



Spain Park High School • Business Academy
Business and Entrepreneurship Academy: Digital Marketing
Course Syllabus

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Course Description

Digital Marketing is a one-credit course which focuses on applying tools, strategies and processes to communicate digitally with targeted customers. Emphasis is placed on creating, implementing, and critiquing online advertising, email marketing, websites, social media, mobile marketing, search-engine optimization, video/images, and podcasts/webcasts. Students will apply project management techniques to guide and control digital communications efforts. They will also create and repurpose content for use in digital environments. Technology, employability skills, leadership and communications will be incorporated in classroom activities.

Prerequisite: Digital Marketing can be taught in Grades 10-12. It is recommended that students enroll in an introductory marketing course prior to taking Digital Marketing.

The Career Technical Student Organization (CTSO) for this program is Distributive Education Clubs of America (DECA). DECA is a co-curricular component of this course. Active participation in DECA enhances classroom instruction, develops students' leadership skills, expands workplace-readiness skills, and provides opportunities for professional growth and service. **This is YOUR professional organization and membership is expected. Membership is \$35.**

Course Goals

Upon completion of this course, students will meet the following goals:

- » Understand the background and the foundational concepts of marketing
- » Know the foundational concepts of social media marketing
- » Make key marketing decisions relative to leveraging Facebook, Instagram, Twitter, YouTube, and other social media platforms
- » Understand the concepts of paid social media advertising
- » Know best practices of social media analytics, planning, and auditing
- » Be able to create and explain a personal brand
- » Understand the foundational concepts of digital marketing

Essential Questions

- What is marketing?
- How did social media marketing come about and what concepts have developed?
- How do you appropriately and effectively use social media using various platforms to market?
- How do you use social media and technology to collect, analyze, record and share information within an organization and to stakeholders.
- What are the best practices of social media analytics, planning, and auditing?
- What is my personal brand? How can I use social media to promote my personal brand?

- How do you improve customer relations with social media?
- How do you use business communications to plan, create, implement and evaluate internal and external company communications.
- What are recent trends in digital and social media marketing?
- Why is market research so important?

Summary of Instructional Content Sequence (Tentative)

1st Nine Weeks – DECA, personal branding, LinkedIn, fundamentals of marketing, 4 Ps, sales and promotions, merchandising, copyright, fundamentals of marketing in a digital world, intro to social media, social media for business
2nd Nine Weeks – Facebook, Instagram, and Twitter marketing and Mimic Social Simulations. Canva and digital design
3rd Nine Weeks – YouTube, Tik Tok, and Snapchat marketing and Mimic Social Simulation, DECA competitive event
4th Nine Weeks – Paid social media advertising, analytics and audits, social media planning, digital marketing, Pinterest

Anchor Assignments

Students will have produced a variety of work products including but not limited to the following:

- **Numeracy Anchor Assignment:**
- **Literacy Anchor Assignment:** Resume and Cover Letter, LinkedIn Profile
- **Science Anchor Assignment:** Social Media Analytics Tools Presentation
- **DECA Anchor Assignment:** DECA Marketing competitive events will be chosen and completed from the following list on DECA+

Course Materials and Delivery Plan

- Headphones or earbuds
- Google Drive
- Stukent Simulation
- REQUIRED: Access to the Internet at home (or other location after school in the evenings) along with access to social media platforms.
- There is not one official textbook for this course. Various sites, services, and applications will be used throughout the course to provide students with the most up-to-date, relevant information to prepare for college and career.
- *ICEV Business, Marketing, Finance, IT & Media Site: Digital Media Design*
- *ICEV Business, Marketing, Finance, IT & Media Site - Marketing Principles*

Assessment Procedures and Grading Scale

Discussion and Demonstration: Important material from the textbooks, software, and outside sources will be discussed AND demonstrated in class. Students will be expected to follow along with the

instructor and his/her peers, and take notes when appropriate. The environment is very open – discussion and questions are always encouraged.

Assignments (Daily Work): After demonstrations and discussions, end-of-unit and online activities will be assigned to reinforce material. These projects are usually independent and are often not directly led by the instructor. Students will be expected to use their new knowledge (with the help of your textbook/notes) to complete study guides and end-of-unit activities. While these projects are intended to assess individual ability to apply new concepts, students will always be expected to ask questions on concepts he/she does not understand. Additionally, research and lab assignments will be required to be completed in and out of class. Students will also work with a team of peers throughout the school year. Students are expected to be cooperative and respectful at all times.

Quizzes/Tests: Quizzes/tests will be given on a regular basis. They will assess students' understanding of the concepts and procedures discussed and demonstrated in class. Production tests may also be used to assess ability to produce documents efficiently and accurately.

Work Ethics: "Work ethics" are a part of each student's nine weeks grade (see *Weights/Grading Scale* below). Work ethics contains two grades per nine weeks. Half of the points is to assess their softs skills and one to assess their professional activity. Professional Activity points will be entitled DECA Points, and they will earn 100 points per nine weeks. Each student will be given 100 "work ethics" points at the beginning of the nine weeks. Any situation or incident where he/she is not meeting classroom expectations will result in a Work Ethics deduction. The deduction amount is determined by the instructor and will depend on the severity of and the number of times the student has committed the offense. An example of a 5 point deduction is being tardy to class. The most a single offense can cost a student is 50 points. These are deducted in extreme cases such as any form of cheating or class 2 or higher offenses. Other examples of offenses include, but are not limited to:

- Disrespect towards others (teachers, classmates, etc.)
- Listening to music/iPod without permission
- Cell phone rings/beeps in class or texting in class
- Being off task
- Visiting inappropriate Websites or being online when not allowed (see *Misuse of Technology* form for additional information)

Late Work: While the needs of students as individuals are valued, there is a point where a project or assignment is considered late. Late assignments are unacceptable.* Please see the school's [make-up work protocol](#) for more information.

SUBMISSION	HIGHEST POSSIBLE GRADE
On Time	100%
Two Days Late	85%
More Than Two Days Late	0%

* This does NOT override the school's absence/makeup work policy. See the school policies in place for excused and unexcused absences.

Weights/Grading Scale:

Daily Work / Quizzes and Tests (standards mastery);	80%
Work Ethics & DECA Dollars (professionalism)	20%
A	90-100
B	80-89
C	70-79
D	60-69
F	59 and below

The following percentages help to compute your semester average for gpa calculations, 40% of the two nine-week averages and 20% semester exam grade.

Culminating Products

At the conclusion of this course, students will have produced a variety of work products including but not limited to the following:

- LinkedIn Profile
- Resume and Cover Letter

Classroom Expectations

Students are not to listen to iPods, visit music/video Web sites, talk/text on his/her cell phone, use other electronic devices without permission, or visit social networking Web sites (Facebook, Instagram, Twitter, etc.). No food or drink is allowed near equipment or computers at any time.

Spain Park High School is proud to have a state-of-the-art computer lab. Students will be assigned a computer for daily use. They are responsible for notifying the teacher of any irregularities as soon as they are aware of them. Students will be held liable for any and all damage done to the computers except for reasonable wear from use.

Students should remember the following:

- Be in your seat when the bell rings. (Students start class.)
- Stay in your seat until the teacher dismisses you. (Mrs. Bruce ends class.)
- Raise your hand and wait for permission to speak.
- Use appropriate language.
- Follow directions the first time they are given. (Delayed obedience is disobedience.)
- Respect others, yourself and your environment.
- Strive for excellence.

Info on Electronic Devices: Career Preparedness is taught in a computer lab where each student has his/her own desktop computer with Internet access. The instructor expects students to use their phones and Chromebooks ONLY when they relate to the current lesson. Otherwise, phones, Chromebooks, and other electronic devices should be *put away*. This syllabus serves as the only “warning.” The following policies are in place for possible incidents when a student does not comply:

Phone and School Issued Device Policy – Phones and Chromebooks are rarely used during lessons, and should be put away at all times unless **expressly** permitted. If a student is caught using his/her phone, the following take place:

1st Offense: Work Ethics points are deducted. It is noted in iNow every time work ethics points are deducted.

2nd Offense: Work Ethics points are deducted and a parent/guardian will be contacted.

3rd Offense: Discipline referral to the front office for defiance of rules and work ethics points deducted.

Desktop Policy – Students are expected to use the classroom desktops for lesson purposes ONLY. Failure to comply will result in the following:

1st Offense: Loss of computer privileges for the day (no extra time will be given for any assignments due) and work ethics points deducted.

2nd Offense: Loss of computer privileges for two days (no extra time will be given for any assignments due), work ethics points deducted, and a parent/guardian will be called.

3rd Offense: Discipline referral sent to the grade-level administrator. Work ethics points will be deducted.

Bathroom Policy – Students should use the bathroom facilities before or after class. The students have many chances to use the facilities before coming to the classroom. Coming to computer class is like going to work. If a student has to take time out of his/her work hour in computer class, he/she must make-up the time missed in the lab. This can be done during lunch, Jag period or before/after school. Seat time in this course is necessary because it is a skills class. Students are not able to practice these skills at home with the guidance of the instructor, thus the student must not be out of the classroom and be actively involved in learning. Emergencies are excused from this policy.

All policies are subject to Hoover City Schools' policies which would take precedence over classroom policies/expectations.

Industry Credentials/Certifications

Not all students will certify. Students will be given a pre-test or benchmark assignment to ensure their understanding of the material and successful completion of the certification.

AHLEI Tourism- American Hotel and Lodging Educational Institute

A*S*K Institute Certifications The **A*S*K certification** helps validate proficiency in Marketing and meets the demand for the most up-to-date skills in the workplace. See more information [here](#).

[MOS Excel Certification](#)

National Business Honor Society



The National Business Honor Society honors and recognizes outstanding business students. Any high school junior or senior who has completed or is currently enrolled in his/her third business course and has a 3.0 (overall) and 3.5 (business course) GPA is eligible for membership. **Community service with National Business Honor Society is REQUIRED to receive a cord at graduation.** There are no exceptions to this rule. See your business teacher for more eligibility information. The application is on SPHSBiz.com at the bottom of the Academies

tab. Dedication and hard work in your business class can be the first step in preparing for membership in the National Business Honor Society.

Business Academy Pathways

BUSINESS & ENTREPRENEURSHIP PATHWAYS		
	FINANCE	MARKETING
Foundation Course	Career Preparedness	Career Preparedness
Concentrator Course (complete 2 courses in this section)	Accounting AND/OR Economics and Financial Services AND/OR Advanced Accounting	Marketing Principles AND/OR Digital Marketing AND/OR Sports and Entertainment Marketing
Capstone Course (complete 1-2 courses in this section)	Entrepreneurship OR CTE Lab OR Work-Based Learning	Entrepreneurship OR CTE Lab OR Work-Based Learning

Keeping Up with Class Outside of Class

- Learning Management System (LMS)– **Google Classroom** will be used as a form of course management and communication. It is important that students check the LMS page regularly.
- iNow – Parents and students are encouraged to use the online grade book to monitor grades. Also, in the Work Ethics category of iNow, infractions will be noted.

You and your parent MUST read and sign the syllabus for you to continue in the Business Academy!

Please return THIS page to your instructor.

*I have read the Business & Entrepreneurship Academy **Digital Marketing** course syllabus and understand the policies and procedures of Mrs. Bruce's class.*

Student Name (Print) Student Signature

Date

Parent/Guardian Name (Print and Sign)

Date

Parents/Guardians,

Please use this section to list any questions/concerns you have regarding the course. I will get back with you as soon as possible. Thanks!