

Social Media Marketing

Scope and Sequence

Endorsement: Business and Industry**Cluster:** Business, Marketing, & Finance**Meets advanced course requirement?** YES ▾**Program of Study:** Marketing & Sales**Meets foundation requirement for math, science, fine arts, English, LOTE?** NO ▾**Course Description:**

Social Media Marketing is designed to look at the rise of social media and how marketers are integrating social media tools in their overall marketing strategy. The course will investigate how the marketing community measures success in the everchanging world of social media. Students will manage a successful social media presence for an organization via a social media simulation. Through this simulation, they will understand techniques for gaining customer and consumer buy-in to achieve marketing goals, and properly select social media platforms to engage consumers and monitor and measure the results of these efforts.

TEKS link:

- 1/2 credit
- Grades 10-12
- Lab supplies or fee may be required
- Required prerequisites: N/A
- Recommended prerequisites: Principles of Business, Marketing, and Finance and/or Virtual Business

Industry Certification/Credential: Stukent Social Media**TEA recognized IBC (to count toward program of study completion)?** NO ▾

Instructional Units	Grading Period
• Understanding social media platforms and their purpose, including trends • Choosing the ethical course of action • Integrated marketing plan to promote brand/company awareness • Analyze and evaluate social media campaigns • Communicate information effectively	N1/N3 (fall/spring)
• Describe the social media marketing ecosystem and its impact on traditional marketing • Apply legal boundaries and concepts affecting social media • Risk factors and Real-time marketing • Understand the nature and scope of mobile marketing • Social Media Careers • Social Media certification test	N2/N4 (fall/spring)

Primary Instructional Materials: Stukent: Marketing Strategies and Simternship (simulation)**Supplementary Instructional Materials:** N/A