

## 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**

Cluster: Marketing

Program of Study: Marketing & Sales

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 Y-Social Media Marketing Certification

Instructional Units	Pacing
1 <sup>st</sup> Grading Period <ul style="list-style-type: none"> <li>• Understanding social media platforms and their purpose, including trends</li> <li>• Choosing the ethical course of action</li> <li>• Integrated marketing plan to promote brand/company awareness</li> <li>• Analyze and evaluate social media campaigns</li> <li>• Communicate information effectively</li> </ul>	1 <sup>st</sup> Grading Period
Instructional Units	Estimated Days
2 <sup>nd</sup> Grading Period <ul style="list-style-type: none"> <li>• Describe the social media marketing ecosystem and its impact on traditional marketing</li> <li>• Apply legal boundaries and concepts affecting social media</li> <li>• Risk factors and Real-time marketing</li> <li>• Understand the nature and scope of mobile marketing</li> <li>• Social Media Careers</li> <li>• Social Media certification test</li> </ul>	2 <sup>nd</sup> Grading Period

**Primary Instructional Materials (used districtwide):**

Stukent: Marketing Essentials and Mimic Social (simulation);