Social Media in Business (1 unit)
Anderson Districts I and II Career and Technology Center

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COURSE DESCRIPTION
This course introduces students to the current field of social media and prepares them to explore and create successful social media strategies for businesses. It gives students the knowledge, tools, and methods to use different social media tools and networks in a business environment. This is a senior-level class that meets on 'B' day afternoons from 12:15-2:39. Social Media in Business is a one semester class taken during the second semester. One half unit of college prep elective credit is awarded after successful completion of the course.

INSTRUCTIONAL PHILOSOPHY/DELIVERY PLAN
Students will be expected to meet all course goals listed below and demonstrate competency in those areas. In order to receive a passing grade, students must complete all assignments, score a minimum of 60% on exams and graded work, make up all missed work, and participate in class activities. A variety of instructional strategies will be used.

COURSE GOALS/OBJECTIVES
Below is a listing of lessons along with learning objectives for those lessons.

A. SAFETY AND ETHICS
1. Identify major causes of work-related accidents in offices.
2. Describe the threats to a computer network, methods of avoiding attacks, and options in dealing with virus attacks.
3. Identify potential abuse and unethical uses of computers and networks.
4. Explain the consequences of illegal, social, and unethical uses of information technologies (e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices).
5. Differentiate between freeware, shareware, and public domain software copyrights.
6. Discuss computer crimes, terms of use, and legal issues such as copyright laws, fair use laws, and ethics pertaining to scanned and downloaded clip art images, photographs, documents, video, recorded sounds and music, trademarks, and other elements for use in Web publications.
7. Identify netiquette including the use of e-mail, social networking, blogs, texting, and chatting.
8. Describe ethical and legal practices in business professions such as safeguarding the confidentiality of business-related information.
9. Discuss the importance of cyber safety and the impact of cyber bullying.

B. EMPLOYABILITY SKILLS
1. Identify positive work practices (e.g., appropriate dress code for the workplace, personal grooming, punctuality, time management, organization).
2. Demonstrate positive interpersonal skills (e.g., communication, respect, teamwork).

C. STUDENT ORGANIZATIONS
1. Explain how related student organizations are integral parts of career and technology education courses.
2. Explain the goals and objectives of related student organizations.
3. List opportunities available to students through participation in related student organization conferences/competitions, community service, philanthropy, and other activities.
4. Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.

D. INTRODUCTION TO SOCIAL MEDIA
1. Define social media in different user-related contexts.
2. Explain historical evolution of social media.
3. Explain different social media formats available for business use with a particular emphasis on social networking.
4. Evaluate social media for use in information service delivery.
5. Reflect critically on the impact of social media on today's global economy.
6. Explore the role mobile devices serve in social media.
7. Discuss legal and ethical considerations of social media use.
8. Compare/Contrast terms and conditions of joining various social media sites.

E. PUBLISH
1. Explore blogs, microblogs, and wikis (Wikipedia, Blogger, Wordpress, twitter, wet paint, Knol, etc.).
2. Demonstrate the use of a publishing social media tool.

F. SHARE
1. Explore video sharing (YouTube, Vimeo, etc.).
2. Explore photo sharing (Flickr, Instagram, Picasa, Photobucket, etc.).
3. Explore audio file sharing (Sound Cloud, Jamendo, BearShare, etc.).
4. Explore link sharing and social bookmarking (FlashMob, Digg, Pinterest, Reader, Delicious, etc.).
5. Explore file sharing (Dropbox, Slideshare, Scribd, etc.).
6. Demonstrate the use of a sharing social media tool.

G. DISCUSS/CONVERSATIONS
1. Explore digital communication on bulletin boards, forums, user groups, polls, and Web site comments (e.g., Strawpoll, Polldaddy, Disqus).
2. Explore instant digital communication including text messaging, instant messaging, chat, and video chat (Skype, Facetime, AOL, Yahoo, etc.).
3. Analyze the effective use of e-mail as a social networking tool.
4. Use search tools to find online discussions/comments about a particular topic.

5. Demonstrate the use of a discussion social media tool.

H. COMMERCE
1. Explore the role of social media in e-Commerce, such as sharing, reviews, inspiration, and co-shopping (TripAdvisor, Groupon, Living Social, eBay, Amazon, Angie's List, etc.).
2. Discuss the history of e-Commerce.
3. Demonstrate the use of a commerce social media tool.

I. LOCATION
1. Explore how businesses utilize location tracking and social media check-ins (e.g., Foursquare, Facebook, Yelp, Google Places).
2. Discuss portable social graphs, smart ads, and push recommendations.
3. Discuss pros and cons of global positioning tracking systems in mobile devices.
4. Demonstrate the use of a location social media tool.

J. NETWORK
1. Explore social networking platforms (LinkedIn, Ning, Edmodo, Plaxo, Facebook, MySpace, Google Plus, MeetUp, Eventful, etc.).
2. Compare/Contrast personal and professional social networks.
3. Discuss the impact of a personal profile on one's personal and professional life.
4. Identify common features of personal and professional social networks.
5. Demonstrate the use of a social networking platform.

K. SOCIAL MEDIA TRENDS
1. Investigate current and emerging social media trends.
2. Investigate relevant events pertaining to social media.

L. CAREERS
1. Identify careers in the social media industry.
2. Identify education and training requirements for a career in social media.
3. Research a career related to the field of social media.
4. Create a presentation using the results of the career research.

M. PROJECT IMPLEMENTATION
1. Conduct a case study of an existing business' social media strategy/plan.
2. Develop a social media strategy/plan for a business.
3. Apply the use of social networking tools to a given business scenario.
4. Create social conversations to support the business application tool.

MAJOR COURSE PROJECTS
A variety of learning activities will be assigned. Students are expected to complete reading assignments, complete assigned homework, and place them in their notebooks. Other activities may include case studies, class discussions, cooperative learning, debates, games/simulations, lectures, note taking, oral presentations, research, writing, and viewing and discussing related videos. Activities and projects will allow students to evaluate information, analyze situations, and develop problem-solving skills.

CULMINATING PROJECT DESCRIPTION *(Final Exam—20% of Course Grade)*
Students will complete a culminating project in which they create a social media plan for a company. The plan will include a variety of appropriate social media strategies. Students will also create a presentation to share their social media plan with the class.

RESOURCES
⇨ Schoology, a Learning Management System for accessing course files, submitting work, and taking quizzes
⇨ 1" 3-ring binder
⇨ Loose-leaf notebook paper
⇨ Pencils and blue or black pens
⇨ Highlighters may be useful and are optional
⇨ A positive attitude and a good work ethic!

ASSESSMENT PLAN
For each nine week grading period, students will be assessed as follows:

Assessment Strategy	Weight
Major grade (projects)	50%
Minor grade (quizzes, classwork)	30%
Employability Rating	20%

The course grade will be determined as follows:
First Nine Week Grade   40%
Second Nine Week Grade   40%
Final Exam   20%

GRADING SCALE
A = 90-100
B = 80-89
C = 70-79
D = 60-69
F = 0-59

MAKE-UP POLICY
⇨ Regular attendance is an expected and necessary requirement for success in any class. This is especially true for a Career Center class. When you miss one class at the Career Center, it is equivalent to missing two 90-minute classes at your home high school.
⇨ If you know you are going to be absent, notify your instructor of your expected absence.
⇨ In the event that you are absent, it is **YOUR** responsibility to find out what you have missed as soon as you return. Failure to inquire about and make up missed work will result in a 0 being recorded. Check Schoology, our Learning Management System, to see what you missed.
⇨ If you are absent on the day a test is given or when an assignment is due, you will need to make up the test and submit work the class period you return.

⇨ All previously announced work is still due on the due date when you return. For example, if a project is due Wednesday and you miss the Monday prior, you are still responsible for submitting your assignment on Wednesday.

COURSE SEQUENCE/CREDIT FOR BUSINESS ACADEMY

The introductory course in the Marketing Program, Digital Multimedia, is a one semester sophomore-level class offering one unit of credit. Juniors complete two classes, each carrying one unit of credit: Marketing the first semester and Digital Media Marketing the second semester. Seniors may take the following: (1) Web Page Design and Development 1 and 2, (2) Entrepreneurship (first semester), and (3) Social Media in Business (second semester).

CLASSROOM PROCEDURES AND RULES

Classroom procedures as well as information in the Parent-Student Handbook will be discussed the first two days of school. These may be accessed on Schoology, our Learning Management System.