



Social Media Marketing

EXAM INFORMATION

Items

29

Points

51

Prerequisites

NONE

Grade Level

10-12

Course Length

ONE SEMESTER

Career Cluster

MARKETING

Performance Standards

INCLUDED

Certificate Available

YES

DESCRIPTION

Students will understand the role of social media in marketing; how to use social networks as a marketing tool, including Facebook, LinkedIn, advertising promotions, and setting up a campaign; how to use Twitter as a marketing tool; how to use video-sharing sites as a marketing tool; and how to use mobile marketing as a marketing tool. Students will also demonstrate how to use location as a marketing tool and understand how to use emerging social media as a marketing tool.

EXAM BLUEPRINT

STANDARD

PERCENTAGE OF EXAM

1- Role of Social Media	6%
2- Social Networks	18%
3- Twitter	18%
4- Video-Sharing	16%
5- Mobile Marketing	16%
6- Location	13%
7- Blogs	13%
8- Emerging Social Media (Optional)	



STANDARD 1

STUDENTS WILL UNDERSTAND THE ROLE OF SOCIAL MEDIA IN MARKETING

- Objective 1** Define and understand the concept of social media marketing
- Objective 2** Examine the growth of social media marketing.
1. Get a sense of the significance by watching several videos on the Social omics YouTube channel.
- Objective 3** Examine and understand the uses of social media in marketing.
1. Promotion
 2. Engaging customers
 3. Customer service
 4. Brand building
 5. Research
 6. Sales
 7. Integrate with traditional marketing

Standard 1 Performance Evaluation included below (Optional)

STANDARD 2

STUDENTS WILL UNDERSTAND HOW TO USE SOCIAL NETWORKS AS A MARKETING TOOL

- Objective 1** Demonstrate your ability to do the following with Facebook:
1. Create a Facebook account.
 2. Create a Facebook Page.
 3. Customize your Page.
 4. Secure a custom URL for your Facebook account and Page.
- Objective 2** Acquire a working understanding of how LinkedIn functions.
1. Create a LinkedIn account.
 2. Join a group on LinkedIn.
 3. Create a group on LinkedIn.
 4. Start a discussion on LinkedIn.
- Objective 3** Demonstrate an understanding and ability to use Facebook and LinkedIn for marketing.
1. Provide examples of how Facebook can be used to:
 1. Offer sales promotions.
 2. Encourage community interaction.
 3. Promote an event (promotion, sales, special event, etc.).
 2. Develop an understanding of Facebook advertising.
 3. Provide examples of how LinkedIn can be used for:
 1. Business development/marketing/sales.
 2. Career management/personal branding/resume.
 3. Job search.

Standard 2 Performance Evaluation included below (Optional)



STANDARD 3

STUDENTS WILL UNDERSTAND HOW TO USE TWITTER AS A MARKETING TOOL

- Objective 1** Acquire an understanding of how Twitter functions.
1. Create a Twitter account.
 2. Customize your Twitter home page.
 3. Find twenty-five people/companies worth following.
 4. Understand/create/use the following hashtag.
 5. Send a “message” formerly called a direct message.
 6. Create a “list” on Twitter.
- Objective 2** Demonstrate an understanding and ability to use Twitter for marketing.
1. Provide examples of how Twitter can be used to:
 1. Monitor your company/brand.
 2. Sell merchandise.
 3. Provide live updates on events or conferences.
 4. Promote blog articles, webinars, interesting news, etc.
 5. Prospect for new customers/clients.
 6. Create an ongoing discussion by using hashtags.
 7. Explain what it means to be "promoted" on Twitter.

Standard 3 Performance Evaluation included below (Optional)

STANDARD 4

STUDENTS WILL UNDERSTAND HOW TO USE VIDEO-SHARING SITES AS A MARKETING TOOL

- Objective 1** Acquire a working understanding of how YouTube functions.
1. Create your own YouTube account.
 2. Create your own YouTube channel.
 3. Upload a video to YouTube on your channel.
 4. Personalize the appearance of your channel.
- Objective 2** Acquire a working understanding of how Vimeo functions.
1. Create a “basic” Vimeo account.
 2. Upload a video.
 3. Share a video with someone.
 4. Join a video channel and a Vimeo group.
- Objective 3** Demonstrate an understanding and ability to use YouTube or Vimeo for marketing.
1. Provide examples of how YouTube/Vimeo can be used to:
 1. Build your brand and engage with others.
 2. Share customer testimonials.
 3. Demonstrate your product.
 4. Utilize “how-to” videos.
 5. Drive views to your website.
 6. Promote videos through other media.



Standard 4 Performance Evaluation included below (Optional)

STANDARD 5

STUDENTS WILL UNDERSTAND HOW TO USE MOBILE MARKETING AS A MARKETING TOOL

- Objective 1** Acquire a working understanding of how mobile marketing functions.
1. Identify the strengths and challenges of mobile marketing via SMS/MMS.
 2. Identify the strengths and challenges of mobile marketing via QR codes.
 3. Identify the strengths and challenges of mobile marketing via smart phone apps.
 4. Identify the strengths and challenges of mobile marketing via mobile optimized websites.
- Objective 2** Demonstrate an understanding and ability to use mobile for marketing.
1. Examine and evaluate sites that are used to create and manage QR Codes.
 2. Examine examples of how QR codes have been used effectively in marketing.
 3. Examine and evaluate methods of creating mobile/phone apps.
 4. Examine and evaluate how mobile apps have been used effectively in marketing.
 5. Examine and evaluate methods of creating mobile optimized websites.
 6. Examine and evaluate how sites optimized for mobile use have been used effectively in marketing.

Standard 5 Performance Evaluation included below (Optional)

STANDARD 6

STUDENTS WILL DEMONSTRATE HOW TO USE LOCATION AS A MARKETING TOOL

- Objective 1** Acquire an understanding of how Foursquare functions.
1. Set up a Foursquare account.
 2. Create a Foursquare page for a "brand".
 3. Understand the purposes of the Save to Foursquare Button, the Follow Button, and the Partner Badges.
 4. Create a Foursquare account for a Merchant.
 5. Understand how to Claim a Venue and Create a Special.
- Objective 2** Examine successful uses of Foursquare in business.
1. Foursquare for Consumer Packaged Goods.
 2. Foursquare for Media and Entertainment.
 3. Foursquare for Publishers.
 4. Foursquare for Sports.
 5. Foursquare for Non-Profits.

Standard 6 Performance Evaluation included below (Optional)



STANDARD 7

STUDENTS WILL UNDERSTAND HOW TO USE BLOGS AS A MARKETING TOOL

- Objective 1** Acquire a working understanding of how a blog functions using Blogger.com.
1. Set up an account at Blogger.com.
 2. Examine and explore settings under each tab: Overview, Posts, Pages, Comments, Stats, Earnings, Layout, Template, Settings (based on updated blogger interface).
 3. Create a blog and customize the appearance.
 4. Use the following gadgets in creating the layout/format of your blog:
 1. Text
 2. Picture
 3. Slide show
 4. Video bar
 5. Poll
 6. Blog list
 7. Link list
 5. Create posts taking into consideration the following: title and headline, adding images, body copy, adding links.

Objective 2 Demonstrate how to use Blogger as a marketing tool.

Standard 7 Performance Evaluation included below (Optional)

STANDARD 8 (Optional)

STUDENTS WILL UNDERSTAND HOW TO USE EMERGING SOCIAL MEDIA AS A MARKETING TOOL

- Objective 1** Constantly search for new social media tools and techniques and determine how to use them effectively in marketing and business.



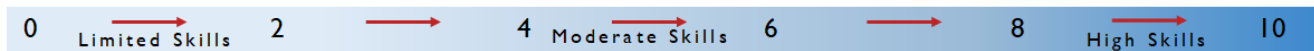
Social Media Marketing Performance Standards (Optional)

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of **8 or higher** on the rating scale. Students may be encouraged to repeat the objectives until they average **8 or higher**.

Students Name _____

Class _____

PERFORMANCE RATING SCALE



STANDARD 1 Role of Social Media

Score:

- Create a presentation demonstrating the power of social media in marketing.

STANDARD 2 Social Networks

Score:

- Develop a Facebook or Google+ page designed to market a product or company.

STANDARD 3 Twitter

Score:

- Create a Twitter page for the purpose of marketing a product or company.

STANDARD 4 Video-Sharing

Score:

- Develop a Vimeo or YouTube site designed to market a company or product.

STANDARD 5 Mobile Marketing

Score:

- Develop a mobile app for the purpose of marketing a product or service.

STANDARD 6 Location

Score:

- Design a retail sales promotion for a product or service.

STANDARD 7 Blogs

Score:

- Students will create and develop a blog using blogger or Tumblr with the purpose of assisting with the marketing efforts of a business or product.

PERFORMANCE STANDARD AVERAGE SCORE: