



VOCATIONAL AND CAREER EDUCATION
JUNE 1ST – JUNE 5TH 2020

This is a general Business and Consumer Education activity. Please make sure you are checking your BPS e-mail and Microsoft TEAMS for updates from your teachers. They will be sending you other activities that are specifically designed for your class.

Introduction to Social Media Marketing

The use of Social Media has become an all-encompassing part of our daily lives. One way that businesses promote and market themselves is through various Social Media sites.

Click on the link below to read the first Chapter about Social Media Marketing. After reading, click on the second link to access the assessment for the chapter.

[Chapter 1: Introduction to Social Media Marketing](#)

[Chapter 1 Assessment](#)

After completing the assignment, save it to your Office365 One Drive and then share it with your teacher.