

Lyrics, Media & Meaning

Code: STC 3866

Time Period: Continuous

Form B – Course Revision Form

1

Today's Date:

10/14/2026

2

Your Email:

jmims@highpoint.edu

3

Please list the appropriate school to oversee this proposal

Nido R. Qubein School of Communication

4

When should this proposal take effect?

Please input Semester and Year. E.g. Fall 2027

Fall 2027

5

Would you like to apply these changes to additional courses in this program?

☐ Yes

☒ No

6

What type of change do you need to request?

- ☒ Small Curricular Change
☐ Course Revision
☐ Both

7

What small curricular change would you like to request?

- ☐ Distribution requirements - major
☐ Distribution requirements - minor
☐ Learning Outcomes Language (edit/update existing language only)
☐ Course Prefix / Designator / Number / Name
☐ Course Description
☐ Adding / Changing Cross Listing
☐ Name change of college, school, department, program, center, institute, major, minor, concentration, or track
☒ Prerequisites

8

Please provide a brief rationale for this proposal

The prerequisite was included by mistake when the course was submitted.

Prerequisite Change

1

Please list the changes to the prerequisites and the rationale for the change

Current Course Prerequisites (as seen in the UG Bulletin)

STC 1225

Proposed Revised Course Prerequisites

None

Gen Ed & Academic Program Information

1

Is this a revision to meet new Gen Ed requirements?

☐ Yes

☒ No

2

Is this course part of an academic program?

☒ This course does not currently fulfill academic program requirements

☐ Honors Scholars

☐ Service Learning

☐ Study Abroad

☐ Environmental Studies

☐ Latin American Studies

☐ Legal Studies

☐ East Asian Studies

☐ Jewish Studies

3

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

☐ Yes

☒ No

4

Is this course part of GoGlobal?

☐ Yes

☒ No

5

Does this course count towards a major or a minor?

☒ Yes

☐ No

6

Please list the course and whether it is required or electives for the major/minor.

Course Prefix and Number

STC 3866

Name of Major and/or Minor

Advertising, Public Relations, and Strategic Communication

Is this a required or elective course?

Elective

7

Is this course cross listed?

☐ Yes

☒ No

Upload Documentation

1

Please attach any documentation that is needed for this proposal.

To upload, please select the *add a new document* link to upload your files. Once uploaded, please select the files within the dropdown menu.

No document was selected.

Submission Information

1

Is this proposal being submitted after APIRC's set deadlines?

☐ Yes

☒ No

*

2

Please enter the date on which you received the Provost's approval for late submission.

Department Chair Feedback

1

Feedback/Comments

Please provide any feedback or comments for the proposer.

approved.

2

Today's Date

10/14/2026

DEANS

1

What is your decision regarding this Course Revision form? (Please select a radial button below and also choose the corresponding workflow action on the bottom of this form)

☐ Inter-Collegiate : General Education

☐ Inter-Collegiate : Honors Council

☐ Inter-Collegiate : Non-General Education

☐ Inter-Collegiate : Study Abroad

- ☐ Inter-Collegiate : Service Learning
- ☐ Intra-Collegiate
- ☒ Small Change

2

Feedback/Comments

Please provide any feedback or comments for the proposer.

3

Today's Date

10/14/2026