

C - Small Curricular Revisions : Entry # 3647**Today's Date**

03/18/2026

Your Name

John Mims

Your Email:jmims@highpoint.edu**Department Chair Name**

John Mims

Email address of your department chairjmims@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?

ASAP

Does this course currently count towards Gen Ed curriculum?

No

Which category does this change fall under?

- Distribution requirements - minor

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

Advertising, Public Relations, and Strategic Communication Minor

Distribution Requirement Changes**What is being changed?****Rationale for change (brief)**

Only the intro course is required; all others are electives More choice for the students

Rationale for above changes

New minor will be

Take STC 1225: Foundations of StratComm (4 hours)

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Take 16 Hours from the Following:

STC 3305 Message Development for Government and Public Affairs (4 hours)

STC 3315 Message Development for Public Relations (4 hours)

STC 3335 Message Development for Health Communication (4 hours)

STC 3375 Message Development for Advertising (4 hours)

STC 3365 Persuasion and Crisis Analysis (4 hours)

STC 3385 Research and Analysis (4 hours)

STC 3480 International Strategic Communication (4 hours)

SME 4345 Social Media & Analytics (4 hours)

We wanted to make the minor easier for students to follow and complete. The only minor had specific classes that made it more challenging for students to navigate. We also removed COM 1113 (it's no longer offered), STC 2260, JOU 3323, and ENG 2125 because under the new structure, it would have been possible for a student to take just these classes and not achieve the learning objectives.

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.

All affected departments were notified in February 2025 of the proposed changes (this change should have been submitted then).

Dean Review

[DEAN] I approve/deny this proposal

Approve

Today's Date

19-03-2026

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

Nahed Eltantawy