

Abilene Approval Chart for Curriculum Changes

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

Course Number:

or Degree Plan(s): BS in Advertising and Public Relations

(JAPR)

- Remove SOCI 111 Intro to Sociology from the Supplemental Menu
- Replace BUSA 419 International Business in the Supplemental Menu with MKTG 388 Digital Marketing

See attached sheet for further explanation. The removal of SOCI 111 Intro to Sociology, which will require PSYC 120 Intro to Psychology will result in greater consistency of experience among the majors. The addition of MKTG 388 Digital Marketing is a response to potential employers' growing demand for students with digital marketing proficiency among the broad cross-section of our graduates.

		Dept./School	College	Dean	TEC	AUAC/Grad	Provost
	Campus-Level Academic Review¹						
	Change to a Course Include signatures from all chairs/program directors for cross-listed courses. ¹						
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 (change of course outcomes)	A	A	A	I	I	A
5.	Number of credit hours	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 restriction (e.g., majors only, junior standing)	A	A	A	A	A	A
10.	Level change (U to G or G to U)	A	A	A	A	A	A
11.	Cross list course	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
	Change to a Degree Plan						
14.	Educational Program — Revise	A	A	A	A	A	A
15.	Educational Program — Adopt/revise admission requirements	A	A	A	A	A	A
16.	GPA — Revise program-required GPA	A	A	A	A	A	A
17.	Minor — Revise	A	A	A	A	A	A

		Dept./School	College	Dean	TEC	AUAC/Grad	Provost	Campus Faculty	Senior VPAA	President
	Full Review									
	Change to Catalog Information (for Campus)									
18.	General requirements for Bachelor's and Associate Degrees	-	-	-	-	A	A	A	A	I
19.	Policies governing academic probation and suspension	-	-	-	-	A	A	A	A	I
20.	Requirements for graduating with honors	-	-	-	-	A	A	A	A	I
	Change to a Degree Plan									
21.	Educational Program — Add or Discontinue ²³	A	A	A	A	A	A	A	A	I
22.	Educational Program — Discontinue (Provost-proposed)	R	-	R	A	A	A	A	A	I
23.	Minor — Add or Discontinue	A	A	A	A	A	A	-	A	I
24.	Minor — Discontinue (Provost-proposed)	R	-	R	A	A	A	-	A	I
25.	Degree — Add or Discontinue	A	A	A	A	A	A	A	A	I
26.	Degree — Discontinue (Provost-proposed)	R	-	R	A	A	A	A	A	I

		Dept./School	College	Dean	AUAC	Provost	UGEC	University Faculty	Senior VPAA	President
	Change to General Education Requirements for Undergraduates (System)									
27.	Change course outcomes of an included course	A	A	A	A	A	A	-	A	I
28.	Add or drop a required course from the General Education Requirements	A	-	A	-	A	A	A	A	I
29.	Add or drop a course from a menu within the General Education Requirements	A	-	A	-	A	A	-	A	I
30.	Comprehensive revision of General Education Requirements	-	-	-	-	A	A	A	A	I

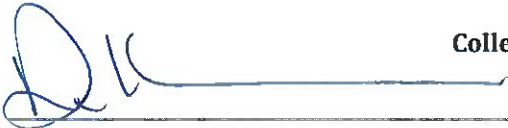
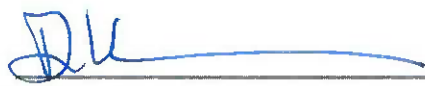
Notes

² Any change to a cross-listed course requires the signature of both department chairs or program directors overseeing the course to ensure that the courses stay in sync. This includes courses taught at other campuses (e.g. BIBL 101 and BIBO 101).

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. Master's programs must include a minimum of 30 hours, and doctoral programs must include a minimum of 30 hours beyond the master's.

⁴ When a department/school or dean proposes closing a program, approval routing follows the typical process beginning with the department/school. An administrative proposal by the provost or senior vice president for academic affairs would follow the "provost-proposed" routing on the chart.

Updated 8/1/2023

		Department/School(s)
		1-20-25
Chair Signature		Date
		1-20-25
Chair/Program Director Signature		Date
		College Academic Council(s)
		1-24-25
Chair Signature		Date
Chair Signature		Date
		Dean(s)
		1-24-25
Signature		Date
Signature		Date
Signature		Date
Teacher Education Council		
Signature		Date
Campus Academic Council: Abilene Undergraduate or Abilene Graduate		
Signature		Date
Provost		

Signature

Date

University General Education Council

Signature

Date

University Faculty

Abilene Faculty Senate Chair signature

Date

Dallas Faculty Council Chair signature

Date

Senior Vice President for Academic Affairs

Signature

Date

President

Signature

Date

AD/PR, BS: CURRENT	74	AD/PR, BS: REVISED	74	
GENERAL EDUCATION	54	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	9	DIGITAL MEDIA	9	
JMC 165: Media Maker I	3	JMC 165: Media Maker I	3	
JMC 342: Communication Design	3	JMC 342: Communication Design	3	
JMC 351: Web Publishing	3	JMC 351: Web Publishing	3	
PROFESSIONAL PRACTICE	25	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 349: Principles of Strategic Commu	3	JMC 349: Principles of Strategic Commu	3	
JMC 367: Social Media	3	JMC 367: Social Media	3	
JMC 389: Public Relations Writing	3	JMC 389: Public Relations Writing	3	
JMC 492: Ad/PR Campaigns	3	JMC 492: Ad/PR Campaigns	3	
JMC 495: JMC Internship	1	JMC 495: JMC Internship	1	
Choose 3:	9	Choose 3:	9	
- JMC 165: Media Maker II	3	- JMC 165: Media Maker II	3	
- JMC 390: Ad Creativity and Copy	3	- JMC 390: Ad Creativity and Copy	3	
- JMC 391: Ad/PR Media Planning	3	- JMC 391: Ad/PR Media Planning	3	
- JMC Elective	3	- JMC Elective	3	
SUPPLEMENTAL MENU	12	SUPPLEMENTAL MENU	12	
PSYC 120: Intro to Psychology or SOCI 111: Intro to Sociology	3	PSYC 120: Intro to Psychology	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 Organizati	3	MGMT 330: Management and Organizati	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	7	ELECTIVES	7	
*Hours may also fulfill university requirements and are not included in total major hours				



Karley Adrion <kna11a@acu.edu>

MKTG 388 Course Addition for Ad/PR Degree

Phil Vardiman <pxv02b@acu.edu>

Fri, Jan 24, 2025 at 11:10 AM

To: Jennifer Golden <jennifer.golden@acu.edu>

Cc: Karley Adrion <karley.adrion@acu.edu>, Kenneth Pybus <kenneth.pybus@acu.edu>, Laura Phillips <lcp05a@acu.edu>

I agree. This looks great.

Phil

On Fri, Jan 24, 2025 at 10:32AM Jennifer Golden <jennifer.golden@acu.edu> wrote:

Hi Karley -

I spoke with Laura this morning and we are in full support of this ...

Currently we offer MKTG388 every spring.

JDG

On Thu, Jan 23, 2025 at 3:56 PM Karley Adrion <karley.adrion@acu.edu> wrote:

Hi all,

Just following up on my last email. We're scheduled to present this change, along with a few others, to the CAHSS academic council tomorrow. If you have a moment to provide a quick confirmation, I'd really appreciate it! An email response works perfectly.

For context, we anticipate this change could bring an estimated 10 Ad/PR majors into the class over an academic year.

Thanks!

Karley Adrion, Assistant Professor

Dept. of Journalism and Mass Comm., Abilene Christian University

[Book a Meeting \(Students\)](#)

On Mon, Jan 20, 2025 at 3:27 PM Karley Adrion <karley.adrion@acu.edu> wrote:

Dr. Vardiman and Dr. Golden,

I wanted to reach out and inquire if we have approval to add MKTG 388 Digital Marketing to the Ad/PR degree plan. It would effectively replace BUSA 419 International Business as one of the "Supplement for Major" credits.

We previously discussed this change in fall 2022. However, since MKTG 388 wasn't an established course yet, the change wasn't implemented. I'm hoping we can revisit and discuss.

Thank you!

Karley

Karley Adrion

Assistant Professor

Dept. of Journalism and Mass Communication

Abilene Christian University

Advisor

Morris+Mitchell Student-Run Advertising Agency

Book a Meeting (Students)



Dr. Jennifer Golden
Assistant Professor of Marketing

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