

# 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

Catalog Pages Using [Strategic Communication - Certificate](#)  
this Program

## 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

## Contact(s)

Name	E-mail	Phone
Nancy Street	n-street@tamu.edu	979-862-6968

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 ~~18~~**

Is this program eligible for financial aid? Yes

Will program hours change (increase/decrease) due to the proposed curriculum changes? **Yes ~~No~~**

Certificate type  
~~Degree-dependent~~  
**Major-dependent**

Program delivery mode  
 On-campus

## 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

## Catalog Program Requirements

## History

1. Feb 13, 2017 by Steve Oberhelman (s-oberhelman)
2. Jul 7, 2017 by Angel Mario Carrizales (carri1214)
3. Jan 18, 2018 by Sandra Williams (sandra-williams)
4. Jan 18, 2018 by Sandra Williams (sandra-williams)

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.

Code	Title	Semester Credit Hours
Required Courses		
<a href="#">COMM 321</a>	<b>Strategic Communication Case Studies</b>	<b>3</b>
<a href="#">COMM 322</a>	Communication Tactics	3
<a href="#">COMM 323</a>	Strategic Communication	3
Prescribed Elective Courses		
<b>Select one of the following:</b>		<b>3</b>
<b>Select two of the following:</b>		<b>6</b>
<a href="#">COMM 320</a>	Organizational Communication	
<a href="#">COMM 325</a>	Persuasion	
<a href="#">COMM 375</a>	Media Audiences	
<del>COMM 485</del>	<del>Directed Studies</del>	<del>3</del>
<a href="#">COMM 438</a>	Propaganda	
<a href="#">COMM 440</a>	Political Communication	
<a href="#">COMM 446</a>	Communication, Organizations and Society	
<a href="#">COMM 449</a>	Activism and Communication	
<del>COMM 450</del>	<del>Media Campaigns</del>	
<del>Other courses approved by SCC committee for prescribed electives</del>		
Total Semester Credit Hours		15

Additional information **This was intended as a major-dependent certificate. We have checked that box above. 01-18-2018—Updates made to certificate type (Degree-Dependent) based on previous approval documentation—sw**

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.

Key: 159

[Print](#)

# Detail Requirements

Nancy Street  
Sep 22, 2018 06:17 pm

Viewing: Degree Evaluation (DEGEVAL, , [Email](#))  
[Change Student](#)

## 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 :** Fall 2018 - College Station  
**Evaluation Term :** Fall 2018 - College Station  
**Expected Graduation Date :**  
**Request Number :** 7  
**Results as of :** Sep 22, 2018  
**Minors :**  
**Concentrations :**

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

This is NOT an official evaluation.

Area Certificate Coursework (<sup>13</sup>18.000 credits) - Not Met

Met	Condition	Rule	Subject	Attribute	Low	High	Required Credits	Required Courses	Term	Subject	Course Title	Attribute	Credits	Grade	Source
No		<b>A.</b>	<b>COMM 321</b>												
No	AND	<b>B.</b>	COMM 322	3hrs											
No	AND	<b>C.</b>	COMM 323	3hrs											
<del>No</del>	<del>AND</del>	<del>C.</del>	<del>COMM 325</del>	<del>3hrs</del>											
<del>No</del>	<del>AND</del>	<del>D.</del>	<del>COMM 375</del>	<del>3hrs</del>											
No	AND	<b>E.</b>	COMM 485	3hrs											
No	AND	<b>F.</b>	COMM Elective	3hrs											

Select from COMM 320, 438, 440, 446, 449, 450

*Handwritten notes:* 325, 375 (with a slash and 6); Must make B or better in each course in certificate.

Total Credits and GPA 0.000 .00

unofficial evaluation

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## 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.

### 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 Accrerator(s)

YES    NO    NA

Name of Program Accrerator: \_\_\_\_\_

c. Licensing Body(ies)

YES    NO    NA

Name of Licensing Body(ies): \_\_\_\_\_

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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