

C - Small Curricular Revisions : Entry # 2105**Today's Date**

08/06/2022

Your Name

John Mims

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

John Mims

Email address of your department chairjnims@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?

- Course prerequisite(s)

Course Prerequisite Changes**Course Prefix
& Number**

SME 4545 / 4725

Current Prerequisite(s)

SME 4345 and MKT 4100 with one being allowed to be taken concurrently

Proposed Prerequisite(s)

SME 4345, MKT 4100, and Social Media and Digital Communication Major, or Social Media Marketing Minor

Rationale for above changes

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NOTE: SME 4545 has a proposed number change to SME 4725.

Originally, both classes were prerequisites. Due to a shortage of sections in the prerequisites, we allowed students to take one of the prerequisites concurrently with the class. That shortage has been resolved.

Additionally, only majors and minors take this course. Unfortunately, many students do not declare the minor allowing us to plan ahead. Our hope is that this alleviates the issue.

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

The Marketing Department in the School of Business manages the social media marketing minor. Larry Quinn, the Marketing Department chair, agrees that these changes should be made.

Dean Review

[DEAN] I approve/deny this proposal

Approve

Today's Date

06-08-2022