

Bullitt East High School

Course Syllabus – Fundamentals of Social Media Marketing

Course Information

Credit Hour: 1

Department: Business Department

Class Location: Room 334

Recommended for 11th and 12th graders

E-Mail: fay.anderson@bullitt.kyschools.us

Webpage: <http://fayandersonbehs.weebly.com>

Teacher Information

Name: Mrs. Fhatj (Fay-ja) Anderson

Phone: (502) 869-6400 ext. 6480

Year: 2022 – 2023

Course Description:

This course cultivates a basic to intermediate understanding of social media history, terminology, and concepts as they apply to the marketing and business sectors. Integrates a working knowledge of platform management and simple social media marketing strategy. Students learn how to practice good marketing principles in an “electronic” marketing place. Decision-making and problem-solving skills are involved in such units as human relations, distribution, market information management, and product/service planning. The employment skills learned will improve and increase the change of successful transition into the world of work. Leadership development will be provided through FBLA and/or DECA – TBA.

Course Competencies/ Learning Objectives

Students who successfully complete Fundamentals of Social Media Marketing will be competent in the following areas:

1. Utilize computers and electronic equipment, business software, web software, and other kinds of technology to collect, organize, and communicate information and ideas.
2. Elucidate the progression of social media platforms and technologies.
3. Connect the necessity of social media as it pertains to marketing, business, and the consumer.
4. Identify and elaborate on fundamental terminology of social media – such as a brand, content, sharing, advocates, metrics/analytics, demographics, compliance, integration, types of social media platforms (rented/owned/occupied), dashboard.
5. Compose social media strategies: content marketing, holistic social marketing, and social media metrics.
6. Determine appropriate online platforms for a given business or industry and display best practices for each platform.
7. Integrate a working understanding of platform management and social media marketing strategy to form a simple (cross-platform) social media campaign to grow an online community.
8. Explain the impact of the Internet on marketing.
9. Identify ways that technology impacts business.
10. Survey the various disciplines in electronic marketing, including promotion, store pricing, purchasing, web sales, warehousing, distribution, staffing, site maintenance, and customer relations.
11. Apply math, science, and communication skills within the technical content.
12. Reinforce communication, human relations, writing and speaking skills through communications in the promotion, sale, site management and customer service units.
13. Demonstrate problem-solving and decision-making skills as they apply in human relations, market information management, site maintenance or product service planning.
14. Develop real-life portfolio entries through web sites, web pages, and electronic advertisement learned in a promotion unit.
15. Investigate the various types of risks that impact business activities; categorize the risks as natural, human, electronic, or economic. Explain methods of business uses to control risks and security in the electronic market.

16. Understand the role and characteristics of marketing in three different types of economic systems; capitalism, socialism and communism in a worldwide electronic market.
17. Utilize activities of the DECA student organization as an integral component of course content and leadership development.
18. Create a career portfolio including a resume, letters of reference, certifications of training, and samples of work.
19. Investigate and analyze the role of technology in improving the marketing process.
20. Develop a marketing plan for a new or existing business or product line.
21. Identify individual work habits and ethics such as individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills. Explain their importance in the workplace.

Student Evaluation

The grading system for the Business Department at Bullitt East High School is as follows:

Tests	25%
Projects & Classwork	35%
Homework/Quizzes	10%
Bell Ringers & Exit Slips	10%
Final Exam	20%

Classroom Expectations

- Arrive to class on time and seated at workstation before the tardy bell rings.
- ALL CELL PHONES WILL BE COLLECTED DAILY AND PICKED UP AT THE END OF CLASS.
- Be ready and begin bell ringer immediately.
- Respect your classmates and teacher at all times.
- Horseplay is not tolerated.
- Keep personal items from touching equipment others while in class.
- Bags can be stored in the back of classrooms to keep from blocking the aisles
- Do not stand on tables or chairs
- Log on/off computers daily
- Do not hinder others from learning
- Do not touch any cable, wires, etc. – ask teacher for assistance
- Do not access the Internet without permission on desktops or Chromebooks
- If equipment is not working properly, please inform the teacher immediately.
- **Students are to remain seated until teacher dismisses the class; not the BELL!**
- **Do not line up at the door.**
- Give your all, all the time!
- Maintain your workstation
- **Plagiarism or cheating of any sort is unacceptable will be dealt with according to District Policy**
- Be responsible for your actions
- **No eating, drinking, cell phones or other electronics permitted in the classroom**
- No food or drink (including gum)
- Students are expected to work from bell to bell daily EVERYDAY!

**Please note: Class expectations can be altered if necessary for student and teacher safety.*

Class Requirements

Regular and prompt class attendance is an essential part of the educational experience. Students are responsible for obtaining any missed assignments. District policy states that students shall have the number of days absent, plus one, to make up work missed, unless time is allowed by the teacher. Students must request additional time needed in writing to teacher. **If a student is absent and grades have been entered – I will enter a 0 for the grade. However, when their makeup time has expired – the affected grade will be changed to reflect the status of the assignment missed.**

Homework will be assigned throughout the year and is expected to be completed. It will be collected at the beginning of class the day it is due. Students will not be able to turn in homework late unless they were absent.

It is YOUR responsibility to come after school to catch up on missed work from your absences. I will NOT re-teach the lesson during class time.

Online Expectations:

1. **Enter using your real name (attendance will be taken)**
2. **Be mature and respectful throughout the meeting**
3. **Keep your video camera turned ON**
4. **Mute your microphone when you are not talking**
5. **Speak up**
6. **No eating**
7. **Stay seated and present**
 - a. **Use attentive body language and sit up**
8. **Leave the keyboard and other devices alone**
 - a. **Use paper and pen to take notes**
 - b. **No texting or other phone calls during the meeting**
9. **Dress appropriately**
 - a. **Do not wear your PJ's**
 - b. **Put on an appropriate shirt**
 - c. **No bedhead**
10. **Be aware of your surroundings**
 - a. **No beds, messy rooms, or open closets**
 - b. **Turn on lights**
 - c. **Do not sit in front of a window**
 - d. **Find a quiet location**
11. **Do not to share links to video meetings; do not record any meetings or any pre-recorded lecture videos; do not share any recordings of this course**

Do it, The Charger Way!

These are our school-wide expectations. All of our rules and procedures aligned with being Safe, Responsible, and Respectful. This is the language we will use to teach and reinforce these positive behaviors at school.

After reading this Syllabus, please return the signature page issued in class. **THIS IS A GRADE! – DUE, Friday, August 12, 2022.**