

Social Media Mindset

Course Syllabus and Teacher Guide



Teacher Guide

Introduction to Social Media Marketing (SMM)

- Course Introduction

Module 1 Elements of a Social Media Marketing Campaign

Module Overview: This module introduces the elements of social media marketing as they relate to today's marketing campaigns.

Lesson 1

1. Social Media Marketing
 - a. Activity 1.1a Student and Teacher Notes & Discussions
 - b. Activity 1.1b T-Chart (Optional)
2. Paid Advertising
 - a. Activity 1.1a Student and Teacher Notes & Discussions
 - b. Activity 1.1b T-Chart (Optional)
3. Think Mobile
 - a. Activity 1.1a Student and Teacher Notes & Discussions
 - b. Activity 1.1b T-Chart (Optional)
4. Size of Marketing Messages
 - a. Activity 1.1a Student and Teacher Notes & Discussions
 - b. Activity 1.1b T-Chart (Optional)
5. Social Web
 - a. Activity 1.1a Student and Teacher Notes & Discussions
 - b. Activity 1.1b T-Chart (Optional)
6. Summary
 - a. Activity 1.1a Student and Teacher Notes & Discussions
 - b. Activity 1.1b T-Chart (Optional)
 - c. Activity 1.1c Brand Check

Lesson 2

1. Ins and Outs of Social Media
 - a. Activity 1.2 SM Evaluation

Lesson 3

1. Influencers and Partnerships
 - a. Activity 1.3 Find the Influence

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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Module 2 Foundations – Websites

Module Overview: This module discusses the purposes of websites and explores the types, uses, and components of websites as they relate to digital and social media marketing.

Lesson 1

- I. Types of Websites
 - a. Activity 2.1 Initial Website Evaluation

Lesson 2

- I. Website Goals & Structure
 - a. Activity 2.2 Post website evaluation

Lesson 3

- I. Website Landing Pages, Search Optimization, Social Media
 - a. Activity 2.3 Landing Page Discovery

Module 3 Foundations - Content Marketing

Module Overview: This module discusses the concepts of using different forms of content for marketing purpose, how to create great content and how to market your content once created.

Lesson 1

- I. Content Marketing
 - a. Activity 3.1 Food Coma

Lesson 2

- I. Creating Great Content
 - a. Activity 3.2 Click - bate

Lesson 3

- I. Marketing Your Content
 - a. Activity 3.3 Spotlight

Module 4 Foundations - Email

Module Overview: This module discusses the purposes of email marketing.

Lesson 1

- I. Email Marketing
 - a. Activity 4.1 Boom-Boom-Boom

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Module 5 Foundations - Social Platforms

Module Overview: This module introduces social ads as the key component of a social media marketing strategy.

Lesson 1

1. Social Ads

- a. Activity 5.1 SMM Survey

Lesson 2

1. Instagram Overview

- a. Activity 5.2 Instagram Search

2. Lesson 2.1 H2 Instagram Ad Components

- a. Activity Student Notes and Practice

3. Lesson 2.3 H2 Instagram Stories Live TV

- a. Activity Student Notes and Practice

4. Lesson 2.4 H2 Instagram Personal vs Business Page

- a. Activity Student Notes and Practice

Lesson 3

1. Facebook Overview

- a. Activity 5.3 Facebook Business Page Review

2. Lesson 3.1 H2 Facebook Business Page

- a. Activity Student Notes and Practice

3. Lesson 3.2 H2 Facebook Business Manager Account

- a. Activity Student Notes and Practice

4. Lesson 3.3 H2 Facebook Ad Components

- a. Activity Student Notes and Practice

5. Lesson 3.4 H2 Facebook Insights & Analytics

- a. Activity Student Notes and Practice

6. Lesson 3.5 H2 Facebook Pixel and Event Codes

- a. Activity Student Notes and Practice

7. Lesson 3.6 H2 Facebook Events

- a. Activity Student Notes and Practice

8. Lesson 3.7 H2 Google Ads

- a. Activity Student Notes and Practice

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Module 6 Digital Ad Strategy

Module Overview: This module discusses the overall strategy of creating a digital ad campaign.

Lesson 1

1. Ad Funnels
 - a. Activity 6.1 Follow the Funnel

Lesson 2

1. Digital Brand Assessment 1
 - a. Activity 6.2 DBA 1

Lesson 3

1. Digital Brand Assessment 2
 - a. Activity 6.3 Competitive Media Analysis

Lesson 4

1. Digital Marketing Strategy
 - a. Activity 6.4 Digital Marketing Strategy Challenge
2. Lesson 4.1 H2 Channel Optimization
 - a. Activity Student Notes and Practice

Lesson 5

1. Digital Campaign Proposal
 - a. Activity 6.5 Holiday Campaign

Lesson 6

1. Digital Content Calendar
 - a. Activity 6.6 Thinking Ahead
2. Lesson 6.1 H2 Content Scheduling
 - a. Activity Student Notes and Practice

Module 7

Module Overview: This module focuses on conducting quality assurance checks before market launch and community engagement strategies after launch.

Lesson 1

1. Activate
 - a. Activity 7.1 Proceed to Project

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Module 8

Module Overview: This module will introduce the class or team project which will enable students to complete a social media marketing campaign

Lesson 1

- I. Project Introduction
 - a. Activity Team Project