

# Abilene Approval Chart for Curriculum Changes

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

**Course Number:** \_\_\_\_\_ **or Degree Plan(s):** BA in Communication (COMS: COCN, COPA, & COS)

The Department of Communication and Sociology would like to make the following changes to our BA in Communication. Note that for clarity all changes to the degree plan are listed below, including changes submitted under a separate approval chart.

## Communication Core

- Revise the name of COMM 492 from Rhetoric of Pop Culture to Rhetoric of Sports & Pop Culture. (This name change is submitted under a separate approval chart.)
- Require COMM 430 (Conflict Management) in the core of the degree plan. We want all of our majors to take this course as it is a common course in our field, and its content is important for career success. This increases the core from 24 to 27 hours.

## Corporate & Nonprofit Concentration

- Add the subheading "Corporate and Nonprofit Core (Choose 3)," clarifying this is the core for the concentration and making this a menu.
- Add COMM 463 (Nonprofit Communication & Management) to this concentration. This is a new course submitted under a separate approval chart.
- Remove COMM 430 (Conflict Management) from this concentration as it will be part of the core in the degree plan.
- These changes reduce the hours of this concentration from 24 to 21.

## Persuasion & Advocacy Concentration

- Revise name of Persuasion & Advocacy concentration to Strategic Leadership & Social Influence. This name better communicates the content of this concentration.
- Add the subheading "Strategic Leadership & Social Influence Core (Choose 3)," clarifying this is the core for the concentration and making this a menu.
- Add COMM 493 (Rhetoric of social movements) to this concentration. This is a new course submitted under a separate approval chart.
- Move COMM 408 (Crisis Communication) from the core of this concentration to the "Career Selection" section as it is a better fit as a career selection.
- Revise the name of COMM 415 from Political Communication to Presidents, Politics, & Propaganda as it better communicates the course content.
- Require COMM 450 in this concentration, moving it from the Advocacy Context section of the degree plan to the core. (Revise the name of COMM 450 from Gender Communication to Communication, Gender, & Social Power. This name change is submitted under a separate approval chart.)
- Revise the subheading "Advocacy Context" to "Career Selection" to make subheadings consistent across concentrations.
- Remove COMM 461 (Nonprofit Event Communication) as its content is not a good fit for this concentration.
- These changes reduce the hours of this concentration from 24 to 21.

### **Communication Studies Concentration**

- Add the subheading “Communication Studies Core (Choose 3),” clarifying this is the core for the concentration and making this a menu.
- Add COMM 415 (Presidents, Politics & Propaganda) to the Advocacy Selection menu, making this menu more robust.
- Add COMM 493 (Rhetoric of Social Movements) to the Advocacy Selection menu. This is a new course submitted under a separate approval chart.
- Add COMM 315 (Human Connection in Social Media) to the Advanced Interpersonal Selection menu. This is a new course submitted under a separate approval chart.
- Remove COMM 430 (Conflict Management) from this concentration as it will be part of the core in the degree plan.
- Revise the name of COMM 450 from Gender Communication to Communication, Gender, & Social Power. This name change is submitted under a separate approval chart.
- Add COMM 463 (Nonprofit Communication & Management) to this concentration. This is a new course submitted under a separate approval chart.

### **Electives**

Making the changes noted above reduces the number of electives from 23 to 20 for the Communication Studies and Strategic Leadership & Social Influence concentrations. The electives in the Corporate & Nonprofit concentration remain at 20. This number of electives maintains degree flexibility and enables students to add a minor.

|     |                                                                                                                          | Dept./School | College | Dean | TFC | AUAC/Grad | Provost |
|-----|--------------------------------------------------------------------------------------------------------------------------|--------------|---------|------|-----|-----------|---------|
|     | <b>Campus-Level Academic Review<sup>1</sup></b>                                                                          |              |         |      |     |           |         |
|     | <b>Change to a Course</b><br>Include signatures from all chairs/program directors for cross-listed courses. <sup>1</sup> |              |         |      |     |           |         |
| 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 |
|-----|-----------------------------------------------------------|--------------|---------|------|-----|-----------|---------|----------------|-------------|-----------|
|     | <b>Full Review</b>                                        |              |         |      |     |           |         |                |             |           |
|     | <b>Change to Catalog Information (for Campus)</b>         |              |         |      |     |           |         |                |             |           |
| 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         |
|     | <b>Change to a Degree Plan</b>                            |              |         |      |     |           |         |                |             |           |
| 21. | Educational Program — Add or Discontinue <sup>23</sup>    | 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 |
|-----|-----------------------------------------------------------------------------|--------------|---------|------|------|---------|------|--------------------|-------------|-----------|
|     | <b>Change to General Education Requirements for Undergraduates (System)</b> |              |         |      |      |         |      |                    |             |           |
| 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

<sup>2</sup> 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).

<sup>3</sup> 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.

<sup>4</sup> 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)**



3-16-2026

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Chair Signature

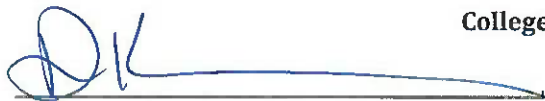
Date

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Chair/Program Director Signature

Date

**College Academic Council(s)**



Chair Signature

Date

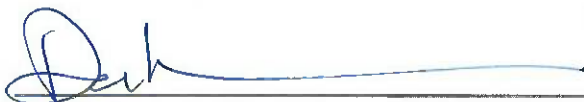
3/20/26

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Chair Signature

Date

**Dean(s)**



Signature

Date

3/20/26

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Signature

Date

**Teacher Education Council**

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Signature

Date

**Campus Academic Council:**  
**Abilene Undergraduate or Abilene Graduate**

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Signature

Date

**Provost**

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Signature

Date

**University General Education Council**

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Signature

Date

**University Faculty**

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Abilene Faculty Senate Chair signature

Date

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Dallas Faculty Council Chair signature

Date

**Senior Vice President for Academic Affairs**

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Signature

Date

**President**

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Signature

Date

# BA: Communication (COMS)

## General Education Requirements

Please see the "University Requirements" section of the ACU catalog.

## Major Requirements

### Communication Core

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#### Theory

- COMM 101 - Introduction to Communication Credit Hours: 3 \*
- COMM 236 - General Communication Theory Credit Hours: 3
- COMM 491 - Rhetorical Theory Credit Hours: 3 (writing-intensive course)

#### Method

- COMM 291 - Survey Methods and Research Credit Hours: 3
- COMM 492 - Rhetoric of Sports & Pop Culture ~~Rhetoric of Pop Culture~~ Credit Hours: 3 (capstone course)

#### Career Prep

- COMM 225 - Communicating Professional Identity and ePortfolios Credit Hours: 3)
- COMM 231 - Small Group Communication Credit Hours: 3
- COMM 241 - Interpersonal Communication Credit Hours: 3
- COMM 345 - Intercultural Communication Credit Hours: 3\*
- COMM 430 - Conflict Management Credit Hours: 3
- COMM 499 - Communication Internship Credit Hours: 3 (capstone course)

\*Hours may also fulfill university requirements and are not included in total major hours.

**Total: 2724 Credit Hours**

*Concentrations listed below*

### Corporate and Nonprofit Concentration (COCN)

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*Corporate and Nonprofit Core (Choose 5):*

- COMM 463 - Nonprofit Communication & Management Credit hours: 3
- COMM 343 - Business & Professional Communication Credit Hours: 3 (Spring, COMM 120)
- COMM 408 - Crisis Communication Credit Hours: 3 (Fall, Sophomore standing)
- COMM 421 - Leadership & Communication Credit Hours: 3(Fall/Spring, Sophomore standing)
- ~~COMM 430 - Conflict Management Credit Hours: 3 (Fall/Spring/Summer, no prereq)~~
- COMM 483 - Professional Presentations Credit Hours: 3(Fall, COMM 120 with a C or better)
- COMM 485 - Organizational Communication Credit Hours: 3 (Fall, Sophomore standing)

*Career Selection (Choose 2):*

- COMM 412 - Risk Communication Credit Hours: 3 (Spring, Sophomore standing)

COMM 461 - Nonprofit Event Communication Credit Hours: 3 (Fall, Soph. standing, instructor consent)  
COMM 486 - Training & Development Credit Hours: 3 (Spring, Sophomore standing, COMM 120)

**Total: 2124 Credit Hours**

## Electives

Minimum - 20 Credit Hours (*minor recommended*)

## Strategic Leadership & Social Influence Persuasion & Advocacy

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*Strategic Leadership & Social Influence Core (Choose 5):*

COMM 493 - Rhetoric of social movements Credit Hours: 3  
COMM 310 - Civil Discourse Credit Hours: 3\*  
COMM 322 - Argumentation & Debate Credit Hours: 3  
~~COMM 408 - Crisis Management in Organizations Credit Hours: 3~~  
COMM 415 - Presidents, Politics, & Propaganda Political Communication Credit Hours: 3  
~~COMM 450 - Gender Communication Credit Hours: 3~~  
COMM 475 - Persuasion Credit Hours: 3  
COMM 483 - Professional Presentations Credit Hours: 3

*Career Selection Advocacy Context (Choose 2):*

COMM 408 - Crisis Communication Credit Hours: 3  
COMM 412 - Risk Communication Credit Hours: 3  
~~COMM 450 - Gender Communication Credit Hours: 3~~  
COMM 460 - Health Communication Credit Hours: 3  
~~COMM 461 - Nonprofit Event Communication Credit Hours: 3~~

**Total: 2124 Credit Hours**

## Electives

Minimum - 2023 Credit Hours (*minor recommended*)

## Communication Studies Concentration (COS)

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*Communication Studies Core (Choose 3):*

COMM 343 - Business & Professional Communication Credit Hours: 3  
COMM 421 - Leadership & Communication Credit Hours: 3  
COMM 475 - Persuasion Credit Hours: 3  
COMM 485 - Organizational Communication Credit Hours: 3

*Advocacy Selection (Choose 1):*

COMM 310 - Civil Discourse Credit Hours: 3\*  
COMM 322 - Argumentation & Debate Credit Hours: 3\*  
COMM 415 - Presidents, Politics & Propaganda Credit Hours: 3

COMM 493 - Rhetoric of Social Movements Credit Hours: 3

*Advanced Interpersonal Selection (Choose 1):*

COMM 315 - Human Connection in Social Media Credit hours: 3

COMM 376 - Family Communication Credit Hours: 3

~~COMM 439 - Conflict Management Credit Hours: 3~~

COMM 436 - Nonverbal Communication Credit Hours: 3

COMM 450 - ~~Gender Communication~~ Communication, Gender, & Social Power Credit Hours: 3

*Career Selection (Choose 2):*

COMM 408 - Crisis Communication Credit Hours: 3

COMM 412 - Risk Communication Credit Hours: 3

COMM 460 - Health Communication Credit Hours: 3

COMM 461 - Nonprofit Event Communication Credit Hours: 3

COMM 486 - Training & Development Credit Hours: 3

COMM 463 - Nonprofit Communication & Management Credit Hours: 3

**Total: 21 Credit Hours**

**Electives**

Minimum - ~~2023~~ 20 Credit Hours (*minor recommended*)

