

CFISD Social Media Marketing

Scope and Sequence

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 new world of social media. Students will manage a successful social media presence for an organization, 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. (1/2 Credit)

- Grades 10 – 12
- Recommended prerequisites: Principles of Business, Marketing, and Finance
- Lab supplies or fee may be required

TEKS:

[http://tea.texas.gov/Academics/College, Career, and Military Prep/Career and Technical Education/CTE Texas Essential Knowledge and Skills for 2017-2018/](http://tea.texas.gov/Academics/College,_Career,_and_Military_Prep/Career_and_Technical_Education/CTE_Texas_Essential_Knowledge_and_Skills_for_2017-2018/)

Cluster: Marketing

Endorsement: Business and Industry

- Meets advanced course requirement (Y/N): N
- Meets foundation requirement for math, science, fine arts, English (Y/N-area): N

Industry Certification/Credentials: N/A

Instructional Units	Estimated Days
1 st Grading Period <ul style="list-style-type: none"> • Understanding social media platforms and their purpose • Choosing the ethical course of action • Analyze, evaluate, and communicate information effectively • Integrated marketing plan to promote brand/company awareness 	38 Days/38 Days

Instructional Units	Estimated Days
2 nd Grading Period <ul style="list-style-type: none"> • Describe the social media marketing ecosystem and its impact on traditional marketing • Apply legal boundaries and concepts affecting social media • Risk factors • Understand the nature and scope of mobile marketing 	39 Days/53 Days

Primary Instructional Materials (used districtwide):

- The Marketing Teacher: Marketing Gets Social