

C - Small Curricular Revisions : Entry # 2216**Today's Date**

09/08/2022

Your Name

Robert Powell

Your Email:rpowell0@highpoint.edu**Department Chair Name**

Robert Powell

Email address of your department chairrpowell0@highpoint.edu

By checking below I am certifying that my department chair (named above) has seen and approved the courses that are included in this proposal.

Yes

Please select the appropriate school overseeing this proposal:

Communication

Does this proposal correspond to a particular term?

Fall 2023

Which category does this change fall under?

- Distribution requirements - major
- Name change of college, school, department, program, center, institute, major, minor, concentration, or track

Name of Major or Minor that you are revising distribution requirements for:

Media Production & Entrepreneurship

Distribution Requirement Changes**What is being changed?**

ADD COM2204 Media & Popular Culture as a Major Core Requirement

MOVE MPE3551 Program Production for Organizations from Major Core Requirements to Production Electives

ADD MPE3231 Writing for the Screen as a Production Elective

Rationale for change (brief)

Addition of a Media Studies element to major

Reduce the number of required courses

Add an advanced writing course as an elective.

C - Small Curricular Revisions : Entry # 2216**Name change**

CHANGE the name of the major.

CURRENT MAJOR NAME: Media Production and Entrepreneurship

NEW MAJOR NAME: Media Production

RATIONALE: With the dissolution of the POP major (in a related APIRC submission), the MPE major has integrated two media studies courses and removed some business-oriented courses from the major. The faculty felt that the new name was reflective of this slight shift in focus. They also felt that potential students had difficulty understanding the "Entrepreneurship" aspect of the major. The faculty wanted to provide a clearer brand image for the major.

Rationale for above changes

Some of the course revisions listed above include current POP courses that are being revised to include COM or MPE prefix. These prefix changes will be included in another submission.

Does this change affect any other departments, schools, or programs besides your own? If so, please describe your consultation process with affected parties.

No

Dean Review**[DEAN] I approve/deny this proposal**

Approve

Today's Date

09-09-2022