

**Randolph Township Schools
Randolph High School**

Digital Marketing

“Marketing is no longer about the stuff you make, but about the stories you tell.”

-Seth Godin

Department of Science, Technology, Engineering and Math
Michael Cascione, Supervisor

Curriculum Committee:
Martel Roberts
Kevin Blair

Curriculum Developed:
July 2017

Date of Board Approval:
October 17, 2017

**Randolph Township Schools
Department of Social Studies
Digital Marketing**

Table of Contents

<u>Section</u>	<u>Page(s)</u>
Mission Statement and Education Goals – District	3
Affirmative Action Compliance Statement	3
Educational Goals – District	4
Introduction	5
Curriculum Pacing Chart	6
APPENDIX A	43

Randolph Township Schools

Mission Statement

We commit to inspiring and empowering all students in Randolph schools to reach their full potential as unique, responsible and educated members of a global society.

Randolph Township Schools Affirmative Action Statement

Equality and Equity in Curriculum

The Randolph Township School district ensures that the district's curriculum and instruction are aligned to the state's standards. The curriculum provides equity in instruction, educational programs and provides all students the opportunity to interact positively with others regardless of race, creed, color, national origin, ancestry, age, marital status, affectional or sexual orientation, gender, religion, disability or socioeconomic status.

N.J.A.C. 6A:7-1.7(b): Section 504, Rehabilitation Act of 1973; N.J.S.A. 10:5; Title IX, Education Amendments of 1972

RANDOLPH TOWNSHIP BOARD OF EDUCATION

EDUCATIONAL GOALS

VALUES IN EDUCATION

The statements represent the beliefs and values regarding our educational system. Education is the key to self-actualization, which is realized through achievement and self-respect. We believe our entire system must not only represent these values, but also demonstrate them in all that we do as a school system.

We believe:

- The needs of the child come first
- Mutual respect and trust are the cornerstones of a learning community
- The learning community consists of students, educators, parents, administrators, educational support personnel, the community and Board of Education members
- A successful learning community communicates honestly and openly in a non-threatening environment
- Members of our learning community have different needs at different times. There is openness to the challenge of meeting those needs in professional and supportive ways
- Assessment of professionals (i.e., educators, administrators and educational support personnel) is a dynamic process that requires review and revision based on evolving research, practices and experiences
- Development of desired capabilities comes in stages and is achieved through hard work, reflection and ongoing growth

Randolph Township Schools
Department of Science, Technology, Engineering and Math

Digital Marketing

Introduction

Digital Marketing is designed to explore channels of non-traditional (TV, Print, Radio) advertising. It is the promotion of products or brands via one or more forms of electronic media tools such as social media, online listening and monitoring, web analysis, search engine organization, and email marketing. Students will learn the fundamentals of marketing concepts with a heavy focus on the methods and challenges in the digital marketing arena. The application of the Career Readiness Practices will be utilized throughout the course.

CRP1-Career Ready Practices: All students will act as a responsible and contributing citizen and employee.

CRP2-Career Ready Practices: All students will apply appropriate academic and technology skills.

CRP4-Career Ready Practices: All students will communicate clearly and effectively and with reason.

CRP5-Career Ready Practices: All students will consider the environmental, social and economic impacts of decisions.

CRP6-Career Ready Practices: All students will demonstrate creativity and innovation.

CRP7-Career Ready Practices: All students will employ valid and reliable research strategies.

CRP8-Career Ready Practices: All students will utilize critical thinking to make sense of problems and persevere in solving them.

CRP9-Career Ready Practices: All students will model integrity, ethical leadership and effective management.

CRP11-Career Ready Practices: All students will use technology to enhance productivity.

CRP12-Career Ready Practices: All students will work productively in teams while using global competence.

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Curriculum Pacing Chart
Digital Marketing

SUGGESTED TIME ALLOTMENT	UNIT NUMBER	CONTENT - UNIT OF STUDY
2 weeks	I	Why Social Media?
2 weeks	II	The Digital Marketing Landscape
2 weeks	III	Social Networks
2 weeks	IV	Personal Branding & Social Media Etiquette
2 weeks	V	Social Media Tools & Applications
2 weeks	VI	Social Influence & Advertising
2 weeks	VII	Engaging on Social Media
2 weeks	VIII	Social Media Analytics & Proving ROI
2 weeks	IX	Social Media Policies

RANDOLPH TOWNSHIP SCHOOL DISTRICT

**Digital Marketing
UNIT I: Why Social Media?**

TRANSFER: Students will be able to identify the ways social media has changed communication and the way business is done today.

STANDARDS / GOALS:	ENDURING UNDERSTANDINGS	ESSENTIAL QUESTIONS
<p>Standard 9.3.MK.1- Marketing: All students will implement market research to obtain and evaluate information for the creation of a marketing plan.</p>	<p>Social media has created a shift in marketing.</p>	<ul style="list-style-type: none"> • To what extent is social media involved in marketing?
<p>Standard 9.3.MK.9- Marketing: All students will communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>	<p>The current state of social media marketing.</p>	<ul style="list-style-type: none"> • Why is social media marketing constantly changing?
<p>Standard 9.3.MK.10- Marketing: All students will apply marketing strategies and processes to determine and meet client needs and wants.</p>	<p>The top 10 social networks: Facebook, Twitter, LinkedIn, Google+, Youtube, Foursquare, Tumblr, Instagram, Pinterest, and Flickr.</p>	<ul style="list-style-type: none"> • What role do social networks play in effective marketing?
<p>Standard 9.3.MK-COM.1- Marketing Communications: All students will apply techniques and strategies to convey ideas and information through marketing communications.</p>	<p>KNOWLEDGE</p>	<p>SKILLS</p>
<p>Standard 9.3.MK-COM.3- Marketing Communications: All students will access, evaluate and disseminate information to enhance marketing decision-making processes.</p>	<p>Students will know: The importance of using social media in a business environment.</p>	<p>Students will be able to: Differentiate the use of social media for personal and business use.</p>
<p>Standard 9.3.MK-COM.4- Marketing Communications: All students will obtain, develop, maintain and improve a marketing communication product or service mix to respond to market opportunities.</p>	<p>Social media is relevant in marketing.</p>	<p>Identify the benefits and detriments to a business from the use of social media.</p>
<p>Standard 9.3.MK-COM.5- Marketing Communications: All students will communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>	<p>The top 10 social networks.</p>	<p>Utilize social media in marketing.</p>

<p>Standard 9.3.MK-MGT.7- Marketing Management: All students will communicate information about products, services, images and/or ideas.</p> <p>Standard 9.3.MK-RES.3- Marketing Research: All students will use information systems and tools to make marketing research decisions.</p> <p>Standard 9.3.MK-MER.6- Merchandising: All students will obtain, develop, maintain and improve a product or service mix to responds to market opportunities.</p> <p>Standard 9.3.MK-MER.7- Merchandising: All students will communicate information about retail products, services, images and/or ideas.</p>	<p>Current trends in social media marketing.</p> <p>Social media is a communication tool.</p> <p>KEY TERMS: Social media, digital marketing, Facebook, Twitter, LinkedIn, Google+, Youtube, Foursquare, Tumblr, Instagram, Pinterest, Flickr.</p>	<p>Anticipate the effects of business performance as a result of social media.</p> <p>Distinguish what characteristics are measured to rank social media participation and performance.</p> <p>Analyze the current state of social media marketing.</p> <p>Apply social networks effectively in marketing.</p> <p>Support the relevance of social media in marketing.</p> <p>Create and manage various social media accounts on different platforms.</p>
<p>ASSESSMENT EVIDENCE: Students will show their learning by:</p> <ul style="list-style-type: none"> • Research project and analysis involving the current usage of social media platforms of three companies. Students will compare and contrast similarities and differences among the three companies and present their findings to the class. <p>KEY LEARNING EVENTS AND INSTRUCTION:</p> <ul style="list-style-type: none"> • Model the usage of social media by a company. • Identify current trends in social media campaigns using research from recent informational text articles. 		

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Digital Marketing
Unit I: Why Social Media?

SUGGESTED TIME ALLOTMENT	CONTENT-UNIT OF STUDY	SUPPLEMENTAL UNIT RESOURCES
2 Weeks	Unit I: Why Social Media? <ul style="list-style-type: none"> • Social media • Digital marketing • Social media marketing • Social networks 	<ul style="list-style-type: none"> • Case studies on social media via HootSuite: “The Virgin Story: How to Create an Irresistible Brand Using Social Media” with Laurie LaBelle • “Introduction to Social Networks for Organizations” with Mike Allton • “Marketing is Dead” with Pam Velazquez

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Digital Marketing
UNIT II: The Digital Marketing Landscape

TRANSFER: Students will be able to independently use digital tools to access, manage, and evaluate information in order to solve problems individually and collaboratively.

STANDARDS / GOALS:	ENDURING UNDERSTANDINGS	ESSENTIAL QUESTIONS
<p>Standard 9.3.MK.1- Marketing: All students will implement market research to obtain and evaluate information for the creation of a marketing plan.</p>	<p>The “technology adoption cycle” is an essential part of marketing strategies.</p>	<ul style="list-style-type: none"> • What are the components of the “technology adoption cycle?” • What is the time period for the “technology adoption cycle?”
<p>Standard 9.3.MK.9- Marketing: All students will communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>	<p>The preparation for the “zero moment of truth” is a necessary tool in this digital age.</p>	<ul style="list-style-type: none"> • When does “zero moment” occur? • What is essential in preparing for “zero moment?”
<p>Standard 9.3.MK.10- Marketing: All students will apply marketing strategies and processes to determine and meet client needs and wants.</p>	<p>Relationships between different digital entities are critical in developing social media strategy.</p>	<ul style="list-style-type: none"> • What is a digital entity?
<p>Standard 9.3.MK-COM.1- Marketing Communications: All students will apply techniques and strategies to convey ideas and information through marketing communications.</p>	<p>KNOWLEDGE</p>	<p>SKILLS</p>
<p>Standard 9.3.MK-COM.3- Marketing Communications: All students will access, evaluate and disseminate information to enhance marketing decision-making processes.</p>	<p>Students will know: How social media fits in with other digital tools and marketing approaches.</p> <p>The relevance of social media in our digital age.</p>	<p>Students will be able to: Identify the various platforms for social media, who uses them, and how they are used.</p> <p>Create a social media plan that utilizes multiple</p>
<p>Standard 9.3.MK-COM.4- Marketing Communications: All students will obtain, develop, maintain and improve a marketing communication product or service mix to respond to market opportunities.</p> <p>Standard 9.3.MK-COM.5- Marketing Communications: All students will communicate information about products, services, images and/or</p>		

<p>ideas to achieve a desired outcome.</p> <p>Standard 9.3.MK-MGT.7- Marketing Management: All students will communicate information about products, services, images and/or ideas.</p> <p>Standard 9.3.MK-RES.3- Marketing Research: All students will use information systems and tools to make marketing research decisions.</p> <p>Standard 9.3.MK-MER.6- Merchandising: All students will obtain, develop, maintain and improve a product or service mix to responds to market opportunities.</p> <p>Standard 9.3.MK-MER.7- Merchandising: All students will communicate information about retail products, services, images and/or ideas.</p>	<p>The role of social media in the global market.</p> <p>The interdependence of various social media networks.</p> <p>Effective management techniques for social media.</p> <p>KEY TERMS: Digital entities, digital marketing, digital marketing landscape, technology adoption cycle, traditional media, transit map, “zero moment of truth”</p>	<p>platforms.</p> <p>Describe the evolution of social media and how it applies to the current and future digital landscape.</p> <p>Construct a timeline of social media practices from 2007 to present.</p> <p>Assess and examine global trends in the digital landscape.</p> <p>Identify social media best practices to grow a business locally and globally.</p> <p>Correlate the relationships between various social media platforms.</p> <p>Develop usage criteria across the various platforms.</p> <p>Anticipate and determine successful/unsuccessful social media strategies.</p> <p>Construct an evaluation tool for social media.</p>
<p>ASSESSMENT EVIDENCE: Students will show their learning by:</p> <ul style="list-style-type: none"> Client Project: Students will select a company from one of three types of business (Non-profit, start-up, small business) and apply principles learned in the unit. This will be an ongoing project through the life of the course. 		

KEY LEARNING EVENTS AND INSTRUCTION:

- Whole class discussion to identify the needs and wants of clients in the digital age.
- Students will also create a blog for their client.

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Digital Marketing
Unit II: The Digital Marketing Landscape

SUGGESTED TIME ALLOTMENT	CONTENT-UNIT OF STUDY	SUPPLEMENTAL UNIT RESOURCES
2 Weeks	Unit II: The Digital Marketing Landscape <ul style="list-style-type: none"> • Digital Entities • Digital Marketing Landscape • Technology Adoption Cycle • Zero Marketing Transit Map • Zero Moment of Truth 	<ul style="list-style-type: none"> • Digital Marketing Transit Map • Case studies on social media via HootSuite: “The Redefinition of Traditional Media Models” with Todd Defren • “Five Ways Your Competition is not Leveraging Social Media, Yet” with Ian Wolfman and Mark McKinney

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Digital Marketing
UNIT III: Social Networks

TRANSFER: Students will be able to independently use their learning to build on the ideas, theory and application of various social networks currently utilized by businesses.

STANDARDS / GOALS:	ENDURING UNDERSTANDINGS	ESSENTIAL QUESTIONS
<p>Standard 9.3.MK.1- Marketing: All students will implement market research to obtain and evaluate information for the creation of a marketing plan.</p> <p>Standard 9.3.MK.9- Marketing: All students will communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>Standard 9.3.MK.10- Marketing: All students will apply marketing strategies and processes to determine and meet client needs and wants.</p> <p>Standard 9.3.MK-COM.1- Marketing Communications: All students will apply techniques and strategies to convey ideas and information through marketing communications.</p> <p>Standard 9.3.MK-COM.3- Marketing Communications: All students will access, evaluate and disseminate information to enhance marketing decision-making processes.</p> <p>Standard 9.3.MK-COM.4- Marketing Communications: All students will obtain, develop, maintain and improve a marketing communication product or service mix to respond to market opportunities.</p> <p>Standard 9.3.MK-COM.5- Marketing Communications: All students will communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>Standard 9.3.MK-MGT.7- Marketing Management: All students will communicate information about products, services, images and/or ideas.</p>	The relevance of a business presence on social media networks.	<ul style="list-style-type: none"> • How does a business utilize social media to build a business presence?
	The importance of engaging with other customers on/with social media.	<ul style="list-style-type: none"> • How does a marketer engage their customers on social media platforms?
	The multimedia strategies incorporated into effective marketing plans.	<ul style="list-style-type: none"> • What are the various ways that multimedia is utilized in content marketing?
	KNOWLEDGE	SKILLS
<p>Students will know:</p> <p>The components of setting up, understanding features and monitoring of various social media networks.</p> <p>The use of engagement in marketing.</p> <p>Content marketing and its use in marketing today.</p> <p>The selection of proper social media for a business.</p>	<p>Students will be able to:</p> <p>Create a blog.</p> <p>Create accounts for various social media platforms.</p> <p>Classify types of engagement used in marketing.</p> <p>Illustrate the importance of content marketing currently and in the future.</p>	

<p>Standard 9.3.MK-RES.3- Marketing Research: All students will use information systems and tools to make marketing research decisions.</p> <p>Standard 9.3.MK-MER.6- Merchandising: All students will obtain, develop, maintain and improve a product or service mix to responds to market opportunities.</p> <p>Standard 9.3.MK-MER.7- Merchandising: All students will communicate information about retail products, services, images and/or ideas.</p>	<p>The evolution of storytelling in marketing today.</p> <p>KEY TERMS: Content marketing, business presence, blog, branding, engagement</p>	<p>Identify and explain the key components of a company's "brand."</p> <p>Analyze different types of content marketing.</p> <p>Examine demographics to determine the social media needs of your target market.</p> <p>Critique the social media use and policies of various companies.</p> <p>Develop stories for a chosen company to improve their branding.</p> <p>Illustrate key components in storytelling.</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Digital Marketing
Unit III: Social Networks

SUGGESTED TIME ALLOTMENT	CONTENT-UNIT OF STUDY	SUPPLEMENTAL UNIT RESOURCES
2 Weeks	Unit III: Social Networks <ul style="list-style-type: none"> • Content marketing • Network platforms • Engagement • Business presence • Blog 	<ul style="list-style-type: none"> • Case studies on social media via HootSuite: “How to Use Social Video to Drive Results” with Patrick Gillooly • “How The Best Brands Tell Stories Using Tumblr” with Dara Fontein • Social Media Plan Project

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Digital Marketing
UNIT IV: Personal Branding & Social Media Etiquette

TRANSFER: Students will be able to analyze, critique and develop digital communication for a marketing campaign.		
<p>STANDARDS / GOALS:</p> <p>Standard 9.3.MK.1- Marketing: All students will implement market research to obtain and evaluate information for the creation of a marketing plan.</p> <p>Standard 9.3.MK.9- Marketing: All students will communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>Standard 9.3.MK.10- Marketing: All students will apply marketing strategies and processes to determine and meet client needs and wants.</p> <p>Standard 9.3.MK-COM.1- Marketing Communications: All students will apply techniques and strategies to convey ideas and information through marketing communications.</p> <p>Standard 9.3.MK-COM.3- Marketing Communications: All students will access, evaluate and disseminate information to enhance marketing decision-making processes.</p> <p>Standard 9.3.MK-COM.4- Marketing Communications: All students will obtain, develop, maintain and improve a marketing communication product or service mix to respond to market opportunities.</p> <p>Standard 9.3.MK-COM.5- Marketing Communications: All students will communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>Standard 9.3.MK-MGT.7- Marketing Management: All students will communicate information about products, services, images and/or ideas.</p>	ENDURING UNDERSTANDINGS	ESSENTIAL QUESTIONS
	The commonly accepted practices of social media.	<ul style="list-style-type: none"> • What information should be disseminated on social media? • Why is it important to keep personal information and biases private?
	The importance of social media etiquette.	<ul style="list-style-type: none"> • How do you represent yourself accurately using social media? • What are the differences between using Twitter, LinkedIn, Facebook, etc.?
	The relevance of a consistent personal brand online.	<ul style="list-style-type: none"> • What are the steps in creating an online brand across various platforms?
	KNOWLEDGE	SKILLS
	<p>Students will know:</p> <p>How social media can create a personal brand.</p> <p>The importance of images and their use in social media.</p> <p>The instances where blogging influences business activities.</p>	<p>Students will be able to:</p> <p>Analyze the components of brand identity for individuals and organizations.</p> <p>Create a personal brand.</p> <p>Evaluate images and how they can reflect or contradict the brand or message for an organization or individual.</p>

<p>Standard 9.3.MK-RES.3- Marketing Research: All students will use information systems and tools to make marketing research decisions.</p> <p>Standard 9.3.MK-MER.6- Merchandising: All students will obtain, develop, maintain and improve a product or service mix to responds to market opportunities.</p> <p>Standard 9.3.MK-MER.7- Merchandising: All students will communicate information about retail products, services, images and/or ideas.</p>	<p>The components of a digital marketing campaign.</p> <p>Social media etiquette for personal and business use.</p> <p>KEY TERMS: App, application, Disqus, Dropbox, etiquette, Google analytics, Google+, mobile apps, social media etiquette, social media management tools, Tumblr, Twitter, tweet</p>	<p>Identify controversial imaging techniques utilized in social media.</p> <p>Create and identify opportunities for blogging.</p> <p>Demonstrate how blogging attracts and retains customers.</p> <p>Create a personal digital marketing campaign.</p> <p>Create a digital marketing campaign for a business.</p>
<p>ASSESSMENT EVIDENCE: Students will show their learning by:</p> <ul style="list-style-type: none"> • Explore Tumblr accounts relevant to the students’ selected industry: personalities, publications, organizations, governments, etc. • Explore Tumblr’s featured tags and develop relevant tags for your business. <p>KEY LEARNING EVENTS AND INSTRUCTION:</p> <ul style="list-style-type: none"> • Gallery walk of student findings. 		

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Digital Marketing
Unit IV: Personal Branding & Social Media Etiquette

SUGGESTED TIME ALLOTMENT	CONTENT-UNIT OF STUDY	SUPPLEMENTAL UNIT RESOURCES
2 Weeks	Unit IV: Personal Branding & Social Media Etiquette <ul style="list-style-type: none"> • Applications • Brands • Social Media Etiquette • Social Media Platforms 	<ul style="list-style-type: none"> • Case studies on social media via HootSuite: “The Do’s and Don’ts of Social Media Etiquette” with Allie Russell • “5 Ways to Avoid Sabotaging Your Personal Brand Online” with Dave Schawbel • “Why Profile Photos Matter- Is Yours Appropriate?” with Sree Sreenivasan • Class Project: Audit Client Pages with Tumblr tags

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Digital Marketing
UNIT V: Social Media Tools & Applications

TRANSFER: Students will be able to organize social media and conversations while developing engaging content.

STANDARDS / GOALS:	ENDURING UNDERSTANDINGS	ESSENTIAL QUESTIONS
<p>Standard 9.3.MK.1- Marketing: All students will implement market research to obtain and evaluate information for the creation of a marketing plan.</p>	Tracking used as a measurement of success of a story in a social media campaign.	<ul style="list-style-type: none"> • How does storytelling increase the success of social media?
<p>Standard 9.3.MK.9- Marketing: All students will communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>	The importance of using analytics to measure site traffic.	<ul style="list-style-type: none"> • What role does analytics play in site traffic measurement?
<p>Standard 9.3.MK.10- Marketing: All students will apply marketing strategies and processes to determine and meet client needs and wants.</p>	Social media tools are important for digital marketing.	<ul style="list-style-type: none"> • How are social media tools utilized in successful digital marketing campaigns?
<p>Standard 9.3.MK-COM.1- Marketing Communications: All students will apply techniques and strategies to convey ideas and information through marketing communications.</p>	KNOWLEDGE	SKILLS
<p>Standard 9.3.MK-COM.3- Marketing Communications: All students will access, evaluate and disseminate information to enhance marketing decision-making processes.</p>	<p>Students will know: Analytics is the practice of measuring, managing and analyzing marketing performance to maximize its effectiveness and optimize return on investment.</p>	<p>Students will be able to: Support the use of analytics in digital marketing.</p>
<p>Standard 9.3.MK-COM.4- Marketing Communications: All students will obtain, develop, maintain and improve a marketing communication product or service mix to respond to market opportunities.</p>	The mobile app landscape.	Apply the data to social media marketing strategies.
<p>Standard 9.3.MK-COM.5- Marketing Communications: All students will communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>	The importance of social media management tools in successful digital marketing campaigns.	Examine the value of mobile apps in digital marketing.
<p>Standard 9.3.MK-MGT.7- Marketing Management: All students will communicate information about products, services, images and/or ideas.</p>	The layout and design of various social media platforms.	Discuss new and merging social media platforms

<p>Standard 9.3.MK-RES.3- Marketing Research: All students will use information systems and tools to make marketing research decisions.</p> <p>Standard 9.3.MK-MER.6- Merchandising: All students will obtain, develop, maintain and improve a product or service mix to responds to market opportunities.</p> <p>Standard 9.3.MK-MER.7- Merchandising: All students will communicate information about retail products, services, images and/or ideas.</p>	<p>Development of moderation policies for various social media platforms.</p> <p>KEY TERMS: Analytics, site traffic, measurement, storytelling, return on investment</p>	<p>and strategies.</p> <p>Analyze the importance of social media tools in digital marketing.</p> <p>Create a digital marketing campaign.</p> <p>Critique the layout and design of social media platforms.</p> <p>Compare and contrast the benefits and detriments of social media platforms.</p> <p>Construct a moderation policy for your social media network.</p> <p>Explain reasons for open or closed based communications in social media.</p>
<p>ASSESSMENT EVIDENCE: Students will show their learning by:</p> <ul style="list-style-type: none"> • Analytics project: Students will track how much traffic each of client’s social media posts are generating. • Create a marketing content strategy for a client. <p>KEY LEARNING EVENTS AND INSTRUCTION:</p> <ul style="list-style-type: none"> • Illustrate the importance of analytics in digital marketing. • Evaluate an existing blog to compare/contrast different marketing content strategies. 		

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Digital Marketing
Unit V: Social Media Tools & Applications

SUGGESTED TIME ALLOTMENT	CONTENT-UNIT OF STUDY	SUPPLEMENTAL UNIT RESOURCES
2 Weeks	Unit V: Social Media Tools & Applications <ul style="list-style-type: none"> • Social Media Tools • Tracking • Analytics • Apps 	<ul style="list-style-type: none"> • Case studies on social media via HootSuite: “Using Social Media for Global Growth: The Airbnb Story” with Venetia Pristave • “Case Study: Anatomy of a Tweet” with Ann Smarty • “Hop Aboard the Mobile Marketing Plan” with Evan LePage

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Digital Marketing
UNIT VI: Social Influence & Advertising

TRANSFER: Students will be able to create a digital marketing campaign that can be implemented among various platforms.

STANDARDS / GOALS:	ENDURING UNDERSTANDINGS	ESSENTIAL QUESTIONS
<p>Standard 9.3.MK.1- Marketing: All students will implement market research to obtain and evaluate information for the creation of a marketing plan.</p>	<p>Advertising with Facebook is critical to a business’s success.</p>	<ul style="list-style-type: none"> • How does a Facebook native ad appear? • How is the success of a native ad on Facebook measured?
<p>Standard 9.3.MK.9- Marketing: All students will communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>	<p>The inclusion of advertisements on Twitter.</p>	<ul style="list-style-type: none"> • How does a Twitter native ad appear? • How is the success of a native ad on Twitter measured?
<p>Standard 9.3.MK.10- Marketing: All students will apply marketing strategies and processes to determine and meet client needs and wants.</p>	<p>Social advertisements are used to increase brand awareness.</p>	<ul style="list-style-type: none"> • How is “sharing” comparable to the concept of “word of mouth” advertising?
<p>Standard 9.3.MK-COM.1- Marketing Communications: All students will apply techniques and strategies to convey ideas and information through marketing communications.</p>		
<p>Standard 9.3.MK-COM.3- Marketing Communications: All students will access, evaluate and disseminate information to enhance marketing decision-making processes.</p>	KNOWLEDGE	SKILLS
<p>Standard 9.3.MK-COM.4- Marketing Communications: All students will obtain, develop, maintain and improve a marketing communication product or service mix to respond to market opportunities.</p>	<p>Students will know: How content marketing can be the cornerstone to a social media strategy.</p>	<p>Students will be able to: Develop content marketing.</p>
<p>Standard 9.3.MK-COM.5- Marketing Communications: All students will communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>	<p>The different strategies that can be utilized to build out social advertisements.</p>	<p>Identify various social media strategies.</p>
<p>Standard 9.3.MK-MGT.7- Marketing Management: All students will communicate information about products, services, images and/or ideas.</p>	<p>How to increase brand and profile for multiple businesses or organizations.</p>	<p>Differentiate between social and native advertisements.</p> <p>The ethics of using native advertisements in</p>

<p>Standard 9.3.MK-RES.3- Marketing Research: All students will use information systems and tools to make marketing research decisions.</p> <p>Standard 9.3.MK-MER.6- Merchandising: All students will obtain, develop, maintain and improve a product or service mix to responds to market opportunities.</p> <p>Standard 9.3.MK-MER.7- Merchandising: All students will communicate information about retail products, services, images and/or ideas.</p>	<p>How to combine social media with other marketing techniques to be successful.</p> <p>KEY TERMS: Brand, brand awareness, brand profile, content advertising, content marketing, Facebook, native ads, social ads, social media strategy, Twitter, “word of mouth” advertising</p>	<p>various social platforms.</p> <p>Create an advertising platform to be used across multiple social networks.</p> <p>Using analytics to gauge effectiveness of social media marketing campaigns.</p> <p>Explain budgeting concepts for social advertisements.</p> <p>Effectively target potential customers.</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

ASSESSMENT EVIDENCE: Students will show their learning by:

- Students will create a final advertising strategy for their company.

KEY LEARNING EVENTS AND INSTRUCTION:

- Identify costs associated with advertising on various platforms.
- Develop a preliminary budget for advertising.

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Digital Marketing
Unit VI: Social Influence & Advertising

SUGGESTED TIME ALLOTMENT	CONTENT-UNIT OF STUDY	SUPPLEMENTAL UNIT RESOURCES
2 Weeks	Unit VI: Social Influence & Advertising <ul style="list-style-type: none"> • Brands • Content Marketing • Native Advertisements • Sharing • Social Advertisements 	<ul style="list-style-type: none"> • Case studies on social media via HootSuite: “Brand Management Using Twitter” with Scott Wilder • “The Future Belongs to Native Ads, Interests Targeting for Facebook Ads” with Rocco Alberto Baldassare • “The Role of Sharing: in the Age of Social Media” with Kacy Karley • Class Project: Advertising Strategies with a Budget

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Digital Marketing
UNIT VII: Engaging on Social Media

TRANSFER: Students will be able to build relationships with key influencers and become a trusted part of the community.

STANDARDS / GOALS:	ENDURING UNDERSTANDINGS	ESSENTIAL QUESTIONS
<p>Standard 9.3.MK.1- Marketing: All students will implement market research to obtain and evaluate information for the creation of a marketing plan.</p>	The importance of engagement in building relationships in social media.	<ul style="list-style-type: none"> • How does engagement influence relationships?
<p>Standard 9.3.MK.9- Marketing: All students will communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>	The social media best practices for engaging with your Twitter followers.	<ul style="list-style-type: none"> • How are social media best practices developed and maintained in digital marketing?
<p>Standard 9.3.MK.10- Marketing: All students will apply marketing strategies and processes to determine and meet client needs and wants.</p>	The relevance of news organizations to build community for developing effective digital marketing campaigns.	<ul style="list-style-type: none"> • What is the importance of news organizations in becoming a trusted part of the community?
<p>Standard 9.3.MK-COM.1- Marketing Communications: All students will apply techniques and strategies to convey ideas and information through marketing communications.</p>	KNOWLEDGE	SKILLS
<p>Standard 9.3.MK-COM.3- Marketing Communications: All students will access, evaluate and disseminate information to enhance marketing decision-making processes.</p>	<p>Students will know: The role of a key influencer in marketing.</p>	<p>Students will be able to: Analyze the role that key influencers play in digital marketing.</p>
<p>Standard 9.3.MK-COM.4- Marketing Communications: All students will obtain, develop, maintain and improve a marketing communication product or service mix to respond to market opportunities.</p>	The importance of building relationships with key influencers.	Identify different types of key influencers.
<p>Standard 9.3.MK-COM.5- Marketing Communications: All students will communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>	The ways to become a trusted part of the community.	Illustrate strategies to effectively reach the community.
<p>Standard 9.3.MK-MGT.7- Marketing Management: All students will communicate information about products, services, images and/or ideas.</p>	The relevance of measuring community engagement.	Evaluate the importance of engagement.

<p>Standard 9.3.MK-RES.3- Marketing Research: All students will use information systems and tools to make marketing research decisions.</p> <p>Standard 9.3.MK-MER.6- Merchandising: All students will obtain, develop, maintain and improve a product or service mix to responds to market opportunities.</p> <p>Standard 9.3.MK-MER.7- Merchandising: All students will communicate information about retail products, services, images and/or ideas.</p>	<p>KEY TERMS: Key influencers, community, Facebook, Twitter, best practices, news organizations, trust, viral engagement</p>	<p>Utilize various techniques to become a trusted part of the community.</p> <p>Apply best practices in promoting a blog post.</p> <p>Measure community engagement from a digital marketing campaign.</p> <p>Implement effective strategies for increasing engagement in a digital marketing campaign.</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

ASSESSMENT EVIDENCE: Students will show their learning by:

- Blog Project: Students will be able to engage their community with the goal of creating conversation and having readers engage with content through comments and shares. Students will present their findings in a results and reaction report.

KEY LEARNING EVENTS AND INSTRUCTION:

- Illustrate how to promote a blog post.
- Evaluate the importance of engagement on various social media platforms.
- Demonstrate the relevance of comments and shares in a digital marketing campaign.

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Digital Marketing
Unit VII: Engaging on Social Media

SUGGESTED TIME ALLOTMENT	CONTENT-UNIT OF STUDY	SUPPLEMENTAL UNIT RESOURCES
2 Weeks	<p>Unit VII: Engaging on Social Media</p> <ul style="list-style-type: none"> • Building relationships • Measuring community engagement • Key influencers • Best practices • News organizations 	<ul style="list-style-type: none"> • Case studies on social media via HootSuite.: “Facebook Brand Pages: Rules of Engagement with Jason U” • “Where Context Meets Content with Gary Vayner” • “Measuring Community Engagement: A Case Study from Chicago Public Media” • Promoting a Blog Project

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Digital Marketing
UNIT VIII: Social Media Analytics & Proving ROI

TRANSFER: Students will be able to analyze data gathered from social media marketing and determine if their marketing efforts were successful.		
<p>STANDARDS / GOALS:</p> <p>Standard 9.3.MK.1- Marketing: All students will implement market research to obtain and evaluate information for the creation of a marketing plan.</p> <p>Standard 9.3.MK.9- Marketing: All students will communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>Standard 9.3.MK.10- Marketing: All students will apply marketing strategies and processes to determine and meet client needs and wants.</p> <p>Standard 9.3.MK-COM.1- Marketing Communications: All students will apply techniques and strategies to convey ideas and information through marketing communications.</p> <p>Standard 9.3.MK-COM.3- Marketing Communications: All students will access, evaluate and disseminate information to enhance marketing decision-making processes.</p> <p>Standard 9.3.MK-COM.4- Marketing Communications: All students will obtain, develop, maintain and improve a marketing communication product or service mix to respond to market opportunities.</p> <p>Standard 9.3.MK-COM.5- Marketing Communications: All students will communicate information about products, services, images and/or ideas to achieve a desired outcome.</p> <p>Standard 9.3.MK-MGT.7- Marketing Management: All students will communicate information about products, services, images and/or ideas.</p>	ENDURING UNDERSTANDINGS	ESSENTIAL QUESTIONS
	The basic analytics modules.	<ul style="list-style-type: none"> • What specific data you want to measure (demographics, psychographics, etc.)? • How are you going to collect data?
	Social media analytic reports.	<ul style="list-style-type: none"> • What are the components of an analytic report? • How do you sort through the data you collect?
	Social media analytics with site traffic using Google analytics.	<ul style="list-style-type: none"> • How can you use various social media sites to gather, sort, and utilize data? • What is the correlation between site traffic and usable data?
	KNOWLEDGE	SKILLS
	<p>Students will know:</p> <p>Analytics are able to help businesses determine how to effectively connect with current and prospective customers.</p> <p>Why different categories can help segment the market to reach the desired customer group.</p>	<p>Students will be able to:</p> <p>Build analytic reports.</p> <p>Determine what type of data to collect and analyze to reach customers.</p> <p>Interpret data.</p> <p>Design social media campaigns with analytics.</p>

<p>Standard 9.3.MK-RES.3- Marketing Research: All students will use information systems and tools to make marketing research decisions.</p> <p>Standard 9.3.MK-MER.6- Merchandising: All students will obtain, develop, maintain and improve a product or service mix to responds to market opportunities.</p> <p>Standard 9.3.MK-MER.7- Merchandising: All students will communicate information about retail products, services, images and/or ideas.</p>	<p>How to customize reports.</p> <p>Use of metrics in digital marketing campaigns.</p> <p>KEY TERMS: Analytics, data, Google analytics, market segmentation, reports, site traffic, social media analytic reports, sort, target market.</p>	<p>Utilize data management software. (Microsoft Excel, Google Sheets, etc.)</p> <p>Analyze the use of metrics in a digital marketing campaign.</p> <p>Justify selection of certain criteria in analytic reporting.</p> <p>Analyze the traffic of a social media site.</p>
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

ASSESSMENT EVIDENCE: Students will show their learning by:

- Create spreadsheets to analyze collected data.
- Develop a data-driven presentation to illustrate the effectiveness of an advertising campaign.

KEY LEARNING EVENTS AND INSTRUCTION:

- Demonstrate the characteristics of an effective presentation with respect to communication and understanding of audience.
- Demonstrate Google analytics and/or Microsoft Excel.

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Digital Marketing
Unit VIII: Social Media Analytics & Proving ROI

SUGGESTED TIME ALLOTMENT	CONTENT-UNIT OF STUDY	SUPPLEMENTAL UNIT RESOURCES
2 Weeks	<p>Unit VIII: Social Media Analytics & Proving ROI</p> <ul style="list-style-type: none"> • Analytics • Analytic Reports • Modules • Site Monitoring • Target Markets 	<ul style="list-style-type: none"> • Case studies on social media via HoorSuite: “The Science of Social Media Success” with Dan Zarrella • “Tactical Tips & Tricks for Social Media Success” with Josh Ochs • “Social Media Metrics That Matter, Three Simple Ways to Measure Your Social Media Results” • Class Project: Final Report/Presentation on Successes/Challenges

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Digital Marketing
UNIT IX: Social Media Policies

TRANSFER: Students will be able to apply social media policies in their work environment.

STANDARDS / GOALS:	ENDURING UNDERSTANDINGS	ESSENTIAL QUESTIONS
<p>Standard 9.3.MK.1- Marketing: All students will implement market research to obtain and evaluate information for the creation of a marketing plan.</p>	<p>The impact of the history of social media policies in digital marketing.</p>	<ul style="list-style-type: none"> • How does the history of social media policies influence digital marketing today?
<p>Standard 9.3.MK.9- Marketing: All students will communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>	<p>The importance of social media policies for business, society and employees.</p>	<ul style="list-style-type: none"> • What is the importance of social media policies in society and in marketing?
<p>Standard 9.3.MK.10- Marketing: All students will apply marketing strategies and processes to determine and meet client needs and wants.</p>	<p>The relevance of following a social media policy responsibly.</p>	<ul style="list-style-type: none"> • Whose is responsible for developing a social media policy?
<p>Standard 9.3.MK-COM.1- Marketing Communications: All students will apply techniques and strategies to convey ideas and information through marketing communications.</p>	<p>KNOWLEDGE</p>	<p>SKILLS</p>
<p>Standard 9.3.MK-COM.3- Marketing Communications: All students will access, evaluate and disseminate information to enhance marketing decision-making processes.</p>	<p>Students will know:</p>	<p>Students will be able to:</p>
<p>Standard 9.3.MK-COM.4- Marketing Communications: All students will obtain, develop, maintain and improve a marketing communication product or service mix to respond to market opportunities.</p>	<p>The development of social media policies.</p>	<p>Critique existing social media policies of companies.</p>
<p>Standard 9.3.MK-COM.5- Marketing Communications: All students will communicate information about products, services, images and/or ideas to achieve a desired outcome.</p>	<p>The role that social media policies play in business organizations and in society.</p>	<p>Apply social media policies to the personal user.</p>
<p>Standard 9.3.MK-MGT.7- Marketing Management: All students will communicate information about products, services, images and/or ideas.</p>	<p>The importance of following a social media policy responsibly.</p>	<p>Analyze the role of social media policies in business and society.</p>
		<p>Create a social media policy for a business.</p>

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Digital Marketing
Unit IX: Social Media Policies

SUGGESTED TIME ALLOTMENT	CONTENT-UNIT OF STUDY	SUPPLEMENTAL UNIT RESOURCES
2 Weeks	Unit IX: Social Media Policies <ul style="list-style-type: none"> • Social media policy • Responsibility • Historical perspective • Approaches to social media 	<ul style="list-style-type: none"> • Case studies on social media via HootSuite: “The Social HR Imperative: How to Establish an Internal Social Media Philosophy” with Mike Allton • “Guidelines for Guidelines: Social Media Policies Spark Debate” with Jylian Russell • “There’s No One-Size-Fits-All Social Media Policy in Journalism” with Ben LaMothe • Associated Press Social Media Guidelines • Social Media Policy Project

RANDOLPH TOWNSHIP SCHOOL DISTRICT
Digital Marketing

APPENDIX A

Textbook

None due to the constantly changing environment of material

Technology:

- Facebook, Twitter, LinkedIn, Google+, YouTube, Foursquare, Tumblr, Instagram, Pinterest, Flickr, and Snapchat
- Microsoft Office Suite
- Presentation software such as PowerPoint, Google Slides and Prezi
- HoverCam
- Blackboard/Google Drive/One Drive
- Desktops, Laptops and Personal Tablet Devices