WEST ISLIP SCHOOL DISTRICT CURRICULUM MAP							
DEPARTMENT: Business		COURSE TITLE: Social Media Marketing Course Number:					
GRADE (S): 9,10,11,12		PRE-REQUISITE (If Any)					
Content Standard Essential Questions	Assessment	Skills	Activities	Vocabulary	Resources (Technology, Texts, Tools)		
(Approximate Days/Weeks)							
Introduction to Marketing (7 days)	1 Quiz, Classwork, Projects, Google Form	-Define social media marketingUnderstand the principles of marketingExamine the uses of social media in marketingExamine social media platforms.	-Marketing Function Project -Case Study	Brand Promise, Brand Strategy, Market Research, Market Share, Marketing Concept, Marketing Function, Marketing Mix, Social Media, Social Media Marketing, Social Media Marketing Plan, Target Market	Google Chromebooks , Google Classroom, Stukent.com, Various social media platforms, Social Media Marketing- First Edition Textbook		
Marketing Mix (9 days)	1 Test, 1 Quizzes, Classwork, Projects, Google Form	-Understand participation as a key element of the marketing mixAnalyze the interrelationship between the elements of the marketing mixExplain how the marketing mix contributes to the marketing process.	-Marketing Mix Project, -Slogan/Logo Design -Case Study	Break Even Point, Distribution Channel, Logo, Markup, Participatory Marketing, Pricing Tactic, Product Life Cycle, Product Mix, Promotional Mix, Slogan, Supply Chain	Google Chromebooks , Google Classroom, Stukent.com, Various social media platforms, Social Media Marketing- First Edition Textbook		

Evolution of Social Media (5 days)	Classwork, Projects, Google Form	-Understand how the development of social media has shaped online media and communicationsDescribe the social media marketing ecosystem and how it impacts traditional marketing strategyIdentify significant trends in the development of social media.	-Turn a print advertisement into a social media advertisement.	Artificial Intelligence, Augmented Reality, Blog, Chatbot, Cryptocurrency, Emoji, Ephemeral Content, GIF, Meme, Thought Leadership	Google Chromebooks , Google Classroom, Stukent.com, Various social media platforms, Social Media Marketing- First Edition Textbook
Marketing Information Management (6 days)	1 Quiz, Classwork, Projects, Google Form	-Explain the role of social media in marketing researchAnalyze the role of marketing research in decision makingUnderstand the marketing research process.	-Evaluate different types of research -Gather, analyze, interpret, and present research	Bar Chart, Database Application, Pie Chart, Primary Research, Scatter Plot, Secondary Research, Table	Google Chromebooks , Google Classroom, Stukent.com, Various social media platforms, Social Media Marketing- First Edition Textbook
Target Market (10 days)	1 Test, 1 Quiz, Classwork, Projects, Google Form	-Explain how social media marketers identify a target marketDifferentiate between market segmentation and mass marketingAnalyze the characteristics, motivations, and behaviors of consumers	-Use previous research to create a target market for a productCreate a SWOT analysis for a company.	Market Identification, Market Position, Market Segmentation, Mass Marketing, Multiculturalism, Multigenerationalism , Niche Marketing, SWOT Analysis	Google Chromebooks , Google Classroom, Stukent.com, Various social media platforms, Social Media Marketing- First Edition Textbook

Social Networking (8 days)	1 Quiz, Classwork, Projects, Google Form	-Analyze, evaluate, and communicate effectively through the use of social networking platformsUnderstand how to establish a presence on social media platformsUtilize social media platforms for marketing purposes.	-Create a social media marketing platform for a company.	Campaign Manager, Facebook Insights, Hashtag, LinkedIn Partners, Microblogging, Page, Story, Twitter Analytics	Google Chromebooks , Google Classroom, Stukent.com, Various social media platforms, Social Media Marketing- First Edition Textbook
Social Publishing (9 days)	1 Quiz, Classwork, Projects, Google Form	-Analyze, evaluate, and communicate effectively through the use of social publishing platformsDescribe marketing techniques for social publishing platformsUnderstand the role of influencers, insights, and creative networks on social publishing platforms.	-Create a social media advertisementCreate a influencer video.	Buyable Pin, Creatrs, Dashboard, Geofilter, Instagram Insights, Snapchap Storytellers, Sponsored Day, Visual Content Marketing	Google Chromebooks , Google Classroom, Stukent.com, Various social media platforms, Social Media Marketing- First Edition Textbook
Interpersonal Skills (8 days)	1 Quiz, Classwork, Projects, Google Form	-Communicate effectively with others using speaking, listening, and writing skillsDemonstrate time management skills. Demonstrate collaboration skills through teamworkApply legal boundaries and concepts that affect social mediaShow integrity in marketing campaigns, by complying with all	-Evaluate ethical boundaries. -Case Study	Interpersonal Skill, Nonverbal Communication, Professionalism, Time Management, Verbal Communication, Visual Communication, Written Communication, Bait Advertising, Business Ethics, Code of Conduct,	Google Chromebooks , Google Classroom, Stukent.com, Various social media platforms, Social Media Marketing- First Edition Textbook

Monitoring Analytics/Evaluatin g Risks (10 days)	1 Test, 1 Quiz, Classwork, Projects, Google Form	applicable law, rules, and regulations. -Identify the nature and scope of social media analyticsMeasure the success of social media marketing strategies using analytics dataUnderstand social media marketing models and how to use Google AnalyticsIdentify risk factors associated with social media marketingExplain the concept of rea-time marketingIdentify potential risks, advantages, and limitations of digital marketing tools.	-Analyze current social media platforms and create a low risk plan for their future.	Code of Ethics, Integrity, Tailored Advertising Bounce Rate, Budget, Click-Through Rate, Native Advertising, Search Engine Advertisement, Sentiment Analysis, UTM Parameter, Infringement, Intellectual Property, Real-Time Marketing, Social Media Crisis, Social Media Policy, Trademark	Google Chromebooks , Google Classroom, Stukent.com, Various social media platforms, Social Media Marketing- First Edition Textbook
Emerging Social Media (8 days)	1 Quiz, Classwork, Projects, Google Form	-Analyze evaluate, and communicate information effectively through emerging social mediaInvestigate new social media toolsDetermine how to use emerging social media techniques in marketing.	-Track past social media trends and predict future trends.	Algorithm, Clickbait, Lifelong Learning, Omni-Channel Experience, Virtual Reality.	Google Chromebooks , Google Classroom, Stukent.com, Various social media platforms, Social Media Marketing- First Edition Textbook
Social Media Careers	Classwork and Projects	-Demonstrate leadership skills by participating in activities.	-Search social media careers	Career Plan, Cover Letter, Employment Trend, Networking,	Google Chromebooks , Google

(10 days)	-Research and describe careers in the field of social media marketingPrepare a cover letter and resume	-Create a resume and cover letter for a career of their choice.	Personal Branding, Postsecondary Education, Resume	Classroom, Stukent.com, Various social media platforms, Social Media Marketing- First Edition Textbook