

Teacher Guide

National Standards Met

I. Foundations of Marketing Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

II. Consumers and Their Behavior Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.

III. External Factors Achievement Standard: Analyze the influence of external factors on marketing.

IV. The Marketing Mix Achievement Standard: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

V. Marketing Research Achievement Standard: Analyze the role of marketing research in decision making.

VI. The Marketing Plan Achievement Standard: Describe the elements, design, and purposes of a marketing plan.

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Social Media Mindset is an industry-based curriculum developed by professionals in digital marketing. This course is designed to be instructor led and requires student access to social media marketing platforms. Students will create a portfolio of their individual work and submit for grading.

Facilitation of this course requires an overhead projector with speakers to show the course videos. Our industry expert will deliver the necessary content, allowing the instructor to facilitate the learning through the challenges/activities & questions.

Instructors should create a mock business page and business account in Facebook and other platforms as needed for student practice and activities.

The course includes a syllabus and course outline, lesson plans, and fully developed course modules.

Each module includes a module overview, an essential question, content videos, notes, key terms, discussion questions, and challenges and/or activities.

The final portion of the curriculum is a class or team project requiring students to draw from the learning provided throughout the course to develop a mock social media marketing campaign.

Grading rubrics for the course is open to instructor design.