

# WEST ISLIP SCHOOL DISTRICT

## CURRICULUM MAP

| <b>DEPARTMENT: Business</b>                           |                                                     | <b>COURSE TITLE: Social Media Marketing</b>                                                                                                                                                                                                |                                                               |                                                                                                                                                                                                      |                                                                                                                                    |
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| <b>GRADE (S): 9,10,11,12</b>                          |                                                     | <b>Course Number:</b>                                                                                                                                                                                                                      |                                                               |                                                                                                                                                                                                      |                                                                                                                                    |
|                                                       |                                                     | <b>PRE-REQUISITE (If Any)</b>                                                                                                                                                                                                              |                                                               |                                                                                                                                                                                                      |                                                                                                                                    |
| <b>Content Standard</b><br><i>Essential Questions</i> | <b>Assessment</b>                                   | <b>Skills</b>                                                                                                                                                                                                                              | <b>Activities</b>                                             | <b>Vocabulary</b>                                                                                                                                                                                    | <b>Resources</b><br>(Technology, Texts, Tools)                                                                                     |
| <i>(Approximate Days/Weeks)</i>                       |                                                     |                                                                                                                                                                                                                                            |                                                               |                                                                                                                                                                                                      |                                                                                                                                    |
| <b>Introduction to Marketing</b><br><br>(7 days)      | 1 Quiz, Classwork, Projects, Google Form            | <b>-Define social media marketing.</b><br><b>-Understand the principles of marketing.</b><br><b>-Examine the uses of social media in marketing.</b><br><b>-Examine social media platforms.</b>                                             | -Marketing Function Project<br>-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 |
| <b>Marketing Mix</b><br><br>(9 days)                  | 1 Test, 1 Quizzes, Classwork, Projects, Google Form | <b>-Understand participation as a key element of the marketing mix.</b><br><b>-Analyze the interrelationship between the elements of the marketing mix.</b><br><b>-Explain how the marketing mix contributes to the marketing process.</b> | -Marketing Mix Project,<br>-Slogan/Logo Design<br>-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 |

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| <b>Evolution of Social Media</b><br><br><b>(5 days)</b>        | Classwork, Projects,<br>Google Form              | <b>-Understand how the development of social media has shaped online media and communications.</b><br><b>-Describe the social media marketing ecosystem and how it impacts traditional marketing strategy.</b><br><b>-Identify significant trends in the development of social media.</b> | -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 |
| <b>Marketing Information Management</b><br><br><b>(6 days)</b> | 1 Quiz, Classwork, Projects, Google Form         | -Explain the role of social media in marketing research.<br>-Analyze the role of marketing research in decision making.<br>-Understand the marketing research process.                                                                                                                    | -Evaluate different types of research<br>-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 |
| <b>Target Market</b><br><br><b>(10 days)</b>                   | 1 Test, 1 Quiz, Classwork, Projects, Google Form | -Explain how social media marketers identify a target market.<br>-Differentiate between market segmentation and mass marketing.<br>-Analyze the characteristics, motivations, and behaviors of consumers                                                                                  | -Use previous research to create a target market for a product.<br>-Create 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 |

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| <b>Social Networking</b><br><br><b>(8 days)</b>    | 1 Quiz, Classwork,<br>Projects, Google Form | -Analyze, evaluate, and communicate effectively through the use of social networking platforms.<br>-Understand how to establish a presence on social media platforms.<br>-Utilize 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 |
| <b>Social Publishing</b><br><br><b>(9 days)</b>    | 1 Quiz, Classwork,<br>Projects, Google Form | -Analyze, evaluate, and communicate effectively through the use of social publishing platforms.<br>-Describe marketing techniques for social publishing platforms.<br>-Understand the role of influencers, insights, and creative networks on social publishing platforms.                                           | -Create a social media advertisement.<br>-Create 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 |
| <b>Interpersonal Skills</b><br><br><b>(8 days)</b> | 1 Quiz, Classwork,<br>Projects, Google Form | -Communicate effectively with others using speaking, listening, and writing skills.<br>-Demonstrate time management skills.<br>Demonstrate collaboration skills through teamwork.<br>-Apply legal boundaries and concepts that affect social media.<br>-Show integrity in marketing campaigns, by complying with all | -Evaluate ethical boundaries.<br>-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 |

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|                                                                      |                                                  | applicable law, rules, and regulations.                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                      | Code of Ethics, Integrity, Tailored Advertising                                                                                                                                                                                            |                                                                                                                                   |
| <b>Monitoring Analytics/Evaluating Risks</b><br><br><b>(10 days)</b> | 1 Test, 1 Quiz, Classwork, Projects, Google Form | -Identify the nature and scope of social media analytics.<br>-Measure the success of social media marketing strategies using analytics data.<br>-Understand social media marketing models and how to use Google Analytics.<br>-Identify risk factors associated with social media marketing.<br>-Explain the concept of real-time marketing.<br>-Identify potential risks, advantages, and limitations of digital marketing tools. | -Analyze current social media platforms and create a low risk plan for their future. | 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 |
| <b>Emerging Social Media</b><br><br><b>(8 days)</b>                  | 1 Quiz, Classwork, Projects, Google Form         | -Analyze evaluate, and communicate information effectively through emerging social media.<br>-Investigate new social media tools.<br>-Determine 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 |
| <b>Social Media Careers</b>                                          | Classwork and Projects                           | -Demonstrate leadership skills by participating in activities.                                                                                                                                                                                                                                                                                                                                                                     | -Search social media careers                                                         | Career Plan, Cover Letter, Employment Trend, Networking,                                                                                                                                                                                   | Google Chromebooks , Google                                                                                                       |

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| <b>(10 days)</b> |  | -Research and describe careers in the field of social media marketing.<br>-Prepare 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 |
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