

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**

- Remove SOCI 415 Social Research from the Supplemental Menu. This course will be closed at the end of this catalog year and is currently not being offered. This course closure is the result of the closure of the Sociology Degree in the spring of 2025.

The removal of SOCI 415 Social Research, which will require COMM 291 Survey Research Methods, will result in greater consistency of experience among the majors.

		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	TBC	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

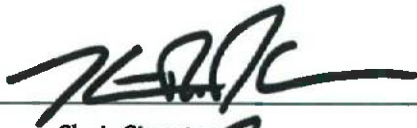
Notes

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

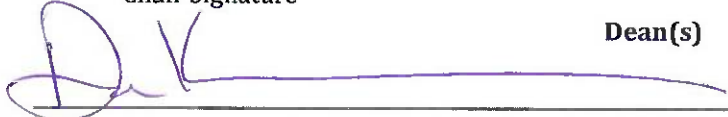
 Department/School(s) 9-30-2025

Chair Signature Date
9-30-2025

Chair/Program Director Signature Date

 College Academic Council(s) 10-7-2025

Chair Signature Date

 Dean(s) 10-7-2025

Signature Date

Signature Date

Campus Academic Council:
Abilene Undergraduate or Abilene Graduate

Signature Date

Provost

Signature	Date
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University General Education Council

Signature	Date
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University Faculty

Abilene Faculty Senate Chair signature	Date
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Dallas Faculty Council Chair signature	Date
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Senior Vice President for Academic Affairs

Signature	Date
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President

Signature	Date
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Abilene Christian University

2025-2026 Catalog

Advertising/Public Relations, BS (JAPR)

General Education Requirements

Please see the [General Education](#) 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 general education requirements and are not included in total major hours

Total: 6 Credit Hours

Digital Media

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

Total: 9 Credit Hours

Professional Practice

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- [JMC 224 - Media Writing](#) Credit Hours: 3
 - [JMC 321 - Student Media Lab](#) Credit Hours: 0 (2 semesters required at Morris+Mitchell)
 - [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 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
 - [MKTG 320 - Principles of Marketing](#) Credit Hours: 3
 - [MGMT 330 - Management and Organizational Behavior](#) Credit Hours: 3
 - [MKTG 388 - Digital Marketing](#) Credit Hours: 3
 - ~~[SOCL 415 - Social Research](#) Credit Hours: 3~~ **Remove course**
 - or
 - [COMM 291 - Survey Research Methods](#) Credit Hours: 3
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COBA hours may be included in the 15-hour support field or be included in the 7-hour elective block.

Total: 15 Credit Hours

Electives

Minimum - 7 Credit Hours

Total Major Hours: 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.*
