

B - Course Revision Form : Entry # 1946	
(DEAN) I approve/deny this proposal for further advancement	
Approve	
Today's Date	
31/22/01	
(ACAD PROG) This committee approves/denies advancement of this proposal	
Approve	
Please type in the name of your committee	
Study Abroad Committee	
Today's Date	
02/22/2022	
(EPC) This committee approves/denies advancement of this proposal	
Approve	
Today's Date	
03/29/2022	
(APIRC) This committee approves/denies advancement of this proposal	
Approve	
Today's Date	
09/02/2022	
Begin Form	
Today's Date	
01/31/2022	
Your Name	
Brianna Clark	
Your Email:	
bclark1@highpoint.edu	
Which semester is your revision applicable for?	
Spring 2023	
Your department	
School of Communication - Event/Sport Management	
Please select the appropriate school overseeing this proposal:	
Communication	
Is this submission in response to a "revise and resubmit" decision on a previous proposal?	
No	
Is this a revision to meet new Gen Ed requirements?	
No	
Does this course as it currently exists fulfill any of the below University academic program requirements?	
Study Abroad	
What would you like to revise?	
- Learning Outcomes - Adding or removing an Academic Program (GBS, WGS, SL, Study Abroad, ENV Studies) - Prerequisites	
Are you also revising any of the following?	
Change course description	
Is this course cross listed?	
No	
Choose the department designator for your course from the list below.	
EMG	
Current course number	
2020	
Current course title	
Fairs and Festivals	
Please attach your department approval signature page, syllabus, and any other supporting documents.	
Proposed-Experiencial-Activities.pdf APIRC-Department-Approval.pdf EMG-2020-Proposed-Study-Abroad-Syllabus.pdf	
Special topics course description	

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This course explores the rich history and unique culture of fairs and festivals. Large-scale public events require a specific set of skills that will be reviewed in this class. Students will learn about the challenges of and solutions for working in the public and non-profit event sectors with a special focus on fairs and festivals. Throughout the course, the link between various local and global cultures, communities, identities, and lifestyle narratives as they are both constructed and experienced in the festival context will be investigated. Students may choose to take this course either during a traditional semester offering or as a study abroad course.

Is this proposal connected to any other proposals currently being submitted? If so, please describe below.

No

Student Learning Outcomes

List the proposed revised student learning outcomes

GLOBAL INTERCONNECTEDNESS:

Students will analyze and explain the relationships between local, regional, national, and global environments and/or communities through an exploration of their attributes, artifacts, and interactions. Students will consider the effects of global interconnectedness in order to promote international cooperation and problem-solving.

CULTURAL NAVIGATION: Students will demonstrate cultural self-awareness, communication skills, and the ability to navigate cross-cultural interactions. Students will be prepared to apply cultural navigation skills in new contexts, including their future careers.

CULTURAL UNDERSTANDING: Students will engage cultures with different worldviews from their own, including knowledge, norms, and value systems. Students will promote this understanding of other people and cultures through a lens of ethnography (learning from people), as opposed to ethnocentrism (contrasting people and cultures from a narrow perspective).

SELF-AWARENESS: Students will describe and analyze how their own worldview, including knowledge, norms, and value systems, is impacted by regional and/or cultural origin and can be shaped by meaningful engagement with those who have different worldviews from their own.

Describe how the student learning outcomes in your course will be assessed.

These outcomes will be assessed via the following assignments: Blog Posts, Festival Volunteer Project, and a Culminating Reflection Paper

Describe how your course's learning outcomes help to fulfill the missions of your department and school/college

The mission of the event management program is to provide experiential learning within a very applied and diverse industry -events. Providing opportunities to engage with specific cultural events will allow students to see how vast and complex the industry is while gaining appreciation for the fact that the industry exists all over the globe.

Revisions to course number, title, credits, prerequisites

Please list the changes to the prerequisites

Removal of EMG 2300 as a prerequisite

Please describe the rationale for this change

This course does not require great event operations knowledge to be successful. The course is focused on festivals as cultural contexts, not operational in nature. A student from any educational background should be able to enjoy and succeed in this class.