

C - Small Curricular Revisions : Entry # 2618**Today's Date**

02/02/2023

Your Name

John Mims

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

John Mims

Email address of your department chairjmims@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 2024

Which category does this change fall under?

- Distribution requirements - major

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

Advertising, Public Relations, and Strategic Communication

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

Change in major elec requirements (Message Development Classes) from 8 to 12

Change ENG 2125 from required to elective

Rationale for change (brief)

Message development classes are now 4 hours instead of 2 (separate proposal) necessitating the needed increase

This material is largely covered in the message development classes. Additionally, with the upcoming changes to minors, we don't want to prohibit our students from minoring in Public and Professional Writing Writing

C - Small Curricular Revisions : Entry # 2618

What is being changed?	Rationale for change (brief)
Change Major Required Electives from 12 to 10 hours	With the change of STC 3365 to a 4 hour class, we didn't want to add additional hours to the major.
Add SPT 3325 as an option for a major elec requirements (Message Development course)	This course closely aligns with the working in other message development courses but is taught from a sport prospective
New list of Major Electives: STC 2881/3881/4881, ART 1050, ART 3680, COM 2001, STC 4444, STC 4811, EMG 1200, EMG 2300, EMG 3200, MPE 1050, JOU 2243, JOU 2283, JOU 3313, JOU 3323, ENG 2125, JOU 3331, JOU 3363, MPE 2221, MPE 3361, POP 2204, POP 3314, POP 3414, SPT 2256 and (when not taken as part of the major) STC 3305, STC 3315, STC 3325, STC 3335, SPT 3325, STC 2265	Updated to narrow options to design, video, event, and writing options.
remove ENG 2125 as a prereq for for STC 3305, STC 3315, STC 3325, STC 3335	ENG 2125 is no longer required
Rationale for above changes	
The changes above reflect the change from 2 credit courses in our major to 4 credit courses in the major. The updated list of electives is in keeping with the curricular needs of our major.	
Does this change affect any other departments, schools, or programs besides your own? If so, please describe your consultation process with affected parties.	
English will be affected by the change from ENG 2125 being an elective instead of required. This change is necessitated by the needs of our students who need more time in the message development classes. Even with this change, we don't expect to see issues until at least Fall 2026 when the current cohort (for which this class is required) will have fulfilled this requirement.	
Dean Review	
[DEAN] I approve/deny this proposal	
Approve	
Today's Date	
17-02-2023	
Name of Dean (if this is being reviewed by multiple deans, please indicate who approved it first here)	
Virginia McDermott	
Comments	
I have spoken with the provost and the dean of humanities and behavioral sciences about this changes. The change reflect a stronger emphasis on writing for the PR and Advertising industries. Students need to pass writing tests to get jobs in these industries, and we need to ensure they are fully prepared.	