

B - Course Revision Form V. 7.2022 : Entry # 2540**DEAN Decision**

Approved

Today's Date

02/17/2023

EPC Decision

Approved

Today's Date

03/27/2023

Begin Form**Today's Date**

01/24/2023

Your Name

John Mims

Your Email:jnims@highpoint.edu**Are you a Department Chair?**

Yes

By checking below I am certifying that my department chair has seen and approved the course revisions that are in this proposal

Yes

Please select the appropriate school overseeing this proposal:

Communication

Which semester is this course to be taught as proposed?

Fall 2024

Is this course part of GoGlobal?

No

Does this course, as revised, include any community engagement?

No

Is this a revision to meet new Gen Ed requirements?

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No

Are you submitting multiple courses for revision from the same department?

Yes

Please list all of the courses that you are submitting revisions for:

Course Prefix	Course Number	Course Title
STC	3305	Message Development in Government and Public Affairs
STC	3315	Strategic Message Development for Public Relations
STC	3325	Strategic Message Development for Advertising
STC	3335	Strategic Message Development for Health Communication

Does this course as it currently exists fulfill any of the below University academic program requirements?

- This course does not currently fulfill academic program requirements

What would you like to revise?

- Credits

Does this course count towards a major or a minor?

Yes

Please list the course(s) and whether they are required or electives for the major/minor.

Course Prefix/Number	Name of Major and/or Minor?	Required or Elective?
STC 3305	Advertising, Public Relations, and Strategic Communication	Required
STC 3315	Advertising, Public Relations, and Strategic Communication	Required
STC 3325	Advertising, Public Relations, and Strategic Communication	Required
STC 3335	Advertising, Public Relations, and Strategic Communication	Required

Is this course cross listed?

No

Choose the department designator for your course from the list below.

Revisions to course number, title, credits, prerequisites**Choose the course's revised number of credits from the list below**

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Please describe the rationale for this change

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These courses were originally offered as 4-credit courses, but when we switched to 2-credit classes, we encountered some unintended consequences: students were challenged to fit the 2-credit classes in their schedules, faculty were challenged to cover the material required for the course objectives in the time allotted, when one section didn't make, we often had to overload the displaced faculty with a 4-credit, students didn't focus as much on 2-credit courses as they would on 4-credit courses thus diminishing the value students placed on the material.