PROPOSED CHANGES TO THE ADVERTISING DEGREE PROGRAM IN THE MOODY COLLEGE OF COMMUNICATION CHAPTER IN THE UNDERGRADUATE CATALOG 2016-2018

Interim Dean Jay M. Bernhardt, in the Moody College of Communication has filed with the secretary of the Faculty Council the following changes to the Undergraduate Catalog, 2016-2018. The secretary has classified this proposal as legislation of exclusive application and of primary interest only to a single college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the minor on January 20, 2016, and forwarded the proposal to the Office of the General Faculty. The Faculty Council has the authority to approve this legislation on behalf of the General Faculty. The authority to grant final approval on this legislation resides with UT System.

If no objection is filed with the Office of the General Faculty by the date specified below, the legislation will be held to have been approved by the Faculty Council. If an objection is filed within the prescribed period, the legislation will be presented to the Faculty Council at its next meeting. The objection, with reasons, must be signed by a member of the Faculty Council.

To be counted, a protest must be received in the Office of the General Faculty by February 8, 2016.

Hillary Hart, Secretary
General Faculty and Faculty Council

Posted on the Faculty Council website (http://www.utexas.edu/faculty/council/) on February 1, 2016.
PROPOSED CHANGES TO THE ADVERTISING DEGREE PROGRAM IN THE MOODY
COLLEGE OF COMMUNICATION CHAPTER IN THE UNDERGRADUATE CATALOG 2016-2018

Type of Change   ☒ Academic Change
                 ☐ Degree Program Change (THECB form required)

Proposed classification   ☒ Exclusive   ☐ General   ☐ Major

1. IF THE ANSWER TO ANY OF THE FOLLOWING QUESTIONS IS YES, THE COLLEGE MUST
   CONSULT LINDA DICKENS, DIRECTOR OF ACCREDITATION AND ASSESSMENT, TO
   DETERMINE IF SACS-COC APPROVAL IS REQUIRED.
   • Is this a new degree program?       Yes ☐ No ☒
   • Does the program offer courses that will be taught off campus? Yes ☐ No ☒
   • Will courses in this program be delivered electronically? Yes ☐ No ☒

2. EXPLAIN CHANGE TO DEGREE PROGRAM AND GIVE A DETAILED RATIONALE FOR
   EACH INDIVIDUAL CHANGE:
   Increase the maximum communication hours allowed to count towards the degree from forty-eight to sixty
   degree hours.
   Reason: The current communication hour maximum allowed, which differs by major, limits
   communication majors from taking part in special communication programs such as communication study
   abroad programs, UTLA, and the Senior Fellow Honors program. Currently, students who exceed the
   maximum hour specified by their major are penalized, i.e., the additional hours are not counted towards
   their degree. The communication maximum hour limit is being raised to sixty hours across all majors to
   allow students interested in participating in these special programs without penalty.

3. THIS PROPOSAL INVOLVES (Please check all that apply)
   ☐ Courses in other colleges   ☒ Courses in proposer’s college that
   ☐ Course in the core         ☐ Change in course sequencing for
   curriculum                   an existing program
   ☐ Change in admission        ☐ Requirements not explicit in the
   requirements (external or    catalog language (e.g., lists of
   internal)                    acceptable courses maintained by
                                   department office)
   ☐ Flags
                                   ☐ Courses that have to be
                                   added to the inventory
                                   ☐ Other

4. SCOPE OF PROPOSED CHANGE
   a. Does this proposal impact other colleges/schools?   Yes ☐ No ☒
      If yes, then how?
   b. Do you anticipate a net change in the number of students in your college? Yes ☐ No ☒
      If yes, how many more (or fewer) students do you expect?
   c. Do you anticipate a net increase (or decrease) in the number of students from outside your college
taking classes in your college?      Yes ☐ No ☒
      If yes, please indicate the number of students and/or class seats involved.
   d. Do you anticipate a net increase (or decrease) in the number of students from your college taking
courses in other colleges?      Yes ☐ No ☒
      If yes, please indicate the number of students and/or class seats involved.

If 4 a, b, c, or d was answered with yes, please answer the following questions. If the proposal has
potential budgetary impacts for another college/school, such as requiring new sections or a non-
negligible increase in the number of seats offered, at least one contact must be at the college-level.
How many students do you expect to be impacted?
Impacted schools must be contacted and their response(s) included:
Person communicated with:
Date of communication:
Response:
e. Does this proposal involve changes to the core curriculum or other basic education requirements (42-hour core, signature courses, flags)? If yes, explain: No
If yes, undergraduate studies must be informed of the proposed changes and their response included:
Person communicated with:
Date of communication:
Response:
f. Will this proposal change the number of hours required for degree completion? If yes, explain: No

5. COLLEGE/SCHOOL APPROVAL PROCESS
Department approval date:
College approval date: October 6, 2015
Approved by whom: Chairs, Directors, Assoc. & Asst. Deans
Dean approval date: October 13, 2015
Approved by whom: Jay Bernhardt, Interim Dean

PROPOSED NEW CATALOG TEXT:

On page 84 of the Moody College of Communication under the Graduation section, please make the following changes:

Special Requirements of the College

All students must fulfill the General Requirements (p. 17) for graduation given in The University section. Students in the Moody College of Communication must also fulfill the following requirements.

1. All University students must have a grade point average of at least 2.00 to graduate. In the Moody College of Communication, a student who fails to achieve this grade point average in the normal 120 hours required for a degree may register for up to forty additional hours in order to do so.

2. All communication majors must have a grade of at least C in each course taken in the College of Communication that is counted toward the degree; if the course is offered on the pass/fail basis only, the student must have the symbol CR.

3. No more than 60 hours of communication coursework may count towards the degree.

44. The University requires that the student complete in residence at least sixty semester hours of the coursework counted toward the degree. In the Moody College of Communication, these sixty hours must include at least eighteen hours of upper-division coursework and at least six hours of upper-division coursework in the major.

45. A candidate for a degree must be registered in the Moody College of Communication either in residence or in absentia the semester or summer session the degree is to be awarded and must apply to the dean for the degree no later than the date specified in the official academic calendar. Information about applying for graduation is given below.

56. An Air Force, Army, or Naval Reserve Officer Training Corps student who elects the basic and/or advanced program in air force science, military science, or naval science will not be approved for graduation until the student’s government contract is completed or the student is released from the ROTC.
67. Each degree program is arranged to provide for the orderly progress of the student’s coursework. A beginning student (including a transfer student with fewer than forty-eight semester hours of transferable credit) who registers for twelve semester hours or more must take at least nine semester hours, in at least three courses, of the coursework listed as prescribed work for one of the degrees in the Moody College of Communication. The student must continue to take at least nine semester hours of the prescribed work each long-session semester until he or she has completed forty-eight semester hours of credit. The dean may adjust this rule in exceptional circumstances, or when the student has earned credit by examination, or when the student registers for fewer than twelve hours in a long-session semester.

28. No student in the Moody College of Communication may repeat for credit a course in which he or she has earned a grade of C or better.

On page 94 of the Moody College of Communication, Bachelor of Science in Communication Studies section, under the Major Requirements heading of the 2014-2016 catalog, please make the following changes:

**Major Requirements**

1. At least thirty but no more than thirty-six semester hours of communication studies. At least fifteen hours must be in upper-division coursework. Each student must complete one of the following tracks:
   
   a. **Corporate Communications**
      
      i. *Communication Studies 306M, 313M, and 332K.*
      
      ii. Six semester hours chosen from the following courses:
          
          
      iii. Fifteen additional semester hours of communication studies.

   b. **Human Relations**
      
      i. *Communication Studies 306M and 332K.*
      
      ii. Nine semester hours chosen from the following courses:
          
          
      iii. Fifteen additional semester hours of communication studies.

   c. **Political Communication**
      
      i. *Communication Studies 306M, 317C, and 332K.*
      
      ii. Nine semester hours chosen from the following courses:
          
          *Communication Studies 320, 331K, 332, 333, 340K, 342C, 342K, 345, and 370K.*
          
      iii. Twelve additional semester hours of communication studies.

2. At least six semester hours of coursework must be taken in the College of Communication but outside communication studies. **However, no student may count toward the degree more than forty-two semester hours (including transfer credit) in College of Communication coursework.**

3. No College of Communication course to be counted toward the degree may be taken on the pass/fail basis, unless the course is offered only on that basis.