

# 10-12 Social Media Marketing Syllabus Outline

## Dear Parents and Guardians

Welcome to Social Media Marketing at Lake Dallas High School! This syllabus outlines the course plan for your child's class this semester, including key topics, expectations, and how you can support their success. As required by Texas law (Senate Bill 12), this document serves as the instructional plan and is available for your review. I look forward to working with you and your child!

---

## Contact Information

**Teacher:** C. Taylor Robertson, M.S.A.

**Email:** crobertson@ldisd.net

**Phone:** 940-497-4031

**Conference Time:** 7th Period – 1:25 PM to 2:10 PM

**Best Way to Reach Me:** Email or call the school office. I'll respond within 24 hours on school days.

---

## Course Description

Students will explore advanced strategies in social media marketing, focusing on strategic planning, platform evaluation, analytics, risk management, legal and ethical considerations, and career development.

---

## Tutorials

By appointment only during Football and Track seasons. During the off season, I will be available Tuesday and Thursday afternoon from 4–4:30 PM and on Wednesday mornings from 8–8:15 AM.

---

## Course Materials – Needed Daily

- Paper
  - Pen and/or pencil
  - Charged Chromebook
- 

## Course Overview – January thru May 2026

### Introduction to Social Media Marketing – First Days of School

- *Learning objectives:* Build relationships with students, review course expectations, and establish an understanding of what social media marketing is and why it matters.
- *Activities:* Syllabus review, nameplates, introductions, discussion of personal/social media use, and overview of course tools.

# 10-12 Social Media Marketing Syllabus Outline

## Unit 1: Foundations of Social Media Marketing

- **Learning objectives:** Understand the role of social media in the marketing mix, identify different types of platforms, and explore how brands use social media to achieve objectives. (TEKS 130.385.c.1–2)
- **Activities:** Notes and discussions on platform types, real-world case studies, small-group brainstorming on brand presence, review, and assessment.

## Unit 2: Marketing Research & Strategy for Social Media

- **Learning objectives:** Conduct audience research, analyze competitors, and create strategic social media plans tailored to client goals. (TEKS 130.385.c.3, c.5)
- **Activities:** Research assignments, audience persona creation, social listening exercises, group strategy planning, review, and assessment.

## Unit 3: Digital Content Creation Tools

- **Learning objectives:** Apply industry-standard tools (Canva, Adobe Express, and others) to create engaging, brand-aligned content for various platforms. (TEKS 130.385.c.6)
- **Activities:** Hands-on design workshops, post creation, content calendar planning, analytics previews, review, and assessment.

## Unit 4: Social Media Campaign Management

- **Learning objectives:** Develop, launch, and monitor multi-platform campaigns, including scheduling posts, analyzing performance, and adjusting strategies based on data. (TEKS 130.385.c.6–8)
- **Activities:** Campaign planning and execution, scheduling with publishing tools, analytics review and adjustment, final campaign reporting.

## Unit 5: Careers & Professional Practices in Social Media Marketing

- **Learning objectives:** Explore career opportunities, professional networking, ethical/legal considerations, and personal branding in the social media marketing field. (TEKS 130.385.c.3, c.9)
- **Activities:** Career research project, resume and LinkedIn profile creation, guest speakers from the marketing industry, final project presentations.

---

## Work Standards

- Use 8 ½" x 11" ruled white paper
  - Handwriting should be neat and legible
  - Essays, reports, and projects must observe the appropriate instructions and deadlines (typed unless otherwise noted)
  - Assignments submitted via Canvas or ICEV must meet the same deadlines as handwritten work
  - No plagiarism or copying
- 

## Classwork and Homework

Class time will be used for notes, lectures, discussions, and various individual and group assignments. Students should use time wisely and turn in classwork the same day it is assigned. Homework (rare) should be

# 10-12 Social Media Marketing Syllabus Outline

turned in the next class day.

Students are responsible for making up missed work and notes after absences, with one day allowed for each day absent plus one additional day.

---

## Communication

I will use Canvas, ICEV, Student Square/Parent Square, and/or student email accounts to communicate with students and parents. Please check email and Canvas regularly for announcements and reminders.

---

## Grading Policy

- Class/Homework: 50%
- Tests: 50%
- Projects: Count as 2–5 test grades depending on the project.

### Late Work Deductions:

- 1 day late = 10% deduction
- Additional 10% deduction per week late, up to the end of the grading period

### Retake Policy:

- Available if the original score was below 70%
- Must request in writing, review material, and show evidence of increased understanding
- Maximum retake score: 85%

### Academic Integrity:

Plagiarism and cheating will result in a zero for all involved and may lead to further consequences.

### Mastery Learning:

Students may be allowed to resubmit projects/assignments after meeting with the teacher for feedback.

---

## Expectations and Rules

- Be respectful, be on time, be prepared
  - No silliness, disruptive talking, or behavior unbecoming of a mature high school student
- 

## Discipline

1. Warning
  2. Conference with student
  3. Conference with parents
  4. Office referral if behaviors continue
- Severe infractions result in immediate office referral.*

# 10-12 Social Media Marketing Syllabus Outline

---

## **Food & Drinks**

No food or drink in the computer lab to protect technology and respect food allergies.

---

Thank you for supporting your child's education! Feel free to contact me with questions.

Sincerely,

C. Taylor Robertson