

General Course Information

Course Name: Social Media Advertising	
Department: Business and Marketing	Grade Level(s): 11-12
Duration/Credits: 1 sem/.5 credit	Prerequisites: none
BOE Approval Date:	Course Code H5305
Course Description:	
<p>Social Media Advertising will focus on the latest technology and platforms used by businesses to promote their products and services. Students will learn how to use current social networking sites, micro-blogging sites, video-sharing sites, blogging, mobile couponing and more. They will create marketing strategies, implement marketing plans and measure their success. Students enrolled in Social Media Advertising are eligible to join student business organizations (DECA & FBLA).</p>	
Course Rationale:	
<p>Savvy marketers have made social media a central part of their marketing plans. Companies with strong social media presence are coming out ahead of the competition. Understanding what social media has to offer and keeping up with the latest trends is critical to marketing today.</p>	
Course Objectives:	
<p>The student will investigate the role of social media in marketing efforts. (A+ Research)</p> <p>The student will demonstrate how to use social networks as a marketing tool through the creation of an integrated, written marketing campaign. (A+ Writing)</p> <p>The student will read about and apply current social media sales promotion strategies. (A+ Reading)</p> <p>The student will research, discuss, and utilize current technology employed by marketers. (A+ Speaking and Listening)</p>	
Standards Alignment:	
MBA Research Standards ISTE Standards	