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## Welcome to **Digital and Social Media Marketing** Tesla STEM High School • 2020/21

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### **Course Description**

This course is designed to teach advanced marketing concepts and skills with an application to digital and social media. Topics include integrating different digital and social media strategies into the promotional mix of a product, creating social media marketing campaigns, and applying appropriate social media tools. Upon completion, students should be able to assess the effectiveness of the digital and social media strategies for a small business and suggest ways to create and improve marketing efforts. Ethics, marketing careers, workplace skills and professional behaviors will be identified and practiced throughout the course. In addition, students will reflect on their own use of social media as it applies to their digital reputation and how to be more responsible digital citizens.

### **Class Expectations/Employability Skills**

Certain work habits expected at the workplace are some of the same work habits that will contribute to learning success. These skills, known as 21<sup>st</sup> Century Employability Skills, are a set of skills and behaviors that are necessary for every job. Practiced and developed, employability skills will allow you to: communicate with coworkers, solve problems, understand your role within a team, make responsible choices and take charge of your own career.

Please be aware of the expectations listed below:

#### **Come to class prepared to engage in learning**

- Be ready to go when remote learning starts or the in-person bell rings.
- Make up classwork if absent.
- Bring school issued laptop and other necessary materials, such as your laptop charger, every day.

#### **Work hard and make the most of class time**

- Take care of personal business before class and leave class only if absolutely necessary.
- Manage your time efficiently, stay on task and work to meet established deadlines.

#### **Demonstrate respect to the teacher, your peers, the classroom and the community**

- Keep cell phones out of learning space.
- Remove ear pods/earphones before class begins
- Be kind
- Follow on-line etiquette guidelines and report abuse
- Clean up after yourself

### **Behavior Framework**

1. Verbal Warning
2. Parent/Guardian Notification
3. School Service
4. Administrative Referral

## **Class Grading Scale**

Students will be evaluated on their assignments that are done in and out of the classroom. Major Assessments include presentations, assignments, tests, group and individual projects. Other assessments are quizzes, leadership, participation and work ethic. Grading is focused on these areas:

- *Professional Development* 30%
- *Participation/Daily Assignments* 30%
- *Tests/Projects* 40%

**You will have time in class to apply your new digital and social media marketing knowledge by completing a variety of assignments and projects, and by participating in an online simulation. Some assignments are individual, and some will be completed with a partner or group.**

## **Late Work Policy**

Due dates and deadlines will be clearly communicated for each assignment and posted on the class Team's Page.

Late assignments will be accepted; however, there will be an automatic 25% deduction to the total points earned on the assignment if it is turned in within the first two weeks after the initial deadline.

After the initial two weeks from the original due date, you may turn in the assignment with a 50% deduction to the total points earned on the assignment. However, please note that a cut-off date will be communicated and posted prior to the end of each grading period. **Be sure to talk with the teacher if you are struggling to meet deadlines.**

**Partial credit 50% may be given for late work turned in within two weeks of the due date unless there are extenuating circumstances.**

**Re-Do Policy:** Some work may be done over to demonstrate proficiency. If turned in past the deadline, this work will be treated as late work.

## **Procedure for Late Work or Re-Grading**

1. **Do the assignment**
2. **Turn in assignment** (using the method required for turning in assignment)
3. **Email me** that you have turned in the assignment:
  - **LATE ASSIGNMENT** as headline subject for email
  - Ask to have it graded
  - Provide an explanation if you are getting full credit or if it was turned in late and why
4. **I will email you back** when I have reviewed it and graded it
5. If within a week you have not gotten a response to my email, **re-email me!** And be sure you emailed the right person: [danlarsen@lwsd.org](mailto:danlarsen@lwsd.org).

## **For Excused Absences**

If absent the day something is due, STUDENTS HAVE ONE (1) SCHOOL DAY TO MAKE UP WORK FOR EVERY DAY ABSENT. If you fail to do so, it will be considered late and will be penalized as such. It is YOUR responsibility to find out what you have missed and turn it in in time, outlined above. Assignments and daily activities are normally posted on Power School page. If you need clarification or if there is no information to be found on the site, you need to contact the teacher, preferably by email. If you need more time, please communicate with teacher in a timely manner.

### **Making up Tests**

If absent for a test and your absence is excused, please make arrangements with Mrs. Larsen.

### **School Grading Scale**

The grading system at Tesla STEM High School is based on a 4-point scale, with A = 4.00. The lowest letter grade given is a C- (1.7), with No Credit ("NC" grade) given for any lower grade. P (pass) grades may be issued if applicable. Classes are one or two semesters long. Tesla STEM does not rank students for college application purposes. Progress reports are available at mid-semester, and semester grades are mailed home. Parents can access their student's current grades via Skyward Family Access; instructions can be found at [www.lwsd.org/help/parent-access-support](http://www.lwsd.org/help/parent-access-support). Per district guidelines we do not "round" grades up or down; students receive the grade they have legitimately earned based on their grade percentage.

<b>Grade Mark</b>	<b>High</b>	<b>Low</b>
A	100.00%	90.00%
B+	89.99%	87.00%
B	86.99%	83.00%
B-	82.99%	80.00%
C+	79.99%	77.00%
C	76.99%	73.00%
C-	72.99%	70.00%
N	69.99%	0.00%

### **Extra Credit**

Extra credit may be earned on select assignment/project rubrics for exceeding requirements.

### **Student Leadership / Future Business Leaders of America (FBLA)**

Students interested in marketing as a future career should consider joining Future Business Leaders of America at Tesla STEM High School. FBLA is a national association for students of marketing and business. The organization helps improve the education of students in subject areas such as marketing, entrepreneurship, and business management. FBLA offers students the opportunity to develop their leadership and professional skillset. Visit the FBLA website listed below for more information about this opportunity. Stay tuned in class for meeting information and how to sign up at the beginning of the school year. Learn more: <https://www.fbla-pbl.org/>

### **Textbook & Resources**

*Marketing Strategies: "A Guide to Social Media and Digital Marketing"* (Digital Textbook)

*Mimic Social High School* (Online Simulation)

## Scope and Sequence

Each unit and topics are designed to scaffold and build on one another to provide a foundational understanding of digital marketing and the role of social media in product promotion and brand identity. *(Units and topics outlined below are subject to change if necessary.)*

### Unit 1: Business and Use of Social Media

- What is direct marketing?
- What is social media marketing?
- Understanding the customer
- Communication and messaging
- The history of social media marketing?
- Succeeding with social media marketing today
- The future of social media marketing
- Why every business should have a social media strategy
- Selecting the right platform
- Goals, content and strategy

### Unit 2: Analyzing Social Media Platforms

- Facebook
- Instagram
- Twitter
- YouTube
- SnapChat
- TikTok

### Unit 3: Measuring Performance and Optimizing Strategies

- What is social media analytics?
- What metrics are important to social media analytics?
- Creating a social media analytics plan
- What is a social media audit and why is it important?
- How to conduct a social media audit?

### Unit 4: Effective Digital Marketing Techniques

- What is considered digital marketing?
- Website/web design
- Search Engine Optimization
- Pay Per Click
- Email Marketing
- Web Analytics

### Unit 5: Branding with Digital Marketing & Social Media

- What is personal branding?
- The benefits of personal branding
- Your unique strengths and passions
- Tips for personal branding across social media platforms

## Unit 6: Content Marketing

- What is content marketing?
- Understanding an editorial calendar
- Importance of syndication unification across channels
- Blogging
- Evergreen Content
- Influencers
- Ebooks, email, video -- what is the future?
- The future of content marketing
- Goals, content and strategy

## Unit 7: Mobile Marketing, Voice Marketing and User Experience

- How is mobile different from desktop, tablet?
- What are best practices for different devices?
- The importance of user experience
- UX / UI differentiation and jobs today
- What is voice marketing and why is it important?
- The evolution of where we're headed

## Unit 8: Affiliate Marketing / Native Advertising

- What is affiliate marketing?
- What is native advertising?
- What is banner blindness?
- Why businesses use affiliate marketing for customer acquisition

## Unit 9: Final Project

- Put your digital marketing and social media skills to work

## Supplemental

- Developing Employability Skills
- Applying Your Unique Strengths and Passions in Digital Entrepreneurship
- Professional Development
- Career Exploration