

## Program/Course Crosswalk for Substantive Change Determination

Revision to curricula for existing programs may or may not require a notification or prospectus to the Southern Association of Colleges & Schools Commission on Colleges (SACSCOC). This determination is based on the percentage of new content in the revised curriculum.

Determination of what constitutes new content must take into consideration:

- Course code (e.g. ENGL 1011)
- Number of credit hours
- Number of contact hours
- Course competencies

Additional or revised courses with new course competencies are always considered new content. Changes to course code, credit hours, or number of contact hours may or may not be considered new content. A curriculum revision with 25% or more new occupational content is considered a substantive change (the credit hours for General Education content is not included in the calculation).

Date of Request:	11/8/23
Description of Change:	New Award
New Award and Major Code:	Social Media Specialist TCC (SMS1)
Location:	Hall, Forsyth, Barrow, Online
Program Director:	Elizabeth Ortiz

LTC Existing Course Content (Courses/Credits/Contact Hours)	How is content related to other content offered by the College? Compare <i>competencies</i> to existing LTC courses (unchanged, repackaged, updated, new, etc.)	Proposed Program Name Social Media Specialist TCC (Courses/Credits/Contact Hours)
COMP 1000	Embedded in BT degree program	COMP 1000
CIST 1510	Embedded in BT degree program	CIST 1510
MKTG 1100	Embedded in BT degree program	MKTG 1100
BUSN 1470	Embedded in BT degree program	BUSN 1470
MKTG 2500	Embedded in BT degree program	MKTG 2500
	Percent New Content (Calculation and %): NA and 0%	
Number of Credit Hours: NA*		Number of Credit Hours: 18
Number of Semesters: NA*		Number of Semesters: 2

\*This is a new award. There is no previous number of credit hours or terms to compare with.