



Program: Social Media Marketing

Instructor: Ms. Kuehner

Course Description:

Students will learn the technical knowledge and hands-on skills required for entry-level duties in the marketing, retail, sales, hospitality management, fashion merchandising, sports and entertainment marketing, real estate marketing, entrepreneurship, influencer marketing, and marketing and business related industries. Students will learn social media content creation, and be in charge of BAVTS Facebook and Instagram accounts. Students will learn digital content creation, photography and videography. Students will also learn entrepreneurship and retail management through working at the BAVTS School Store.

Students who wish to continue in this field should continue their education at a two or four-year college, create their own business, or work an entry-level position in the field.

Average pay: According to Salary.com, the average salary for a marketing specialist and a marketing manager range from \$57,204-\$100,000+ depending on the level of expertise and title.

Reference Material:

Stukent

Canva Pro

Adobe Creative Cloud

Classroom Tools:

Apple Desktops, Laptops and iPads

Photography/Videography Equipment

School Store Equipment:

POS System

Merchandise

Food & Beverages

Course Syllabus Level 1

First Semester (First Marking Period)

Career Exploration:

Student Rotation is the first marking period

Knowledge Assignments:

Daily Bell Ringer/Work Ethic Assignment

Digital Art Canva Pro Name Tag Activity

Create A Business Rotation Project

DECA Introduction and Roleplay

Duty and Tasks Covered:

101: Explain the seven functions of marketing

102: Explain economic utilities

103: Explain the components of the marketing mix

105: Examine the role of marketing and business in society

106: Analyze and assess global trends and opportunities in the marketplace

108: Explain the concepts of market segmentation and target marketing

109: Conduct a strength, weakness, opportunities and threats analysis (SWOT)

Course Syllabus Level 1

First Semester (Second Marking Period)

Knowledge Assignments:

Daily Bell Ringer/Work Ethic Assignment

MOD Marketing Digital ebook

- Ch.1 Marketing
 - Into to Marketing Assignments
- Ch.2 Ethics
 - Ethics Activity
- Ch. 3 Market Research
 - Resort Project Idea Starter/Research
 - Survey Project
- Ch. 4 Targeting & Segmentation
 - Resort Project Market Segmentation
- Social Media Management Activity
- Influencer Marketing Research Activity

Career Readiness Curriculum & Simulation

- Unit 1: Communications in the Workplace
- Unit 2: Written Communications
- Unit 3: Technology and the Workplace
- Unit 4: Professional Value

School Store

Chapter Activities

Retail Math

DECA Role Playing & Tests

Photography/Videography Introduction

Duty and Tasks Covered:

101: Explain the seven functions of marketing

103: Explain the components of the marketing mix

105: Examine the role of marketing and business in society

108: Explain the concepts of market segmentation and target marketing

109: Conduct a strength, weakness, opportunities and threats analysis (SWOT)

202: Calculate correct change for customer transaction

203: Calculate sales tax and discounts

204: Perform an opening/closing reconciliation of a cash drawer

206: Calculate profit, markup, and markdown

207: Calculate prices for merchandise using pricing strategies

209: Calculate wages, taxes, and deductions

702: Identify and define methods of conducting marketing research

703: Define methods of conducting marketing research

705: Compare primary and secondary marketing research data

706: Collect marketing research data to make recommendations and decisions

Course Syllabus Level 1

Second Semester (Third Marking Period)

Knowledge Assignments:

Daily Bell Ringer/Work Ethic Assignment

Career Readiness Curriculum & Simulation

- Unit 5: Job Search
- Unit 6: Career Goals
- Unit 7 Career Files
- Unit 8 Personal Growth
- Unit 9 Work Life Balance

MOD Marketing Digital ebook

- Ch. 5 Consumer Behavior
 - CRM Resort Project
- Ch. 6 Positioning
 - Marketing Mix Resort Project
- Ch. 7 Branding
 - Resort SWOT Analysis
- Ch. 8 Product
 - Resort Feature-Benefit Selling
- Ch. 9 Promotion
 - Resort The Selling Process
 - Magazine Print Ad Project

School Store

Chapter Activities

Retail Math

DECA Role Playing & Tests

Duty and Tasks Covered:

901: Identify the steps of a sale

902: Demonstrate greeting and approaching a customer

903: Create probing questions to determine customer needs and wants

904: Demonstrate feature-benefit selling

905: Demonstrate suggestion selling

1001: Explain the importance of promotion

1003: Compare different types of advertising media

1004: Create a promotional mix

1005: Identify the major elements of print advertisement

Course Syllabus Level 1

Second Semester (Fourth Marking Period)

Knowledge Assignments:

Bell Ringer/Work Ethic Assignment

Career Readiness Curriculum & Simulation

- Unit 10 Job Interviews
- Unit 11 Resource Management
- Unit 12 Diverse Workplaces

MOD Marketing Digital ebook

- Ch. 10 Place
 - Resort Project Magazine A
- Ch. 11 Price
 - Resort Project Economics Meeting

- Ch. 12 Digital Marketing
 - Resort Project Website
- Ch. 13 Social Media Marketing
 - Resort Project Sales Messages with the AIDA Approach

Customer Profile Activity

Shoebox Store or Window Display Project

School Store

Chapter Activities

Retail Math

DECA Role Playing & Tests

Duty and Tasks Covered:

906: Demonstrate the ability to close a customer sale

907: Perform a sales presentation for a good or service

911: Interpret company policies for customers

912: Demonstrate handling sales objections

913: Identify strategies to establish and maintain long-term customer relationships

914: Create a customer profile

1101: Describe the benefits of customer service

1103: Demonstrate the ability to communicate with customers professionally

1104: Demonstrate how to develop a rapport with customers

1105: Solve customer problems

1107: Demonstrate how to handle difficult customers

1111: Develop a customer service policy statement

1002: Design projects that utilize principles of visual merchandising

Course Syllabus Level 2:

First Semester (First Marking Period)

Knowledge Assignments:

Daily Bell Ringer/Work Ethic Assignment

Mod Marketing ebook

- Ch. 14 A Marketing Plan
 - Create a Business Assignment
- Ch. 15 Personal Branding
 - Elevator Pitch Assignment

Career Readiness Curriculum & Simulation

- Unit 13 Workplace Relationships
- Unit 14 Leadership Skills
- Unit 15 Professional Presentations

School Store
Chapter Activities
Retail Math
DECA Role Playing & Tests

Duty and Tasks Covered:

401: Prepare marketing documents and other publications
403: Create projects using multimedia sources and applications
404: Research trends in marketing technology
502: Demonstrate the ability use professional communication skills
504: Create a variety of written business communications utilized in the workplace
507: Deliver a marketing related presentation
509: Interpret nonverbal communications in the business environment
301: Prepare a resume for a specific job in marketing or business
302: Prepare a letter of application for a specific job in the field of marketing or business
303: Complete a job application for a specific job in the field of marketing or business
304: Prepare for a job interview in the field of marketing or business
305: Research career and educational opportunities in marketing or business
306: Demonstrate professional networking skills

Course Syllabus Level 2:

First Semester (Second Marking Period)

Knowledge Assignments:

Daily Bell Ringer/Work Ethic Assignment

Social Media Marketing ebook

- Ch. 2 Into to Social Media Marketing
 - Digital Footprint Project
- Ch. 3 Social Media for Businesses
 - Social Media Calendar and Plan Project
- Ch. 4 Facebook Marketing
 - BAVTS Facebook Campaign Project

Public Speaking Curriculum & Simulation

- Unit 1 Know Your Audience
- Unit 2 Listen Actively
- Unit 3 Conduct Research
- Unit 4 Organize Your Thoughts

School Store
Chapter Activities
Retail Math
DECA Role Playing & Tests

Duty and Tasks Covered:

201: Process sales documentation and employee records for a business
704: Explain the use of technology in customer relationship management
707: Explain the importance of marketing information management
801: Compare the different forms of business ownership
802: Identify safety concerns in the marketing and business industries
803: Analyze the nature of risk management
1601: Distinguish the different types of social media

Course Syllabus Level 2:

Second Semester (Third Marking Period)

Knowledge Assignments:

Daily Bell Ringer/Work Ethic Assignment

Social Media Marketing ebook

Logo/Slogan Activity

- Ch. 5 Instagram Marketing
 - Instagram Campaign Project
- Ch. 6 X Marketing
 - X Campaign Project
- Ch. 7 YouTube Marketing
 - Make a YouTube Video Project

Public Speaking Curriculum & Simulation

- Unit 5 Prepare Your Voice and Tone
- Unit 6 Create an Outline
- Unit 7 Improve Delivery
- Unit 8 Practice, Practice, Practice

School Store

Chapter Activities

Retail Math

DECA Role Playing & Tests

Duty and Tasks Covered:

806: Identify the different levels of management
808: Identify the different tasks associated with the levels of management, e.g., interviewing, hiring, firing, promoting, advancement.
1008: Write advertising slogans
1009: Differentiate between promotional advertising and institutional advertising

1011: Distinguish between advertising and publicity
1014: Create a promotional project

Course Syllabus Level 2:

Second Semester (Fourth Marking Period)

Knowledge Assignments:

Daily Bell Ringer/Work Ethic Assignment

Social Media Marketing ebook

- Ch. 8 Snapchat Marketing
 - Snapchat Story Project
- Ch. 9 TikTok Marketing
 - TikTok Story Project
- Ch. 10 Paid Social Media Advertising
 - Spending Your First \$100 Project

Public Speaking Curriculum & Simulation

- Unit 9 Speak Impromptu
- Unit 10 Choose Words Wisely
- Unit 11 Employ Nonverbal Communication
- Unit 12 Speak Persuasively
- Unit 13 Speak Informatively
- Unit 14 Use Visual Aids
- Unit 15 Presenting as a Team

School Store

Chapter Activities

Retail Math

DECA Role Playing & Tests

Duty and Tasks Covered:

1015: Evaluate different sales promotion techniques
1016: Identify the major elements of online advertising
1402: Describe economic goods and services
1403: Examine economic resources
1404: Examine supply and demand factors

Course Syllabus Level 3

First Semester (First Marking Period)

Knowledge Assignments:

Daily Bell Ringer/Work Ethic Assignment

Social Media Marketing ebook

- Ch. 11 Social Media Analytics & Audits
- Ch. 12 Social Media Planning
- Ch. 13 Personal Branding
- Ch. 14 Digital Marketing

Entrepreneurship Curriculum & Simulation

- Unit 1 Introduction to Entrepreneurship
- Unit 2 Ideation Processes
- Unit 3 Financial Literacy
- Unit 4 Target Markets

School Store

Chapter Activities

Retail Math

DECA Role Playing & Tests

Duty and Tasks Covered:

1201 Explain the channels of distribution

1202 Determine a channel of distribution for a product

1408 Determine the impact of the business cycle on business activities

1602 Compare the effectiveness of various social media platforms

Course Syllabus Level 3

First Semester (Second Marking Period)

Knowledge Assignments:

Daily Bell Ringer/Work Ethic Assignment

Entrepreneurship Curriculum & Simulation

- Unit 5 Marketing Strategies
- Unit 6 Product Planning
- Unit 7 Entrepreneurial Trends
- Unit 8 Funding
- Unit 9 Business Operations
- Unit 10 Government & Legal
- Unit 11 Human Resources

School Store

Chapter Activities

Retail Math

DECA Role Playing & Tests

Duty and Tasks Covered:

- 1407 Compare the type of economic systems
- 1409 Identify economic measurements
- 1203 Evaluate various inventory control management systems
- 1204 Describe the basic steps in receiving and inspecting merchandise
- 1205 Explain the elements of purchasing
- 1206 Use an inventory control management system

Course Syllabus Level 3

Second Semester (Third Marking Period)

Knowledge Assignments:

Daily Bell Ringer/Work Ethic Assignment

Entrepreneurship Curriculum & Simulation

- Unit 12 Professional Development
- Unit 13 Business Skills & Decisions
- Unit 14 Company Growth
- Unit 15 Business Plans

Sports Marketing Curriculum & Simulation

- Unit 1 Marketing
- Unit 2 Consumers
- Unit 3 Products
- Unit 4 Price
- Unit 5 Promotion
- Unit 6 Endorsements

School Store

Chapter Activities

Retail Math

DECA Role Playing & Tests

Duty and Tasks Covered:

- 102: Explain economic utilities
- 106: Analyze and assess global trends and opportunities in the marketplace
- 1501 Identify the difference between national and private brands
- 1502 Explain the nature of product/service branding
- 1603 Design social media content for different social media platforms

Course Syllabus Level 3

Second Semester (Fourth Marking Period)

Knowledge Assignments:

Daily Bell Ringer/Work Ethic Assignment

Sports Marketing Curriculum & Simulation

- Unit 6 Endorsements
- Unit 7 Place
- Unit 8 Media
- Unit 9 Advertising
- Unit 10 Selling
- Unit 11 Risk
- Unit 12 External Influences
- Unit 13 Economics
- Unit 14 Legal
- Unit 15 The Industry

School Store

Chapter Activities

Retail Math

DECA Role Playing & Tests

Duty and Tasks Covered:

1503 Identify the elements of branding and packaging

1504 Develop strategies to position a product/business

1604 Develop a personal brand

Supplemental Learning Activities

Students who participate in the Social Media Marketing Program will also have opportunities to participate in the following program and school-sponsored activities:

SkillsUSA:

SkillsUSA: A national membership association serving high school, college and middle school students who are preparing for careers in trade, technical and skilled service occupations.

SkillsUSA is a partnership of students, teachers, and industry working together to ensure America has a skilled workforce. SkillsUSA helps each student excel. Social Media Marketing students can compete in various areas.

National Technical Honor Society (NTHS):

Level II and Level III students who have received an “A” in their career and technical program, as well as a “B” average at their home school, are eligible and encouraged to become a member of the BAVTS Chapter of the National Technical Honor Society.

Job Shadowing: Students are eligible to visit the field of study partners for one or more days to view the day-to-day operations of this career area.

Community Service Projects: Students in the Social Media Marketing Program will be eligible and encouraged to participate in community service projects throughout the year.

Field Trips: Students in Social Media Marketing will, on occasion, attend field trips that expose them to educational experiences within the career field.

College Credit: Level III students will have the opportunity if eligible for advanced credit through BAVTS in the Northampton Community College (NCC) Entrepreneurship Program.

Additional Certifications:

- NOCTI
- Customer Service & Sales Certification