



Social Media Advertising

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General Course Information

Course Name: Social Media Advertising	
Department: Business and Marketing	Grade Level(s): 11-12
Duration/Credits: 1 sem/.5 credit	Prerequisites: none
BOE Approval Date:	Course Code H5305
Course Description:	
Social Media Advertising will focus on the latest technology and platforms used by businesses to promote their products and services. Students will learn how to use current social networking sites, micro-blogging sites, video-sharing sites, blogging, mobile couponing and more. They will create marketing strategies, implement marketing plans and measure their success. Students enrolled in Social Media Advertising are eligible to join student business organizations (DECA & FBLA).	
Course Rationale:	
Savvy marketers have made social media a central part of their marketing plans. Companies with strong social media presence are coming out ahead of the competition. Understanding what social media has to offer and keeping up with the latest trends is critical to marketing today.	
Course Objectives:	
The student will investigate the role of social media in marketing efforts. (A+ Research)	
The student will demonstrate how to use social networks as a marketing tool through the creation of an integrated, written marketing campaign. (A+ Writing)	
The student will read about and apply current social media sales promotion strategies. (A+ Reading)	
The student will research, discuss, and utilize current technology employed by marketers. (A+ Speaking and Listening)	
Standards Alignment:	
MBA Research Standards ISTE Standards	

Power Standards

List Standards -

Unit I: Role of Social Media	Duration: 4 weeks
Unit Description:	
Unit Standards	Key Learning Targets
Utilize information-technology tools to manage and perform marketing communications responsibilities	I can . . . <ul style="list-style-type: none"> • Analyze new technologies in the field of marketing • Explain trends affecting the advertising and promotion industry • Explain the ethical aspects of advertising • Explain how social media advertising impacts consumers/consumer behavior
Essential Questions	Enduring Understandings
How are businesses reaching customers?	Marketing technology is constantly changing and marketing strategies must be updated.
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary: Ethics, Social Media, consumer buying behavior,	
Additional Information:	

Unit II: Marketing Strategies	Duration: 4 weeks
Unit Description:	
Unit Standards	Key Learning Targets
<p>Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience</p> <p>Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives</p>	<p>I can . . .</p> <ul style="list-style-type: none"> • Explain marketing and its importance in a global economy • Describe marketing functions and related activities • Explain the concept of marketing strategies • Explain the concept of market and market identification
Essential Questions	Enduring Understandings
How does marketing impact people?	Marketers use marketing strategies to make decisions in the business world that impact consumers' lives.
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary: marketing information, marketing-information management system, and marketing research marketing research, secondary research, primary research, decision problem, variables, unit of analysis, research objectives, quantitative(surveys, tracking, experiments) and qualitative data(personal interviews, focus groups,	
Additional Information:	

Unit III: Advertising Strategies	Duration: 6 weeks
Unit Description:	
Unit Standards	Key Learning Targets
<p>Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome</p> <p>ISTE Standard: 2. Digital Citizen- Students recognize the rights, responsibilities, and opportunities for living, learning and working in an interconnected digital world, and they act in ways that are safe, legal and ethical.</p> <p>A. Cultivate and manage their digital identity and reputation and are aware of the permanence of their actions in the digital world.</p>	<p>I can . . .</p> <ul style="list-style-type: none"> • Explain the role of promotion as a marketing function • Identify the elements of the promotional mix • Describe the use of business ethics in promotion • Describe the use of technology in the promotion function • Explain types of advertising media • Explain types of sales promotion • Explain types of public relations
Essential Questions	Enduring Understandings
How do consumers learn about products?	Businesses must create a variety of communication channels to persuade consumers to purchase.
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary: promotional mix, sales promotion, public relations, business ethics, marketing functions(product, place, promotion, price).	
Additional Information:	

Unit IV: Advertising Campaign	Duration: 4 weeks
Unit Description:	
Unit Standards	Key Learning Targets
<p>Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.</p> <p>ISTE Standard: 2. Digital Citizen- Students recognize the rights, responsibilities, and opportunities for living, learning and working in an interconnected digital world, and they act in ways that are safe, legal and ethical.</p> <p>C. Demonstrates an understanding of and respect for the rights and obligations of using and sharing intellectual property.</p>	<p>I can . . .</p> <ul style="list-style-type: none"> • Create an advertising campaign • Create media to support an advertising campaign • Set marketing goals and objectives • Set marketing budget • Manage media planning and placement to enhance return on marketing investment.
Essential Questions	Enduring Understandings
<p>What makes some products stand out over others?</p> <p>How do businesses engage customers in social media?</p>	<p>Advertising plans are created to ensure the best return on investment.</p>
Resources:	
Previous knowledge and skills needed:	
Key Unit Vocabulary: goals, objective, advertising campaign, marketing budget, media planning,	
Additional Information:	

