321: Student Media Lab (2 sem.)	0	JMC 321: Student Media Lab (2 sem.)	0	
JMC 347: Principles of Public Relations	3	JMC 347: Principles of Public Relations	3	
JMC 348: Principles of Advertising	3	JMC 348: Principles of Advertising	3	
JMC 389: Public Relations Writing	3	JMC 349: Principles of Strategic Commu	3	new course
JMC 492: Ad/PR Campaigns	3	JMC 367: Social Media	3	moved from menu
JMC 495: JMC Internship	1	JMC 389: Public Relations Writing	3	
		JMC 492: Ad/PR Campaigns	3	
		JMC 495: JMC Internship	1	
Choose 2:	6	Choose 3:	9	
- JMC 390: Ad Creativity and Copy	3	- JMC 165: Media Maker II	3	moved from above
- JMC 391: Ad/PR Media Planning	3	- JMC 390: Ad Creativity and Copy	3	
- JMC 367: Social Media	3	- JMC 391: Ad/PR Media Planning	3	
- JMC Elective	3	- JMC 367: Social Media	3	
		- JMC Elective	3	
SUPPLEMENTAL MENU	12	SUPPLEMENTAL MENU	12	
PSYC 120: Intro to Psychology or SOCI 111: Intro to Sociology (3*)	0	PSYC 120: Intro to Psychology or SOCI 111: Intro to Sociology (3*)	3	
SOCI 415: Social Research or COMM 291: Survey Methods and Res	3	SOCI 415: Social Research or COMM 291: Survey Methods and Re	3	
MKTG 320: Principles of Marketing	3	MKTG 320: Principles of Marketing	3	
MGMT 330: Management and Organizat	3	MGMT 330: Management and Organizat	3	
BUSA 419: International Business	3	MKTG 388: Digital Marketing	3	Letter of support received from COBA
		BUSA 419: International Business	3	
SUPPORT FIELD / MINOR	15	SUPPORT FIELD / MINOR	15	
ELECTIVES	5	ELECTIVES	7	
*Hours may also fulfill university requirements and are not included in total major hours				

MKTG 340

Jennifer Golden <jennifer.golden@acu.edu>
To: Kenneth Pybus <kenneth.pybus@acu.edu>
Cc: Mark Phillips <mhp04a@acu.edu>, Karley Adrion <kna11a@acu.edu>

Thu, Oct 20, 2022 at 12:15 PM

Hello Kenneth -

I hope you are doing well!

Yes - the course will be available for your students to take and would love to have more. I strangely only had nine students in that class this past term so I am very happy to see some more students. I also had several Ad / PR students in the past take this course when I offered it during the 2012-2015 time frame. Having them in the class makes it a much better experience for everyone. I am very excited.

The course is going through council to be listed as MKTG 388 for the 2023-2024 calendar year.

Blessings!
Jennifer
[Quoted text hidden]



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