

Social Media Marketing Strategy

Code: MKT 4100

Time Period: Continuous

Form B – Course Revision Form

1

Today's Date:

09/01/2026

2

Your Email:

chanson@highpoint.edu

3

Please list the appropriate school to oversee this proposal

Phillips School of Business

4

When should this proposal take effect?

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

Fall 2027

5

What type of change do you need to request?

☒ Small Curricular Change

☐ Course Revision

☐ Both

6

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

7

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

- ☐ Yes
- ☐ No

Course Prefix / Designator / Name

1

Changes to course prefix, number, and/or name

Current course prefix, number, and name

MKT 4100: Social Media Marketing Strategy

Proposed new course prefix and number

Proposed new name

Digital Marketing

Course Description

Current Course Description (as seen in the UG Bulletin)

Current Course Name: Social Media Marketing

This course examines the basic strategy behind tactical implementation of social media marketing campaigns. Emphasis is given to understanding the basics of social media marketing, effectively reaching target audiences, project management skills, maintaining message consistency, planning, evaluating and adjusting social media tactics as needed. Prerequisites: MKT 2110 OR STC-1225 OR SME-1125.

Proposed Revised Course Description

Proposed Course Name: Digital Marketing

This course examines the basic strategy behind tactical implementation of digital marketing campaigns. Emphasis is given to understanding the basics of digital marketing, effectively reaching target audiences, project management skills, maintaining message consistency, planning, evaluating and adjusting digital marketing tactics as needed. Prerequisites: MKT 2110 OR STC-1225 OR SME-1125.

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

MKT 4100

Name of Major and/or Minor

Minor in Social Media and Digital Communication

Is this a required or elective course?

Required

Course Prefix and Number

MKT 4100

Name of Major and/or Minor

Marketing Minor

Is this a required or elective course?

Elective

Course Prefix and Number

MKT 4100

Name of Major and/or Minor

Marketing Major

Is this a required or elective course?

Elective

Course Prefix and Number

MKT 4100

Name of Major and/or Minor

Bachelor of Arts in Social Media & Digital Communication

Is this a required or elective course?

Required

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.

Department Chair Feedback

1

Feedback/Comments

Please provide any feedback or comments for the proposer.

2

Today's Date

09/04/2026

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.

I support this revision of the course to match the evolution of social media marketing into the broader digital marketing ecosystem.

3

Today's Date

09/04/2026

Intra-Collegiate: School EPC Feedback (FOR CHAIR ONLY)

1

COMMITTEE MEMBERS: Please review the form. Once your review is complete, click "Continue Later" at the bottom of the page or "Exit" at the top right of the screen. Do not enter comments or submit the form.

CHAIR: At the committee meeting, present this form and enter the committee's comments into the comment box below, then click "Submit."

The Business EPC has approved this change unanimously.

2

Today's Date

09/11/2026