

C - Small Curricular Revisions : Entry # 3431

Today's Date

02/05/2025

Your Name

John Mims

Your Email:

jmims@highpoint.edu

Department Chair Name

John Mims

Email address of your department chair

jmims@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?

Spring 2025

Which category does this change fall under?

- Distribution requirements - major

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

Social Media and Digital Communication

Distribution Requirement Changes

What is being changed?	Rationale for change (brief)
MPE 2261 is removed as a requirement	JOU 2201 is becoming 4 credits requiring us to cut 2 credits.
Production Elective change to Content Creation Electives	More electives are being added
Add to Content Creation Electives: STC 3305 Message Development in Government and Public Affairs STC 3315 Message Development in PR STC 3335 Message Development in Health and	Gives students more options and better fits their needs.

C - Small Curricular Revisions : Entry # 3431**What is being changed?****Rationale for change (brief)**

Nonprofit STC 3375 Message Development in Advertising STC 3480 International Strategic Communication

Rationale for above changes

MPE 2261 removal: JOU 2201 is becoming 4 credits (separate proposal from Journalism department) requiring us to cut 2 credits. Skills from MPE 2261 are taught in SME 4475.

Production Elective is changing its name to Content Creation Elective because we are adding writing electives to our offerings to better match student needs.

Does this change affect any other departments, schools, or programs besides your own? If so, please describe your consultation process with affected parties in the box below.

I discussed the change with the chair of media production about the removal of MPE 2261 from the requirements. He said that they would remove one section from the course offerings, but that would be fine.

Dean Review**[DEAN] I approve/deny this proposal**

Approve

Today's Date

05-02-2025

Name of Dean (if this is being reviewed by multiple deans, please indicate who approved it first here)

Nahed Eltantawy