

Dallas Approval Chart for Curriculum Changes

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

Course Number: _____ **or Degree Plan(s):** ORCO - Social Media Management Track

Addition of Social Media Management (18 hours) track. See the proposal attached.

		2019	2020	2021	2022
	Campus-Level Academic Review				
	Change to a Course Include signatures from all program directors/chairs for cross-listed courses. ¹				
1.	Title (description unchanged)	A	A	I	I
2.	Description (not affecting content)	A	A	I	I
3.	Course term(s)	A	A	I	I
4.	Content (change of course outcomes)	A	A	I	A
5.	Number of credit hours	A	A	A	A
6.	Course number within the hundred	A	A	I	I
7.	Course number beyond the hundred	A	A	A	A
8.	Prerequisites	A	A	A	I
9.	Course restriction (e.g., majors only, junior standing)	A	A	A	A
10.	Level change (U to G or G to U)	A	A	A	A
11.	Cross list course	A	A	A	A
12.	Program/department of record	A	A	A	A
13.	Open or close a course	A	A	A	A
	Change to a Degree Plan				
14.	Educational Program — Revise	A	A	A	A
15.	Educational Program — Adopt or change admission requirements	A	A	A	A
16.	GPA — Revise program or cumulative requirement	A	A	A	A
17.	Minor — Revise	A	A	A	A

	Full Review	Proposed	Reviewed	Approved	Discontinued	Revised
	Change to Catalog Information (for Campus)					
18.	General requirements for Bachelor's and Associate Degrees	-	-	A	A	I
19.	Policies governing academic probation and suspension	-	-	A	A	I
20.	Requirements for graduating with honors	-	-	A	A	I
	Change to a Degree Plan					
21.	Educational Program — Add or Discontinue ²	A	A	A	A	I
22.	Educational Program — Discontinue (proposed by Senior VPAA)	R	R	A	A	I
23.	Minor — Add or Discontinue	A	A	A	A	I
24.	Minor — Discontinue (proposed by Senior VPAA)	R	R	A	A	I
25.	Degree — Add or Discontinue (proposed by Program or College)	A	A	A	A	I
26.	Degree — Discontinue (proposed by Senior VPAA)	R	R	A	A	I

	Change to General Education Requirements for Undergraduates (System)	Proposed	Reviewed	Approved	Discontinued	Revised	Revised
27.	Change course outcomes of an included course	A	A	A	A	-	A
28.	Add or drop a required course from the General Education Requirements	A	A	-	A	A	A
29.	Add or drop a course from a menu within the General Education Requirements	A	A	-	A	-	A
30.	Comprehensive revision of General Education Requirements	-	-	-	A	A	A

Notes

¹ 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).

² 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.

³ When a program faculty or dean proposes closing a program, approval routing follows the typical process beginning with the program. A proposal by campus academic administration or senior vice president for academic affairs would follow the "proposed by the Senior VPAA" routing on the chart.

Updated 8/1/2023

Program Director/Department Chair



May 20, 2024

Program Director Signature

Date

Program Director/Department Chair Signature

Date

Dean(s)

Nannette W. Glenn, Ph.D.
Nannette W. Glenn, Ph.D. (May 20, 2024 16:17 CDT)

May 20, 2024

Signature

Date

Signature

Date

Campus Academic Council

Chair's Signature

Date

University General Education Council

Chair's signature

Date

University Faculty

Dallas Faculty Council Chair's signature

Date

Abilene Faculty Senate Chair's signature

Date

Senior Vice President for Academic Affairs

Signature

Date

President

Signature

Date

Dallas New Track or Minor Application Instructions

Use this template to propose a new track of an existing degree program or a non-degree plan, which includes a minor. For a new educational program — undergraduate major, graduate degree, or certificate — use the [New Program Application](#).

Process Overview

Step 1: Develop and Refine Proposal

The applicant completes the proposal and submits it to the assistant provost, who requests any revisions necessary to create an accurate, complete picture of the track or minor and ensure that it aligns with institutional policies and processes so that it will be ready to implement upon approval. After the assistant provost is satisfied with revisions, the assistant provost sends the proposal for review to:

1. the library dean's designee for library resources review
2. the SACSCOC liaison for substantive change review

Step 2: Curriculum Approval Process

After all reviews are complete, the assistant provost will return the full proposal to the applicant, who will begin the process outlined on the campus approval chart to add a new track or minor. This includes approval by the program faculty, dean, campus academic council, and senior vice president for academic affairs.

New Track or Minor Application

1. Program Identification

- A. **Title of track or minor:** Social Media Management
- B. **Identify as track or minor:** Track
- C. **Home school (and associated degree program, if track):** College of Leadership and Professional Development and Organizational Communication Degree
- D. **Developer(s) and credentials:** Dena Counts. Masters in Communication and EdD in Organizational Leadership
- E. **Where program will be offered and delivery method:** ACU Dallas. Online courses.
- F. **Proposed date of implementation:** Beginning Fall 1, 2024

2. Program Details

1. **Description. Summarize this course of study in 50 to 200 words.**

Social Media Management is an in-demand career field. To be successful in the field, one must have experience in media design, with techniques and practices

for producing content and how campaigns communicate company brands. Our proposed courses cover these needs coupled with the core requirements in Organizational Communication (formerly Applied Communication) to assist a student in understanding how online communication can benefit their organization and business.

2. Market need. What students will be drawn to this program? What types of careers will they pursue after graduation? What is the job market/outlook like in this area?

- A. There are many types of students who might be interested in a specialization in Social Media Management: Digital Natives, Marketing and Business majors, Social Advocates, and Content Creators, to name a few.
- B. Careers that these students might pursue: Social Media Major, Digital Marketing Specialist, Content Creator, Social Media Analyst, Public Relations Specialist, E-Commerce Marketing Manager, Digital Marketing Consultant, and Advertising Account Specialist.
- C. “The [U.S. Bureau of Labor Statistics](#) (BLS) describes a promising job outlook for advertising and promotions managers, including social media managers. According to [the BLS](#), these professionals earned a median salary of \$127,830 in 2022, projecting a faster-than-average 7% growth from 2021 to 2031” Hamilton, I. (2023, May 10).

3. Estimate total enrollment for each of the first five years.

Year 1: 5
Year 2: 10
Year 3: 15
Year 4: 20
Year 5: 20

3. Rationale and Need for Program

1. Mission fit. How does the course of study fit with the university’s mission to educate students for Christian service and leadership throughout the world? How does the course of study fit with the university’s current strategic plan or emphases?

- i. In our technology-dominated world, social media is a high-profile place to spread information, including Christianity. Helping students to learn how to create in online platforms will help those same students have a platform to lead in Christian conversations in the online space.
- ii. If we form students in our courses and challenge them to consider how to operate ethically in social media spaces, we will elevate the ACU brand (Strategic Plan Goal #1) as those same students practice their skills in social media spaces, sharing that their qualifications come from ACU.

2. **Disciplinary benchmarking.** Use the benchmark schools that you named in 2.A.3 to respond, plus any other programs you have reviewed. How does this program curriculum compare to other programs in your discipline? Which Texas universities already offer this program? You may also note other peer institutions that offer the program.

Below are some similar programs at other comparable online institutions and some of their social media courses.

Liberty University: Social Media Strategies, Digital Content Creation, Social Media Analytics, Social Media Marketing

Full Sail University: Social Media Marketing Strategies, Content Creation for Social Media Platforms, Social Media Analytics and Measurement, Social Media Advertising and Promotion

Arizona State University: Social Media and Society, Social Media Management and Strategy, Digital Storytelling for Social Media, Social Media Metrics and Analytics

Texas universities that offer something similar:

Texas A&M offers a certificate in Social Media.

Stephen F. Austin offers a track in social media within the Mass Communication program

Most Digital Media degrees will have a course(s) on Social Media management.

Texas A&M:

Offers a Social Media certificate with courses like Intro to Social Media, Communication Technology Skills, and Media Audiences.

Texas State University:

- Offers a Bachelor of Science in Digital Media Innovation with courses covering topics such as Social Media Strategy, Social Media Marketing, and Digital Content Creation.

Texas Christian University (TCU):

- Offers a Bachelor of Science in Strategic Communication with courses that include Social Media Management, Marketing Communication, and Design Thinking.

University of Houston:

- Offers a Bachelor of Arts in Communication with courses that may include Journalism and Media Studies.

3. Make a case for why we should maintain all existing tracks in this major (if a track) or note which ones will be closed.

I am wanting to keep our Organizational Change track and move to Healthcare Administration, the majority of the Healthcare Communication track (all but our Health Communication course). Dr. Hope has agreed with this move. Plus, I am also proposing a Leadership and Communication track. Thus, the new tracks for the degree would be Leadership and Communication and Social Media Management. We would keep the Organizational Change track. The Org Change track is where 99% of majors live. With Healthcare Comm (our other track) not attracting majors, we need some other tracks that link directly to jobs. The Social Media Management track does that.

4. Curriculum

- 1. Degree plan. List the major requirements as they would appear in the catalog. For undergraduate degree plans, include 74 credit hours of major requirements and electives, and mark which courses are the capstone and writing-intensive courses. Minors are 18 hours with at least 6 hours of upper-division courses.**

Organizational Communication, Social Media Management, BS

This program is for online undergraduate students only.

BS, Organizational Communication (ORCO)

General Education Requirements

Please see the General Education section of this catalog.

Major Requirements

COMO 101 - Introduction to Communication Credit Hours: 3*

COMO 120 - Introduction to Public Speaking Credit Hours: 3*

COMO 225 - Communicating Professional Identity and Eportfolios Credit Hours: 3*

COMO 231- Small Group Communication Credit Hours: 3*

COMO 241 - Interpersonal Communication Credit Hours: 3

COMO 291 - Survey Methods and Research Credit Hours: 3

ORCO 311 - Rhetorical Messaging Credit Hours: 3

COMO 345 - Intercultural Communication Credit Hours: 3*

COMO 475 - Persuasion Credit Hours: 3

COMO 485 - Organizational Communication Credit Hours: 3

APCO 491 - Applied Communication Capstone Credit Hours: 3

* Hours may also fulfill general education requirements and are not included in total major hours.

Total Credit Hours: 24

Social Media Management

- JMCO 367 - Social Media Credit Hours: 3
- JMCO 165 - Media Maker 1 Credit Hours: 3
- JMCO 342 - Communication Design Credit Hours: 3
- ORCO 351 - Branding Credit Hours: 3
- ORCO 427 - Social Media Campaigns Credit Hours: 3
- ORCO 444 - Social Media Data and Analytics Credit Hours 3

Total: 18 Credit Hours

Electives

Minimum - 24 Credit Hours

Total Major Hours: 66

Other Graduation Requirements

Minimum GPA in major requirements: 2.00

Minimum GPA for graduation: 2.00

Minimum advanced hours: 33

Minimum total hours: 120

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

- B. Course coordination. Attach a memo or email of support from the department chair of each department outside the home department that will provide a course for the track or minor.**

On the last page of the proposal is Dr. Kenneth Pybus' statement of support for the use of JMC courses.

- C. Courses. Create a table with one row for every course, existing and new, included in the track or minor requirements. Create five columns that provide the following information:**
- 1. Rotation and frequency (e.g., fall odd years)**

2. Whether the course is required or on a menu
3. Which track(s, existing and new) the course serves, if applicable
4. Current faculty credentialed to teach (everyone who is eligible to teach the course, not just who *will* teach the course)

Course	Rotation/ Frequency	Required?	Tracks Served	Credentialed Faculty
JMCO 367 Social Media	Start Spring 1, 2025. Every third term.	Required for track.	SMM	Jessica Smith, Matt Barker, Drake Jenkins
JMCO 165 Media Maker 1	Start Spring 1, 2025. Every third term.	Required for track.	SMM	Matt Barker, Drake Jenkins, Kenneth Pybus, Doug Mendenhall, Cade White, Hutton Harris, Karley Adrion, Jessica Smith.
JMCO 342 Communication Design	Start Spring 2, 2025. Every third term.	Required for track.	SMM	Matt Barker, Drake Jenkins, Kenneth Pybus, Doug Mendenhall, Cade White, Hutton Harris, Karley Adrion, Jessica Smith.
ORCO 351 Branding	Start Spring 2, 2025. Every third term.	Required for track.	SMM	Matt Barker, Drake Jenkins, Jennifer Golden
ORCO 427 Social Media Campaigns	Start Summer 1, 2025. Every third term.	Required for track.	SMM	Matt Barker, Drake Jenkins, Karley Adrion, Jennifer Golden
ORCO 444 Social Media Data and Analytics	Start Summer 1. Every third term	Required for track.	SMM	Matt Barker, Drake Jenkins, Jennifer Golden

D. New courses. For each new course included in the program requirements, list the following information. The vice provost will insert a curriculum approval schedule to set deadlines for introducing each new course.

1. Proposed subject code and course number
2. Course title and description
3. Existing tracks/programs in which the courses will also be used, if applicable
4. All courses being proposed with the track application.

JMCO 367 Social Media. A study of social media and the place of those tools in professional communication.

JMCO 165 Media Maker 1. Introduction to the techniques and practices involved with producing creative content for mass media. Students will work individually and in teams using industry-standard tools to create audio, photo, and video projects.

JMCO 342 Communication Design. Principles of design and practices in print and digital formats, graphic information design, typographic presentation and history of publishing.
Prerequisite: JMC 165.

ORCO 351 Branding. This course will provide opportunities to understand the building blocks of a strong brand and apply strategies and techniques.

ORCO 427 Social Media Campaigns. Explore fundamental principles of social media marketing and campaign development. Through a combination of theoretical learning and practical application, students gain experience in crafting/implementing social media campaigns across various platforms.

ORCO 444 Social Media Data and Analytics Students will explore the principles and techniques of social media data collection, analysis, and interpretation.

5. Required Institutional Support

A. Faculty requirements and availability.

- 1. Describe the new track or minor's impact on faculty workload. Your narrative should provide supporting evidence that the number of full-time faculty members will be adequate to support the program.**

ACU Dallas currently runs on an adjunct model. The full-time faculty is Dena Counts. Managing this track will add more workload as far as the hiring of faculty, but my hope is to get 3-4 qualified faculty who can consistently teach the courses.

- 2. If program delivery requires a faculty hire, provide an expected salary range and forecast potential faculty availability.**
- 3. If the plan includes part-time instructors, include total cost per year for adjunct pay.**

According to the anticipated plan to run the courses every third term, the six courses will run twice per year. Thus, we would need 12 instructors in a year. If we have an average of 10 students in each course, the cost is 12 x \$1,340 for a year - \$16,080.

B. Impact on existing programs. Identify any existing programs/majors from which the new program would draw students and estimate enrollment effects on existing programs in the home department or other departments.

This new track could overlap in topic areas with our BS in Marketing at ACU Online and ACU Abilene and the Abilene Journalism BS/BA (digital media and strategic comm emphases). In speaking with Dr. Kenneth Pybus, the Journalism Chair in Abilene, they support our use of their courses and this new track. Dr. Nancy Kucinski was also consulted about the new track. Dr. Kucinski noted that this new track was not a concern for their department. Communication, journalism, and marketing have historically always had a slight overlap in areas of study. With this track, we offer similar outcomes from a more holistic communication

perspective, and this new track is for those seeking an online program instead of a traditional residential undergraduate experience. Plus, the new track specifically focuses on the niche of Social Media Management, which is not currently offered as a group of classes at ACU.

- C. Staff requirements. Indicate need for new staff (providing expected salary range and forecast suitable applicant availability) and evaluate effect on existing loads of current staff who will serve the program.**

N/A

- D. Library resources. Identify discipline-specific library resources necessary to serve the requirements of the program. These may be existing holdings and services and new ones.**

Because we are using some JMC courses, there are already library resources available. Any sources on social media creation would be helpful for the courses.

- 1. Describe how faculty and students will access information electronically and on site, and explain how they will receive instruction about how to do this.**

ACU-D already has things in place to assist students.

- 2. Describe requirements to support students in their access to and use of learning resources.**

- E. Physical resources. Identify needs for classroom, lab, and office space and impacts on existing space use. List necessary equipment. Provide costs for any construction or equipment.**

ACU currently has a partnership with Adobe where students can access Creative Cloud for free. However, this could change. If we do not have free access to Creative Cloud, a student subscription is \$19.99 per month. Students will also need their own cell phone or computer to record media or take pictures.

10 months of Creative Cloud Access (approximate amount of time in the track) X \$19.99 a month = \$199.90 X 20 students = \$3,998

- F. Scholarships. Will the unit provide any unique scholarships to students in the program?**

N/A

- G. Recruiting. To whom should the degree be marketed? What additional recruiting beyond general recruiting to the university will be needed, and what costs will we incur?**

Anyone interested in having a career in Social Media Management is a good fit for the program.

H. Additional cost to deliver track or minor. Total expenses from sections A to H. Clarify which expenses are one-time and which are ongoing.

\$16,080 Ongoing - Adjunct Faculty

\$3,998 Creative Cloud Access (if ACU does not continue Adobe contract)

Stop here and submit to the assistant provost. Section 6 is not required for all applications, and you will only need to complete it if requested by the SACSCOC liaison.

6. Additional Information Required if Requested

1. Employment demand and career possibilities.
 1. Identify jobs that graduates would be qualified to pursue.
 2. Use official databases to establish the job market for graduates of the program. Use the U.S. Bureau of Labor Statistics and Texas Workforce Commission; other sources that may be helpful are authorities on regional labor markets (e.g., metropolitan Chambers of Commerce) and current industry reports.
 3. Use the [crosswalk document provided by IPEDS](#) to take your previously identified CIP code and find the associated occupations in the [Standard Occupational Classification](#) system provided by the Bureau of Labor Statistics. Use the associated SOC number to find entry-level and mean wages in that field in Texas from the Texas Workforce Commission ([Texas Wages](#) — Wages by Workforce Development Area).
2. Student support services. Describe specific programs, services, and activities that will support students enrolled in the program. Some examples of academic support services are teaching and resource centers, tutoring, academic advising, counseling, disability services, diversity and inclusion offices, teaching laboratories, career services, testing centers, student life, and information technology.
3. Describe financial resources available to support the new program, including a budget for the first year of the program; projected revenues, expenditures, and cash flow; amount of resources going to external institutions or organizations contracted to provide support services for the program; the operational, management, and physical resources available for the change.
4. Provide contingency plans in the event required resources do not materialize.

Approvals

The proposal aligns with institutional policies and processes, and the campus is prepared to support the proposed track or minor as presented.



Vice Provost, Dallas

May 14, 2024

Date

The library has sufficient resources to support the track or minor, or the comments below outline additional acquisitions required and their associated costs.

Mark McCallon

May 14, 2024

Associate Dean of the Library

Date

Comments, if needed:

This proposal does not require additional review for institutional accreditation purposes, or I have worked with the faculty to gather the information necessary to notify SACSCOC or gain its approval.

Chris Riley

May 14, 2024

SACSCOC Liaison

Date

When all signatures are complete, attach an Approval Chart for Curriculum Changes, conduct the program faculty vote to approve the new track or minor, and continue the approval process as specified by the approval chart.

Updated 8/1/2023



Kenneth Pybus

to me ▾

Tue, Apr 16, 9:31PM (2 days ago)



Dena,

Thanks for the email. I support the use of JMC 367 Social Media in the Social Media Management track.

Kenneth



Kenneth Pybus

to me ▾

Wed, Apr 17, 11:01AM (22 hours ago)



I support the use of JMC 165 and JMC 342.

