

Unit Title: Social Media Marketing

Grade Level: 10-12

Subject Area: *Marketing*

Duration/Length/Number of class periods: *5 class periods*

Description:

This unit is designed to build students' social media marketing knowledge and skills by utilizing projects that give students hands on experience implementing social media marketing strategies.

Established Goals (National, State, Local):

Frameworks: MM04:02 Apply technological tools in marketing to analyze market opportunities.

What Enduring Understandings are desired?

Social media platforms represent the future of the marketing profession.

Social media marketing can be very successful and also very devastating to a business.

The marketing industry uses and influences ever-changing technologies.

What Essential Questions will be considered?

How can social networks be formed and managed to maximize marketing investments?

What behavioral and psychological factors drive social media participation by consumers?

Students will know / be able to:

Create a website or blog for an organization, understand techniques for gaining 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.

More than half of the world’s population goes online for social interaction and information gathering.

Social Media and Internet-based marketing activities are diverse and will make obsolete many traditional marketing tactics.

A new vocabulary has emerged suggesting a need to understand and apply concepts such as SEM, SEO, SERP, ROI, ROAS, Influencer social capital, Blog, Vlog Splog, Tweep, Tweet, Podcast, Moblog, Tag Cloud, and Geotagging.

Description	<i>Units must include at least one of each formative, summative, introductory activity and learning activity. Check the</i>	Formative	Summative	Introductory Activity	Learning Activity	Student Technology Used	Teacher Technology Used	ISTE Standards
Sway Presentation				X			X	
Students pick their favorite brand and describe in 4 words. Google those words.					X	X		
Quizlet - Vocabulary					X	X		
Create a Wordpress Blog or Web Page			X			X		4b
Adparlor Case Study and Ad Mockup (Facebook Ads)		X						

Materials, tools and resources

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Additional credit given to