Unit10 - Social Media Marketing

Content Area: **Business Education**
Course(s): **Marketing**
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Enduring Understandings

Samples

Social Media has changed the way in which companies get their message to the public.

Society's means of communication has altered due to the increases in social media.

Essential Questions

Samples

What is Social Media?

What are the different forms of Social Media?

How has Social Media changed the world of marketing?

How has Social Media changed the student environment?

Content

Vocabulary:

Media

Global

Face book

Forum

Twitter

Blog

Website

Traffic

Search Engine Optimization

LinkedIn

Social Networking

Feeds

URL

Skills

Bloom's Taxonomy

Identify the different types of Social Media

Explain the importance of Social Media in today's world

Understand the impact that Social Media will have in the field of marketing today

Conduct a Social Media Forum

Resources

Standards

CRP.K-12.CRP4.1	Career-ready individuals communicate thoughts, ideas, and action plans with clarity, whether using written, verbal, and/or visual methods. They communicate in the workplace with clarity and purpose to make maximum use of their own and others' time. They are excellent writers; they master conventions, word choice, and organization, and use effective tone and presentation skills to articulate ideas. They are skilled at interacting with others; they are active listeners and speak clearly and with purpose. Career-ready individuals think about the audience for their communication and prepare accordingly to

	ensure the desired outcome.
CRP.K-12.CRP5.1	Career-ready individuals understand the interrelated nature of their actions and regularly make decisions that positively impact and/or mitigate negative impact on other people, organization, and the environment. They are aware of and utilize new technologies, understandings, procedures, materials, and regulations affecting the nature of their work as it relates to the impact on the social condition, the environment and the profitability of the organization.
CRP.K-12.CRP6.1	Career-ready individuals regularly think of ideas that solve problems in new and different ways, and they contribute those ideas in a useful and productive manner to improve their organization. They can consider unconventional ideas and suggestions as solutions to issues, tasks or problems, and they discern which ideas and suggestions will add greatest value. They seek new methods, practices, and ideas from a variety of sources and seek to apply those ideas to their own workplace. They take action on their ideas and understand how to bring innovation to an organization.
PFL.9.1.12.A.9	Analyze how personal and cultural values impact spending and other financial decisions.
PFL.9.1.12.B.1	Prioritize financial decisions by systematically considering alternatives and possible consequences.