

B - Course Revision Form V. 7.2022 : Entry # 3477**DEAN Decision**

Approved

Today's Date

03/12/2025

EPC Decision

Approved

Today's Date

09/25/2025

GEC Decision

Approved

Today's Date

09/29/2025

APIRC Decision

Approved

Today's Date

10/02/2025

Begin Form**Today's Date**

03/11/2025

Your Name

John Mims

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

Yes

By checking below, I certify 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:

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Communication

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

No, just one

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

Course Prefix	Course Number	Course Title
STC	4415	Strategic Communication Campaigns

What would you like to revise?

- Learning Outcomes

Gen Ed & Academic Program Information**Is this a revision to meet new Gen Ed requirements?**

Yes

Which area(s) of Gen Ed does your proposal seek for approval?

- Experiential Learning [EXP]

Is this course part of an academic program?

- This course does not currently fulfill academic program requirements

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

Yes

Is this course part of GoGlobal?

No

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 4415	Advertising, Public Relations, and Strategic Communication	Required

Is this course cross listed?

No

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

Curriculum Review Information

Please list all revised student learning outcomes, including Gen Ed outcomes, for this course in the box below.

Demonstrate knowledge gained through applied experiences or projects.

Please list any revisions to units or content areas that will be required for all sections of this course in the box below.

As this course has always been experiential learning (students work with a community client to develop a strategic plan), no changes to content are necessary.

If you have Gen Ed learning outcomes, please address the kinds of assessments you may use for each area that you are proposing the course be designated (i.e., Arts, Humanities, Diversity, etc.)

For this course we will assess the market research done by the students, the plan developed by the students, and the implementation of the plan.

Please list any revisions to course policies that will be required for all sections of this course.

None

If you would like to specify any revisions to requirements for how contact hours must be met for all sections of this course, please indicate below (e.g., if any experiential learning activities will replace seat time)

None

If this course proposal affects any other departments, please describe the consultation and approval that you've received and from whom in the box below.

N/A

Is there any additional information that you would like to provide for this proposal?

N/A

Sample Syllabus

- [STC-4415-Syllabus.docx](#)