

**E - New or Revised Program/Degree/Major Revised
8/19 : Entry # 3371****Today's Date**

08/22/2024

Your Name

Brianna Clark

Your Emailbclark1@highpoint.edu**Are you a department chair?**

Yes

By checking below, I certify that my department chair was notified and approved moving forward with this proposal.

Yes

Please select the appropriate school to oversee this proposal:

Communication

When will this program / degree / major go into effect?

Fall 2025

Please choose a category for this proposal.

Major - Revise

Are you also revising the corresponding minor?

Yes

Please provide a 200-word summary of the proposed school / program / degree / major.

The Event Management major at High Point University, part of the Nido Qubein School of Communication, offers a robust, experiential-based education designed to prepare students for the dynamic event industry. The program emphasizes the development of essential soft skills and in-depth industry knowledge through hands-on, project-based learning, strategic industry partnerships, internships, and volunteer opportunities. Students benefit from access to High Point University's cutting-edge Qubein Arena and Conference Center, providing a real-world laboratory for event planning and execution.

Courses such as Introduction to Event Management and Event Planning and Evaluation lay the groundwork by teaching event management strategies, including project management and evaluation methods. More advanced courses, like Event Operations and Event Financial Resources Management, focus on the complexities of event logistics, risk management, budgeting, and revenue generation. These courses are complemented by practical fieldwork, allowing students to apply classroom knowledge to real-world events.

The program's emphasis on professional development ensures students graduate with strong networking abilities, polished communication skills, and a professional portfolio ready for the job market. Through a blend of theory, practical application, and professional preparation, students are thoroughly equipped to thrive in the diverse and fast-paced field of event management.

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What is the rational for the new school / program / degree / major? If this proposal seeks to revise a school / program / degree / major, then what is the rational for the revision?

The proposed revision to the Event Management major curriculum is driven by the strategic need to enhance the synergy between the newly formed Event Management and Hospitality Management Department. Integrating a Hospitality (HSP) course (i.e., Sales) into the core curriculum will provide Event Management (EMG) students with critical knowledge and skills highly relevant to the event industry. This addition is essential for fostering a cohesive learning environment where students can benefit from a broader understanding of both event and hospitality management practices.

Simultaneously, removing COM 1113 Graphic Software Packages from the curriculum reflects our commitment to equipping students with the most applicable tools and skills for their future careers. Feedback indicates that COM 1113 does not effectively align with the specific software needs of our students, particularly in areas such as Microsoft Office applications and Canva. These are already covered comprehensively in our Professional Development and Networking course (EMG 2200). We request that EMG 2200 be repositioned as a 1000-level course to ensure that students gain these essential skills earlier in their academic journey.

Moreover, as we transition to the School of Entrepreneurship, the relevance of COM 1113 diminishes further. Instead, adding a Sales course (HSP 2500), which is integral to our industry, will better prepare our students by providing them with the sales acumen necessary for success in the event management field. This strategic curriculum adjustment ensures that our students have the most relevant and critical skills to excel in their professional careers.

Any additional information that you'd like to share with the Registrar's Office?

We are proposing several additional curricular changes for the Event Management program that are not included in the major change form. These changes are important for the Registrar's Office to be aware of, as they reflect our ongoing efforts to refine and enhance the program to better meet the needs of our students.

Reclassification of EMG 2200: We are moving the course Professional Networking and Professional Development from the 2000 level to the 1000 level, with the proposed new course number EMG 1600. This change is designed to introduce students to essential networking and professional development skills earlier in their academic journey. Additionally, we are revising the course title to remove "In Event Management," making it more broadly applicable to students across different disciplines.

Course Description Revisions: We are revising and updating the course descriptions for several EMG courses. These proposed changes are intended to better reflect the current industry trends and the skills our students need to be competitive in the workforce. The revised descriptions will provide more clarity and detail regarding the course content and learning outcomes.

Reclassification of EMG 3200: We are moving the course Experiential Services Marketing and Sponsorship from the 3000 level to the 2000 level, with the proposed new course number EMG 2900. This change aims to capture more student interest in the major earlier in their academic career, particularly among sophomore students. By offering this course at a lower level, we hope to engage students earlier and provide them with valuable marketing and sponsorship knowledge that is critical for their success in the event management field.

These changes are part of our broader effort to ensure that the Event Management curriculum remains relevant, competitive, and aligned with the evolving needs of the industry and our students.

List of Required Courses

Course (Prefix and Number)	NEW or EXISTING?	Revisions needed for an existing course (if necessary)
EMG 1200	EXISTING	Changing course description

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Course (Prefix and Number)	NEW or EXISTING?	Revisions needed for an existing course (if necessary)
EMG 1400	EXISTING	Changing course description
EMG 2200	EXISTING	Changing course number and course title
EMG 2300	EXISTING	Changing course description
EMG 2400	EXISTING	
HSP 2600	NEW	
EMG 3200	EXISTING	Changing course number and description
EMG 3300	EXISTING	
EMG 3500	EXISTING	Changing course description
EMG 3600	EXISTING	
EMG 4300	EXISTING	
EMG 4400	EXISTING	Changing course description
COM 1110	EXISTING	
COM 1113	EXISTING	Removing this course from Core Requirements
EMG 4811	EXISTING	

List of Elective Courses

Course (Prefix and Number)	NEW or EXISTING?	Revisions needed for an existing course (if necessary)
HSP 3700	NEW	

Overlap with existing school / program / degree / major?

N/A

What is the rationale for the new school / program / degree / major?

The rationale for the proposed changes to the Event Management (EMG) major core and related electives is rooted in our commitment to aligning the program more closely with industry needs and enhancing the overall student experience. As we continue to evolve within the newly formed Event Management and Hospitality Management department, these changes are essential for positioning the program as a leader in the field, ensuring our graduates are well-prepared for the dynamic and competitive event management industry.

Alignment with Industry Needs:

The proposed curriculum adjustments are designed to better reflect the current demands and expectations of the event management industry. By integrating relevant coursework, such as the addition of a Sales course (HSP 2500) and the reclassification of key courses to earlier stages in the academic journey, we are ensuring that students acquire the most critical skills and knowledge needed for success. This alignment with industry standards will not only enhance the employability of our graduates but also strengthen the program's reputation as a provider of cutting-edge, industry-relevant education.

Enhancing the Student Experience:

The proposed changes also aim to create a more engaging and satisfying academic experience for both prospective and current students. By introducing courses that are more closely aligned with their interests and career goals earlier in their academic careers, such as moving Experiential Services Marketing and Sponsorship to a 2000 level, we anticipate increased student engagement and retention. Moreover, by revising course descriptions and refining the focus of the curriculum, we are providing a

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clearer, more compelling product that will attract new students to the major and keep current students excited about their educational journey.

Strategic Alignment with University Goals:

These changes complement the current strategic academic plan of the University by fostering cross-departmental synergy within the new School of Entrepreneurship. The integration of event management with hospitality management not only broadens the scope of the program but also enhances the interdisciplinary approach that is central to the University's mission. By aligning our curriculum with both industry trends and the broader academic strategy of the University, we are positioning the EMG major as a forward-thinking, strategically aligned program that meets the needs of the modern student and the demands of the contemporary workforce.

In conclusion, the proposed changes will result in a stronger, more industry-aligned major that not only meets the strategic goals of the University but also delivers a superior academic product that students will find both relevant and rewarding.

What academic divisions, University officers, programs, or other stakeholders are involved in, or affected by, this proposal?

The proposed changes include the addition of Hospitality Management (HSP) courses. As the chair of this program, I see these strategic changes helping not only the EMG program but also elevating the the HSP major on campus as well.

What types of students are expected to enroll in this program or pursue this degree/major? Please provide projected enrollment.

We currently have approximately 100 Event Management majors and 30 minors. Our goal with these curricular changes is to continue attracting talented and engaged students, both prospective high school students and those currently enrolled at High Point University

Consistency of Mission and Quality

The Event Management major aligns closely with the mission of both High Point University and the Nido Qubein School of Communication by preparing students to become tomorrow's business professionals in the dynamic field of event management. The program's emphasis on balancing theory and practical application directly supports the School's commitment to fostering independent thought, critical thinking, and leadership skills among its students.

Consistency with University and School Mission:

The major embodies the University's mission to prepare students for leadership roles in a global community by offering a curriculum that integrates industry-specific knowledge with a broad-based communication foundation. The inclusion of experiential learning opportunities, such as internships and project-based courses, ensures that students not only learn the theoretical underpinnings of event management but also apply them in real-world contexts. This approach is consistent with the School's goal of producing ethically aware, historically informed, and socially engaged citizens who are prepared to lead in various professional settings.

Academic Quality and Rigor:

The Event Management major upholds the high academic standards of both the University and the School of Communication. The curriculum is designed to challenge students through a combination of rigorous coursework and practical experiences. Courses such as Experiential Services Marketing and Sponsorship and Event Financial Resources Management demand critical thinking, problem-solving, and strategic planning, ensuring that students develop the necessary competencies to excel in the industry. Furthermore, the integration of culturally diverse, team-based learning experiences reinforces the School's dedication to collaboration and the universal right to creative expression.

Comparison with Similar or Aspirant Institutions:

The Event Management major at High Point University compares favorably with similar programs offered by peer and aspirant institutions. By continually updating the curriculum to reflect industry trends and needs, the program remains competitive and

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relevant. The recent curricular revisions, which include the integration of sales and hospitality management courses, further distinguish the program by providing students with a comprehensive skill set that is increasingly demanded by employers. Additionally, the School's multidisciplinary approach, which blends communication theory with event management practices, offers a unique value proposition that positions our graduates to be highly competitive in the job market.

In conclusion, the Event Management major is not only consistent with the mission and standards of High Point University and the Nido Qubein School of Communication but also stands out as a leading program in its field, preparing students to become innovative, ethical, and effective professionals in the global event management industry.

Timeline

Fall 2025

Assessment Strategy

The curriculum will be assessed using current curriculum learning objectives.

Please attach full proposal and any supporting documents/reports.

- [EMG_Proposed_Major_Curriculum_Changes_8.22.241.pdf](#)

For Deans:

Does this proposal connect solely to programs in your school (Intra-Collegiate), or does it have connections to broader university programs and requirements (Inter-Collegiate)? Note that all proposals connected to University Academic Programs or within the General Education should be considered Inter-Collegiate proposals.

Intra-collegiate

Is this proposal consistent with the school and university mission?

Yes

Comments justifying this determination?

These changes fit with our NQSC goal of combining theory and practice and with preparing our students for professional careers.

Are necessary resources available to support this proposal?

Yes

Comments justifying this determination?

Event and Hospitality Management faculty have met and thought about all these changes in detail and they have the resources and FTE to implement such changes.

[DEAN] I approve/deny this proposal for further advancement

Approve

Today's Date (REQUIRED)

09/16/2024

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Yes

[SCHOOL EPC] I approve/deny this proposal for further advancement

Approve

Today's Date (REQUIRED)

11/18/2024