Program Change Request

Date Submitted: 10/07/18 5:25 pm

Viewing: CERT-CU55: Strategic Communication - Certificate

Last approved: 01/18/18 10:14 am
Last edit: 11/08/18 8:33 pm
Changes proposed by: n-street

Program Change Request

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Catalog Pages Using this Program

Strategic Communication - Certificate

Contact(s)

<table>
<thead>
<tr>
<th>Name</th>
<th>E-mail</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nancy Street</td>
<td><a href="mailto:n-street@tamu.edu">n-street@tamu.edu</a></td>
<td>979-862-6968</td>
</tr>
</tbody>
</table>

Academic level: Undergraduate
Effective Term: 2019-2020
Department: Communication
College: Liberal Arts
Program type: Certificate
Associated Program: Not Applicable
With a certificate in: Strategic Communication

Catalog Program Title:
Strategic Communication - Certificate

CIP and Fund code: 0901000001

Rationale for Proposal
Routine curriculum review of certificates. We are rearranging courses in table. Reducing number of hours to tighten focus and to decrease time to completion.

Program hours: 15

Is this program eligible for financial aid?: Yes

Will program hours change (increase/decrease) due to the proposed curriculum changes?: Yes

Certificate type:
- Degree-dependent
- Major-dependent

Program delivery mode:
On-campus

Catalog Program Requirements

https://nextcatalog.tamu.edu/courseleaf/approve/?role=Faculty%20Senate

In Workflow
1. COMM Department Head
2. Curricular Services Review
3. LA Committee Preparer UG
4. LA Committee Chair UG
5. LA College Dean UG
6. Provost
7. UCC Preparer
8. UCC Chair
9. Faculty Senate Preparer
10. Faculty Senate
11. Provost II
12. President
13. Curricular Services Approval Path

1. 10/08/18 8:15 am
   Kevin Barge (kbarge): Approved for COMM Department Head
2. 10/11/18 4:48 pm
   Angel Mario Carrizales (carri1214): Approved for Curricular Services Review
3. 10/11/18 5:35 pm
   Steve Oberhelman (s-oberhelman): Approved for LA Committee Preparer UG
4. 10/15/18 4:27 pm
   Steve Oberhelman (s-oberhelman): Approved for LA Committee Chair UG
5. 10/15/18 4:29 pm
   Steve Oberhelman (s-oberhelman): Approved for LA College Dean UG
6. 10/16/18 8:16 am
   Joe Pettibon (jpp2): Approved for Provost
7. 10/16/18 8:43 am
   Sandra Williams (sandra-williams): Approved for UCC Preparer
8. 11/05/18 3:20 pm
   Sandra Williams (sandra-williams): Approved for UCC Chair

History

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Catalog Program Requirements

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Students must earn a grade of "B" or better in each course used to meet the requirements. Students who pursue the SCC must complete all requirements prior to graduation.

### Course List

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Semester Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Required Courses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM 321</td>
<td>Strategic Communication Case Studies</td>
<td>3</td>
</tr>
<tr>
<td>COMM 322</td>
<td>Communication Tactics</td>
<td>3</td>
</tr>
<tr>
<td>COMM 323</td>
<td>Strategic Communication</td>
<td>3</td>
</tr>
<tr>
<td><strong>Prescribed Elective Courses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Select one of the following:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM 320</td>
<td>Organizational Communication</td>
<td></td>
</tr>
<tr>
<td>COMM 325</td>
<td>Persuasion</td>
<td></td>
</tr>
<tr>
<td>COMM 375</td>
<td>Media Audiences</td>
<td></td>
</tr>
<tr>
<td>COMM 485</td>
<td>Directed Studies</td>
<td>3</td>
</tr>
<tr>
<td>Select two of the following:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM 438</td>
<td>Propaganda</td>
<td></td>
</tr>
<tr>
<td>COMM 440</td>
<td>Political Communication</td>
<td></td>
</tr>
<tr>
<td>COMM 446</td>
<td>Communication, Organizations and Society</td>
<td></td>
</tr>
<tr>
<td>COMM 449</td>
<td>Activism and Communication</td>
<td></td>
</tr>
<tr>
<td>COMM 450</td>
<td>Media Campaigns</td>
<td></td>
</tr>
<tr>
<td><strong>Other courses approved by SCC committee for prescribed electives</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Semester Credit Hours</strong></td>
<td></td>
<td>15</td>
</tr>
</tbody>
</table>

**Additional information**

This was intended as a major-dependent certificate. We have checked that box above. Updates made to certificate type (Degree Dependent) based on previous approval documentation.

**Required Proposal Forms**

- THECB change in SCH.docx
- Degree Eval Strategic Comm Cert.pdf

**Reviewer Comments**

- Sandra Williams (sandra-williams) (10/08/18 3:01 pm): Adjusted workflow - SCH are reducing, however, this does not require THECB approval.
- Angel Mario Carrizales (carri1214) (10/11/18 4:46 pm): The Certificate Type is being changed from Degree Dependent to Major Dependent.
- Mike Stephenson (mstephenson) (10/15/18 7:53 pm): Please make sure assessment plan is in place for the certificate.
- Sandra Williams (sandra-williams) (11/05/18 3:20 pm): UCC approved November 2018.
Detail Requirements

Information for Degree Evaluation
This is NOT an official evaluation.

Print Instructions

Program Evaluation
Program: Cert-Strategic Comm
Campus: College Station
College: Liberal Arts
Degree: UG Certificate
Level: Undergraduate
Majors: Strategic Communication
Departments: Communication

Catalog Term:
Evaluation Term:
Expected Graduation Date:
Request Number:
Results as of:
Minors:
Concentrations:

Fall 2018 - College Station
Fall 2018 - College Station

7
Sep 22, 2018

Met Credits Courses
Required Used Required Used
Total Required: No 18.000 0.000 0
Program GPA: Yes .00 .00
Overall GPA: No 2.00 .00
Other Course Information
Transfer: 0.000 0

This is NOT an official evaluation.

Area Certificate Coursework (48.000 credits) - Not Met

Met Condition Rule Subject Attribute Low High Required Required Term Subject Course Title Attribute Credits Grade Source
Credits Courses
No
No AND C COMM 322 3hrs
No AND C COMM 323 3hrs
No AND C COMM 325 3hrs
No AND D COMM 375 3hrs
No AND E COMM 455 3hrs
No AND COMM Elective 3hrs
Select from COMM 320, 438, 440, 446, 449, 450

Must make B or better in each course in certificate.

unofficial evaluation

Back to Display Options

5
Texas Higher Education Coordinating Board
Request to Change Semester Credit Hours

Directions: An institution shall use this form to request a change in the number of semester credit hours (SCH) required for a degree program already on the institution’s program inventory in accordance with Coordinating Board Rules, Chapter 5, Subchapter C, Section 5.55 – Revisions to Approved Programs.

Options:

1) Revisions that **reduce** the number of SCH require notification of change and affirmation that the reduction does not fall below the minimum requirements of the Southern Association of Colleges and Schools Commission on Colleges, program accreditors, and licensing bodies, if applicable.

2) Revisions that **increase** the number of SCH require detailed written documentation describing the compelling academic reason for the increase in the number of required hours.

NOTE: No request or notification is needed if revisions to the degree program curriculum do not result in a change in SCH.

Options 1 and 2 require the signature of the Provost or Chief Academic Officer.

Please submit *Request to Change Semester Credit Hour* via the Online Submission Portal: https://www1.thecb.state.tx.us/apps/proposals/

Information: Contact the Division of Academic Quality and Workforce at 512/427-6200.

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**Administrative Information**

1. **Institution**: Texas A&M University

2. **Program Name** – As it appears on the Coordinating Board’s program inventory (e.g., Bachelor of Business Administration degree with a major in Accounting):

   Strategic Communication Certificated

3. **Program CIP Code**: 0109000001

4. **Contact Person**: Provide contact information for the person who can answer specific questions about the program.

   Name: Nancy Street
   Title: Undergraduate Director, Department of Communication
   E-mail: n-street@tamu.edu
   Phone: 979-862-6968
Notification/Request for Change in Semester Credit Hours (SCH):

Current SCH: ________18____

Proposed SCH: ________15____

Implementation Date: ________2019-2020____

Complete Option 1 or 2 as appropriate

Option 1: Reduction in Semester Credit Hours

Is the change in the number of SCH compatible with the requirements of accreditation for the program?

a. Southern Association of Colleges and Schools Commission on Colleges
   ☒ YES    ☐ NO

b. Program Accreditor(s)
   ☐ YES    ☐ NO    ☒ NA
   Name of Program Accreditor: ____________________________

c. Licensing Body(ies)
   ☐ YES    ☐ NO    ☒ NA
   Name of Licensing Body(ies): ____________________________

Option 2: Increase in Semester Credit Hours

Provide detailed documentation, such as changes in accrediting agency or licensing body requirements, workforce needs, or academic professional standards and needs, describing a compelling reason for the change in the number of SCH:

Signature of Compliance

I hereby certify that all of the above changes have been approved in accordance with the procedures outlined in Coordinating Board Rules, Chapter 5, Subchapter C, Section 5.55.

Provost/Chief Academic Officer ______________________ Date __________