

Abilene Approval Chart for Curriculum Changes

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

Course Number: _____ or Degree Plan(s): **BS in Graphic Design/Advertising**

JMC 348 Principles of Advertising is no longer offered by the JMC Department; thus, we need to remove it from our degree requirements and replace it with the course that replaced it, JMC 349 Principles of Strategic Communication. All other aspects of this degree remain the same. See the attached email from Kenneth Pybus.

		Dept./School	College	Dean	T&C	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

		Chair	Assoc. Chair	Assoc. Prof.	Asst. Prof.	Asst. Dir.	Asst. Dir.	Asst. Dir.	Asst. Dir.	Asst. Dir.
	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 ^{2 3}	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

	Change to General Education Requirements for Undergraduates (System)	Chair	Assoc. Chair	Assoc. Prof.	Asst. Prof.	Asst. Dir.	Asst. Dir.	Asst. Dir.	Asst. Dir.	Asst. Dir.
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.

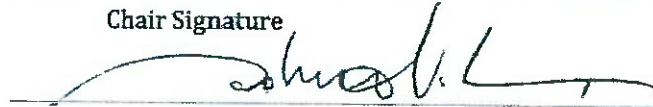
⁴ When a department/school or dean proposes closing a program, approval routing follows the typical process beginning with the department/school. An administrative proposal by the provost or senior vice president for academic affairs would follow the "provost-proposed" routing on the chart.

Department/School(s)

 11-6-26

Chair Signature

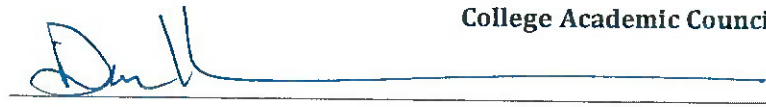
Date

 11-6-26

Chair/Program Director Signature

Date

College Academic Council(s)

 11-21-26

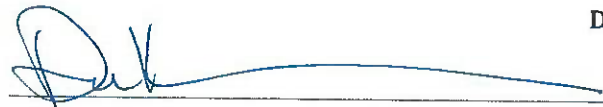
Chair Signature

Date

Chair Signature

Date

Dean(s)

 11-21-26

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

For Students Entering Fall 2026

Symbol Key: † Freshman Requirement. @ Course typically available in a summer term.

- This course or its equivalent is offered at one of ACU's semester-long Study Abroad sites. Those planning to study abroad should save these courses. See www.acu.edu/study-abroad for updated courses.
- *Must have prior video production experience & permission of instructor



Dana Kennamer <dlk20b@acu.edu>

Fwd: Need an Email Confirmation

3 messages

Kenneth Pybus <kenneth.pybus@acu.edu>
To: Dana Kennamer <dana.kennamer@acu.edu>

Tue, Nov 11, 2025 at 3:57 PM

Kenneth R. Pybus, J.D., Ph.D.
Professor and Chair, Department of Journalism and Mass Communication
Abilene Christian University
ACU Box 27892
Abilene, Texas 79699
325-674-2553

----- Forwarded message -----

From: **Kenneth Pybus** <kenneth.pybus@acu.edu>
Date: Tue 11 Nov 2025 at 3:12 p.m.
Subject: Re: Need an Email Confirmation
To: Robert Green <greenr@acu.edu>

Robert and Dana,

I have looked over this Degree Plan Approval Chart, and I approve of this change. It will allow us to close the JMC 368 Principles of Advertising course, which we no longer offer.

Kenneth

On Tue, Nov 11, 2025 at 2:15 PM Robert Green <greenr@acu.edu> wrote:
Kenneth,

You'll be happy to know that we are finally amending our BS degree in Graphic Design/Advertising to reflect the switch from JMC 348 to JMC 349. I'm attaching a copy of our pending approval form. Dana Kennamer asked that I solicit a letter of affirmation/support from you.

Can you send one directed to each of our email addresses?

Thanks,
Robert

Robert Green
Chair and Professor of Art
Department of Art and Design
Abilene Christian University

Tel: 325-674-2098
Fax: 325-674-2051

robertgreenstudio.com

Kenneth R. Pybus, J.D., Ph.D.
Professor and Chair, Department of Journalism and Mass Communication
Abilene Christian University
ACU Box 27892
Abilene, Texas 79699
325-674-2553

Dana Kenamer <dana.kenamer@acu.edu>
To: Kenneth Pybus <kenneth.pybus@acu.edu>

Sat, Nov 15, 2025 at 7:41 AM

Kenneth,
Just to avoid confusion, can you confirm that you intended to type JMC 348 for the course that is being removed and will eventually be closed?
Dana

Dana Kenamer, Ph.D.
Associate Dean, College of Arts, Humanities and Social Sciences
Professor, School of Education
Abilene Christian University
Abilene, TX 79699

[Quoted text hidden]

Kenneth Pybus <kenneth.pybus@acu.edu>
To: Dana Kenamer <dana.kenamer@acu.edu>

Sat, Nov 15, 2025 at 8:10 AM

Yes, JMC 348 Principles of Advertising.

Kenneth R. Pybus, J.D., Ph.D.
Professor and Chair, Department of Journalism and Mass Communication
Abilene Christian University
ACU Box 27892
Abilene, Texas 79699
325-674-2553

[Quoted text hidden]

Abilene Christian University

2025-2026 Catalog

Graphic Design, Advertising, BS (ARTD-AV)

This concentration combines training in art with that of journalism and mass communication. It is designed for the student who desires to enter newspaper, magazine or other advertising design fields. Students wishing to pursue this program of study should consult with advisors in both the art and the journalism and mass communication departments.

BS: Graphic Design (ARTD)

General Education Requirements

Please see the [General Education](#) section of this catalog.

Major Requirements

Art

- [ART 105 - Two-Dimensional Design](#) Credit Hours: 3
- [ART 106 - Three-Dimensional Design](#) Credit Hours: 3
- [ART 111 - Basic Drawing](#) Credit Hours: 3
- [ART 112 - Figure Drawing I](#) Credit Hours: 3

- [ART 341 - Painting I](#) Credit Hours: 3
- or
- [ART 347 - Plein Air Painting](#) Credit Hours: 3

- [ART 351 - Typography I](#) Credit Hours: 3
- [ART 352 - Typography II](#) Credit Hours: 3
- [ART 353 - Identity and Brand Design I](#) Credit Hours: 3

- [ART 358 - Interactive Design I](#) Credit Hours: 3
- [ART 453 - Identity and Brand Design II](#) Credit Hours: 3
- [ART 454 - Information Graphics](#) Credit Hours: 3
- [ART 455 - Persuasive Graphics](#) Credit Hours: 3
- [ART 456 - Graphic Design Portfolio](#) Credit Hours: 3
- [ART 458 - Interactive Design II](#) Credit Hours: 3
- 3 hours of two and/or three-dimensional studio (ART 200-499) Credit Hours: 3

Total: 45 Credit Hours

Advertising (AV)

Communication

- [JMC 165 - Media Maker I](#) Credit Hours: 3
- [JMC 224 - Media Writing](#) Credit Hours: 3
- ~~[JMC 348 - Principles of Advertising](#) Credit Hours: 3~~ [JMC 349 Principles of Strategic Communication](#) 3
- [JMC 390 - Advertising Creativity and Copy Writing](#) Credit Hours: 3
- [JMC 488 - Communication Law](#) Credit Hours: 3
- [JMC 492 - Ad/PR Campaigns](#) Credit Hours: 3

Choose 3 hours from the following:

- [ART 291 - Introduction to Black and White Photography](#) Credit Hours: 3
- [ART 292 - Digital Art Photography](#) Credit Hours: 3
- [ART 293 - Street Photography](#) Credit Hours: 3
- [JMC 261 - Television Production](#) Credit Hours: 3
- [JMC 351 - Web Publishing](#) Credit Hours: 3
- [JMC 361 - Advanced Media Production](#) Credit Hours: 3

Total: 21 Credit Hours

Supplement for Major

- [ART 221 - Art History: General Survey I](#) Credit Hours: 3
- [ART 222 - Art History: General Survey II](#) Credit Hours: 3
- [ART 423 - Art History: 20th Century](#) Credit Hours: 3 (capstone and writing-intensive course)

Total: 9 Credit Hours

Electives

Covered by two-field requirements.

Total Major Hours: 75

Other Graduation Requirements

Minimum GPA in major: 2.25

Minimum GPA for graduation: 2.00

Minimum advanced hours: 33

Minimum total hours: 129

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