

**E - New or Revised Program/Degree/Major Revised
8/19 : Entry # 3354****Today's Date**

09/11/2024

Your Name

Robert Powell

Your Emailrpowell0@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?

No

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

NA

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?

This proposal includes several changes including revising the major learning objectives, removing required courses, and adding a new required course. Learning Objectives are being revised to improve assessment. Required courses are being streamlined to remove repetitive content and consolidate basic production principles into one 1000-level course.

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

We would like to revise the Student Learning Outcomes for the Media Production major as shown below.

- a) Demonstrate industry standard competencies in all stages of media production.
- b) Assess client communication objectives and develop effective message-based media strategies;
- c) Develop feasible business plans and practices that address client/community needs;
- d) Produce creative and compelling stories that communicate effectively to diverse target audiences;

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e) Demonstrate an understanding of expectations and best practices in the media industry.

The revision reflects a minor change in Outcome A. The original version is shown below.

a) Demonstrate industry standard competencies in all stages of media production and a capacity to adapt to the changing media landscape.

RATIONALE: We felt that the "capacity to adapt" aspect was not measurable and that assessment processes would improve with this revision.

List of Required Courses

Course (Prefix and Number)	NEW or EXISTING?	Revisions needed for an existing course (if necessary)
COM1110	EXISTING	
COM1120	NEW	
COM2001	EXISTING	
COM3450	EXISTING	
COM1138	EXISTING	
COM2204	EXISTING	
MPE1950	EXISTING	
MPE2231	EXISTING	
MPE2262	EXISTING	Will be changing to a 1-course repeatable for 4 credits. 4-credits required.
MPE3311	EXISTING	
MPE3361	EXISTING	
MPE3500	EXISTING	
MPE4451	EXISTING	
MPE4500	EXISTING	

List of Elective Courses

Course (Prefix and Number)	NEW or EXISTING?	Revisions needed for an existing course (if necessary)
MPE2221	EXISTING	
MPE2261	EXISTING	
MPE2882/3881/4881	EXISTING	
MPE3001	EXISTING	
MPE3002	EXISTING	
MPE3003	EXISTING	
MPE3010	EXISTING	
MPE3011	EXISTING	
MPE3231	EXISTING	
MPE3551	EXISTING	
MPE4361	EXISTING	

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Course (Prefix and Number)	NEW or EXISTING?	Revisions needed for an existing course (if necessary)
MPE4811	EXISTING	

Please upload a file showing the current course requirements (preferably from the Undergraduate Bulletin)

- [MP-Major-Requirements-F24.pdf](#)

Overlap with existing school / program / degree / major?

NA

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

NA - Revision of existing major.

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

None

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

Existing major. Projected enrollment 100.

Consistency of Mission and Quality

NA - Revision of existing major.

Timeline

No

Assessment Strategy

NA - Revision of existing major.

Please attach full proposal and any supporting documents/reports.

- [Proposed-MP-Major-Requirements-F24.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

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These changes align with NQSC mission and values of equipping students with technical and communication skills they are expected to have in the existing job market.

Are necessary resources available to support this proposal?

Yes

Comments justifying this determination?

These are all changes we can accommodate and have been discussed with department chairs involved.

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

Approve

Today's Date (REQUIRED)

09/13/2024

For School EPC:**Is this proposal consistent with the school and university mission?**

Yes

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

Approve

Today's Date (REQUIRED)

11/18/2024