

Social Media Marketing

(BUS236)

Mr. Poling

COURSE DESCRIPTION

Students will explore social media marketing strategies facilitated by internet, digital, and mobile technologies and platforms. Students will learn how to establish realistic business and performance goals; integrate new communications platforms and technologies into existing marketing plans; systematically evaluate new technologies and delivery platforms to determine an optimal marketing mix, given objectives and available resources; and evaluate in-market results. Students will walk away from this course with a greatly expanded ability to plan and execute a cost effective, strategic marketing program that includes new media integrated with conventional marketing approaches to make brands and companies go viral. Social networks to be discussed through the semester may include Facebook, Twitter, Tumblr, Instagram, LinkedIn, and others.

STANDARDS

Function as economically literate citizens through the development of personal consumer economic skills a knowledge of social and government responsibility, and an understanding of business operations, including a global perspective.

Benchmark #1: Understand the interrelationships of different functional areas of business and the impact of one component on another.

Benchmark #2: Develops the ability to participate in business transactions in both the domestic and international areas.

Benchmark #3: Understands the impact of business decisions upon the global economy.

Benchmark #4: Utilizes analytical tools needed to understand and make reasoned decisions about economic issues – both personal and societal.

Benchmark #5: Understands basic financial procedures and characteristics of being a wise consumer.

Demonstrate interpersonal teamwork and leadership skills necessary to function in multicultural business settings.

Benchmark #1: Communicates effectively as writers, listeners, and speakers in social and business settings.

Benchmark #4: Understands the cultural differences in the global marketplace.

Develops career awareness and related skills to enable them to make viable life-long career choices and sustain employability in a variety of careers.

Benchmark #1: Develops the ability to market the assets each individual has in the labor market.

Benchmark #4: Demonstrates communication, problem-solving, and decision-making skills which allow the student to work effectively within an organization.

Demonstrate knowledge of how to create, access, and utilize information through technology.

Benchmark #1: Selects and applies the tools of technology as they relate to personal and business decision making.

Benchmark #2: Use effectively technology to process and interpret information.

CHEATING/PLAGIARISM

Refer to the Dubuque Community School District Policy 5200 and the Hempstead High School Student and Parent Information Student Planner.

ATTENDANCE POLICY

It is important that you are in class, on time, every day. This will help the class to be productive and efficient in our time together. I will not wait for students to get to class before I start. Once the bell rings, it is class time. Any day or part day of instruction missed, whether excused or unexcused impacts a student's learning. ***If you do miss class for any reason, it is your responsibility to find out what you missed.*** Students who are absent from school miss instruction which could negatively impact the student's grades. You are required to do make-up work within a reasonable amount of time for all absences.

Absences may impact grades in the following ways:

- Failure to attend make-up sessions as assigned.
- Failure to complete make-up assignments satisfactorily within a reasonable time is a separate act and constitutes grounds for reduced grades.

Refer to your planner and the student handbook for DCSD Policy 5200 for additional details.

NOTES OF INTEREST

- When preparing/completing homework, please include your full name, date, period, and assignment at the top of the page.
- Take notes and participate in class discussions! This will GREATLY benefit you when you study for the tests.
- You are responsible for any material covered in the chapter and/or discussed in class. If you miss a class, you will need to get the notes ***from a classmate*** as well as the assignment for that day. We will have a test after every chapter. If you miss a test, it is your responsibility to set up a make up time; you must make arrangements with me to make it up as soon as possible. (Maximum of one week!) Quizzes and tests will **not** be made up during class time.

GENERAL GUIDELINES

1. I can treat everyone in the classroom the way you want to be treated. P R I D E
2. I can dress appropriately for class.
3. I can use the available technology responsibly.
4. I can be on time and prepared for class with supplies and personal business completed.
5. I can complete my own work in a timely manner. I will only turn in work that I have completed, and will not allow other students to use my work for themselves.
6. I will not be distracted by personal devices in class – this includes, but is not limited to headsets, iPods, MP3 Players, Walkmans, pagers, cell phones, laser lights, etc.
7. I will not eat in class.

8. I will not have anything other than water in class, and I will keep my water bottle away from the computer.

GRADING PLAN

Your semester grade will be determined using a straight point system. Grades will be earned through successful completion of daily assignments, quizzes, tests, citizenship, attendance, and participation.

Your semester grade will be calculated from the total points earned in the semester comprising 90% of your overall grade. The other 10% of your grade will be based on your semester final project.

Homework will be assigned on a daily basis. It is due the following day, unless specifically announced. Homework must be turned in when it is due. Assignments turned in late may be reduced up to half credit. After the test for that chapter, late work will NOT be accepted.

A...94-100	B+...87-89	C+...77-79	D+...67-69
A-... 90-93	B.....84-86	C.....74-76	D.....64-66
	B-....80-83	C-.....70-73	D-....60-63

COMMUNICATION PLAN

You can reach me via email at rpoling@dbqschools.org or call Hempstead High School at 563-552-5159, and leave a message. I check both of these every day. I am also available in L001 before school, or during 7th period (1:33-2:20). PowerSchool will be updated at least every two weeks. Due to the nature of some of the projects, there may not always be an update when we are working on a larger project, and not every practice activity will be graded. If you have questions, please email me. Syllabi, resources, and course information can also be found on my website www.tinyurl.com/hhspoling.