

Date of request: 24-MAR-2021

Request ID: E-2021-HPHE-32

College: E

Department: HPHE

Initiator name: Deborah Droppers

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Proposed effective term: 202210

Does course need General Education approval?: N

Will course be used in teacher education?: N

If 5000 level course, prerequisites apply to: U

Proposed course data:

Change Course HPHE 3110

Specific Course Change type selected: Pre or Co-requisites

1. Existing course prefix and number:  
HPHE 3110

2. Existing course prerequisites:  
Prerequisites and Restrictions:  
(HPHE 1700 Minimum Grade of C OR  
HPER 1700 Minimum Grade of C OR  
HPER 170 Minimum Grade of C) AND

(HPHE 2100 Minimum Grade of C OR  
HPER 2100 Minimum Grade of C OR  
HPER 210 Minimum Grade of C)

3. Proposed course prerequisites:  
Proposed Prerequisites and Restrictions:

(HPHE 2100 Minimum Grade of C OR  
HPER 2100 Minimum Grade of C OR  
HPER 210 Minimum Grade of C)

4. Existing course corequisites:

No Corequisites exist for HPHE 3110 in term 202210.

5. Proposed course corequisites:

none

6. Proposed course prerequisites that may be taken concurrently (before or at the same time):

none

7. Minimum grade for prerequisites (default grades are D for Undergrad and C for Grad):

A grade letter C

8. Do prerequisites and corequisites for 5000-level courses apply to undergraduates, graduates, or both?

Not Applicable

9. If this change applies to multiple courses, please list them below.

none

A. Please choose Yes or No to indicate if this class is a Teacher Education class:

No

B. Please choose the applicable class level:

Undergraduate

C. Please respond Yes if this is current or new WMU Essential Studies Course. Otherwise, respond No.

No

D. Explain briefly and clearly the proposed improvement.

The elimination of HPHE 1700 as a pre-requisite for HPHE 3110

E. Rationale. Give your reason(s) for the proposed improvement. (If your proposal includes prerequisites, justify those, too.).

The Intro to Rec/Sport Management (HPHE 1700) is already a requirement of the minor and the content is not required for the HPHE 3110 curriculum assessments. This is a scheduling enhancement and eliminating it as a prerequisite will make scheduling more efficient and beneficial for the student. It does not need to be taken prior to taking HPHE 3110 to provide quality instruction.

F. List the student learning outcomes for the proposed course or the revised or proposed major, minor, or concentration. These are the outcomes that the department will use for future assessments of the course or program.

The following are the student learning outcomes:

- Use a multiple day event as the framework for the development of an event marketing plan
- Develop a target audience marketing analysis
- Identify the Unique Selling Proposition and positioning statement as the basis for an event marketing plan.
- Develop social media and traditional marketing strategies and printed materials for effective event marketing management.

G. Describe how this curriculum change is a response to student learning assessment outcomes that are part of a departmental or college assessment plan or informal assessment activities.

This is a prerequisite change and is not in response to student learning assessment outcomes.

H. Effect on other colleges, departments or programs. If consultation with others is required, attach evidence of consultation and support. If objections have been raised, document the resolution.

Demonstrate that the program you propose is not a duplication of an existing one.

This change does not have an effect on other colleges, departments or programs.

I. Effect on your department's programs. Show how the proposed change fits with other departmental offerings.

The HPHE 1700 is still a required course within in the minor and eliminating it a requirement will make it easier for students to schedule their classes within the minor. This change will actually enhance the department's programs because it will be easier to register for the class.

J. Effects on enrolled students: are program conflicts avoided? Will your proposal make it easier or harder for students to meet graduation requirements? Can students complete the program in a reasonable time? Show that you have considered scheduling needs and demands on students' time. If a required course will be offered during summer only, provide a rationale.

The proposed change will in fact make it easier for students to schedule their classes and allow flexibility for the student scheduling process. This proposed change of eliminating HPHE 1700 as a prerequisite is a scheduling enhancement and the key learnings in HPHE 1700 do not impact HPHE 3110.

K. Student or external market demand. What is your anticipated student audience? What evidence of student or market demand or need exists? What is the estimated enrollment? What other factors make your proposal beneficial to students?

This is a prerequisite change. The Event Management Minor enrollment has good numbers and continues to fill the class projections. And HPHE 3110 Event Marketing is a well-received class. This change will make it easier for student to schedule this class.

L. Effects on resources. Explain how your proposal would affect department and University resources, including faculty, equipment, space, technology, and library holdings. Tell how you will staff additions to the program. If more advising will be needed, how will you provide for it? How often will course(s) be offered? What will be the initial one-time costs and the ongoing base-funding costs for the proposed program? (Attach additional pages, as necessary.)

This is a prerequisite change, there is no effect on the department, University resources, or changes.

M. With the change from General Education to WMU Essential Studies, this question is no longer used.

For courses requesting approval as a WMU Essential Studies course, a syllabus identifying the student learning outcomes and an action plan for assessing the student learning outcomes must be attached in the Banner Workflow system.

Not Applicable

N. (Undergraduate proposals only) Describe, in detail, how this curriculum change affects transfer articulation for Michigan community colleges. For course changes, include detail on necessary changes to transfer articulation from Michigan community college courses. For new majors or minors, describe transfer guidelines to be developed with Michigan community colleges. For revisions to majors or minors, describe necessary revisions to Michigan community college guidelines. Department chairs should seek assistance from college advising directors or from the admissions office in completing this section.

This is a prerequisite change. These changes will not affect transfer articulation.

O. Current catalog copy:

HPHE 3110 - Event Marketing

Provides fundamental and advanced concepts in the study and practice of event marketing including event mission and vision development, target audience development, event positioning, event product development, integrated event marketing tactics, and the formulation of the communication plan.

Prerequisites & Corequisites: Prerequisites: HPHE 1700 and HPHE 2100, with grades of "C" or better.

Credits: 3 hours

P. Proposed catalog copy:

HPHE 3110 - Event Marketing

Provides fundamental and advanced concepts in the study and practice of event marketing including event mission and vision development, target audience development, event positioning, event product development, integrated event marketing tactics, and the formulation of the communication plan.

Prerequisites & Corequisites: Prerequisites: HPHE 2100, with grade of "C" or better.

Credits: 3 hours

Department Curriculum Chair approver: Carol Weideman

Department Curriculum Chair comment:

Date: 02-SEP-2021

Department approver: Yuanlong Liu

Chair comment:

Date: 03-SEP-2021