

F - New or Revised Minor/Emphasis/Area of Concentration : Entry # 3388**Today's Date**

10/17/2024

Your Name

Cynthia Hanson

Your Emailchanson@highpoint.edu**Please select the appropriate school overseeing this proposal:**

Business

When should this proposal take effect?

Fall 2025

Is this proposal connected to any other proposals currently being submitted? If so, please describe below.

The revised minor includes a new course that is being proposed by the School of Communication: COM 1120 Introduction to Media Creation (New 4-hour class replacing COM 1113). This course was submitted for approval to APIRC in September.

Is this submission in response to a "revise and resubmit" decision on a previous proposal?

No

Category of proposal

Minor

Is this new or a revision?

Revised

Please insert the text of the existing curriculum under revision, or attach at the end of this proposal.

Current minor:
MKT 2110 Principles of Marketing or STC 1225 Foundations in Strategic Communication
STC 2260 Agency Practicum (2 hours)
COM 1113 Graphic Design (2 hours)
SME 4345 Social Media and Analytics
MKT 4100 Social Media Marketing
SME 4725 Applied Social Media

200 Word Summary of Proposal

The Social Media Marketing Minor is moving from the School of Business to the School of Communication. Per Dr. Erb, this move has been approved. As a consequence of this move and to align the minor with SACS requirements, the name needs to be the same as the major so that separate assessments are not required. The new name of the Social Media Marketing Minor will be changed to Social Media and Digital Communication.

Proposed Minor

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SME 1125 Foundations in Social Media (this course has been approved and is being offered now) or MKT 2110
 COM 1120 Introduction to Media Creation (New 4-hour class replacing COM 1113, submitted to APIRC September 2024)
 SME 4345 Social Media and Analytics
 MKT 4100 Social Media Marketing
 SME 4725 Applied Social Media

Rationale for Proposed Curriculum

With the new APIRC minor rules, students can only double dip 8 hours between the major and minor. For Strategic Communication majors, this effectively removes the social media marketing minor as an option.

What Academic Divisions, University Officers, Programs, or other stakeholders are involved in, or affected by, this addition or change?

Within the School of Business, the revision has been approved by the Marketing Department and the Dean. Within the School of Communication, the revision has been approved by the Strategic Communication Department and the Dean. Email documentation is attached below.

Approved by Dr. Dan Erb, Provost - the Social Media Marketing Minor will be housed in the Nido Qubein School of Communication going forward. Per Dr. Bryan Vescio: "I conferred with Dr. Erb about who makes decisions about where a proposal is housed, and we decided that that should be an Academic Affairs prerogative, not APIRC's. So Dr. Erb has already approved that move."

Please attach documentation showing support from key stakeholders, if any.

- [support-from-Com-chair.pdf](#)
- [Re -Email-vote-on-social-media-minor-changes2.pdf](#)
- [Re -Official-Approval-of-New-Social-Media-Marketing-Minor-from-Deans.pdf](#)

Is this proposed curriculum consistent with the University and School Mission?

Yes, the proposed changes are minor and do not alter the previously documented academic quality and rigor.

Does this proposal require an interim or transition plan, or can it be implemented immediately? If a transition plan is required, describe this or attach at the end of the proposal.

It should be able to be implemented Fall 2025, if both the new course, COM 1120, and the present proposal are approved.

Assessment Strategy

Learning objectives within the marketing department are assessed through mock interviews, a content exam, an oral communication rubric, and written rubrics for a marketing plan. The major and all minors are continuously assessed for appropriateness by the department through course evaluations and student interviews, among other means. Note that SACS does not require separate assessment of SLOs for minors.

Please attach department approval page and any other supporting documents. If this proposal requires additional resources beyond normal operating expenses of department, school, or University, attach Provost's Provisional Willingness to Consider.

- [support-from-Com-chair1.pdf](#)
- [Re -Email-vote-on-social-media-minor-changes21.pdf](#)

For Deans:

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Does this proposal connect solely to programs in one 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.

Inter-collegiate

Is this proposal consistent with the school and university mission?

Yes

Comments justifying this determination?

Yes, these updates to the Social Media Marketing Minor prepares students for the world as it is going to be in this area.

I recommended that SME 1125 Foundations in Social Media also be an alternative prerequisite for MKT 4100, so there are no additional hidden prerequisites. I believe that will come later as a minor course revision to MKT 4100.

Are necessary resources available to support this proposal?

Yes

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

Approve

Today's Date (REQUIRED)

10/22/2024

For the School Curriculum Committee Chair

Is this proposal consistent with the mission and requirements of your school?

Yes

Comments justifying this determination?

Prepares them to become tomorrow's business professionals in the area of social media marketing.

Does this proposal reflect a course that is rigorous, current, and reflects best practices and highest academic standards?

Yes

Comments justifying this determination?

The new SME 1125 course will be helpful and we will be updating MKT 4100 or have restricted sections to minimize overlap with the SME courses and MKT 4100 content.

[SCHOOL COMMITTEE] This committee approves/denies advancement of this proposal

Approve

Today's Date (REQUIRED)

11/18/2024

F - New or Revised Minor/Emphasis/Area of Concentration : Entry # 3388**For APIRC:****Is this proposal consistent with the history and mission of the university?**

Yes

Does this proposal reflect a course that is rigorous, current, and reflects best practices and highest academic standards?

Yes

[APIRC] This committee approves/denies advancement of this proposal

Approve

Today's Date (REQUIRED)

02/07/2025

Further comments? Fill this in if you have selected revise and resubmit.

Additional small curricular revision proposals should be batched with this proposal:

Social Media and Digital Communication Major distribution requirements - J. Mims

SME 4345 course prerequisites - J. Mims

MKT 4100 course prerequisites - J. Mims