



## Colorado CTE Course – Scope and Sequence

Course Name	Social Media for Business		Course Details	.5 semester long
			Course = 0.50 Carnegie Unit Credit	
<b>Course Description</b>	Teaches students how to use social media as a business strategy and covers how to match that strategy with the goals of the business. This course addresses current trends, ethics, regulations, legal challenges, strategy, content development, and change management. This course helps students develop a better understanding of how marketing with social media is similar to and different from traditional marketing and how to best use <a href="#">online</a> methods to further business goals.			
<b>Note:</b>	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. This course is also built out in the Schoology materials provided by the state. If locally adapted, make sure all competencies are covered. This course aligns to MAR155 in the <a href="#">CCNS</a> , please contact your local community college for credit options.			
SCED Identification #	12169	Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.		
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at <a href="https://www.cde.state.co.us/standardsandinstruction/essentialskills">https://www.cde.state.co.us/standardsandinstruction/essentialskills</a>				

### COURSE COMPETENCIES:

By the end of this course you will be able to:

1. Distinguish the role social media marketing plays in business.
2. Evaluate the importance of strategizing use and implementation of social media.
3. Define a target market and apply appropriate social media for that market.
4. Compare and use the top five most common social media platforms.
5. Assess the legal and ethical ramifications of using social media as a marketing tool and defend the decision to use them.
6. Appraise the importance of content marketing.
7. Select different options and apply best practices for content development.
8. Develop a personal social media branding and content strategy and implement that strategy across the five most common social media platforms.



Suggested Course Outline (This course is also built out in the State Schoology account.)

Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
<p><b>Introduction to social media and how it has changed marketing over the past 10 years.</b></p>	<p>1 week</p>	<p>Identify trends in social-media space</p>	<p>Distinguish the role social media marketing plays in business.</p>	<ul style="list-style-type: none"> <li>• Understand the social media environment</li> <li>• Compare and contrast other traditional forms of marketing</li> </ul>	<p>FBLA: Social Media Campaign, Advertising</p> <p>DECA: Integrated Marketing Campaign events</p>
<p><b>Real-time social media and its impact on business.</b></p>	<p>2 weeks</p>	<p>Quantify contribution of social media (metrics and goals, finding what is good, measuring and adjusting on the fly, reporting and sharing insights)</p>	<p>Evaluate the importance of strategizing use and implementation of social media</p>	<ul style="list-style-type: none"> <li>• Apply the Objective-First Marketing Framework to develop a campaign strategy</li> <li>• Choose KPIs that correspond to marketing objectives.</li> <li>• Select channels and tactics for audience and marketing objectives.</li> <li>• Create appropriate benchmarks.</li> <li>• Differentiate between single-channel, multichannel, and omni-channel marketing.</li> <li>• Examine marketing objectives that organizations can meet when they incorporate</li> </ul>	<p>FBLA: Social Media Campaign</p> <p>DECA: Integrated Marketing Campaign events</p>



				social media in their marketing mix.	
<b>Target market identification for social media.</b>	2 weeks	Develop social media plan	Define a target market and apply appropriate social media for that market	<ul style="list-style-type: none"> <li>Leverage data tools to gather information about your customers.</li> <li>Effectively communicate a brand's value proposition to a target customer</li> <li>Understand and recognize the differences in market segments.</li> </ul>	<p>FBLA: Social Media Campaign, Advertising</p> <p>DECA: Integrated Marketing Campaign events</p>
<b>Social media platforms.</b>	2 weeks	Develop an integrated approach for social media content creation	Compare and use the top five most common social media platforms	<ul style="list-style-type: none"> <li>Discover options on various social platforms.</li> <li>Structure and segment ad campaigns, target customer groups, and analyze performance on social channels.</li> <li>Explain the trade-offs between reach and precision in targeting, and discover factors that impact overall cost and performance.</li> </ul>	<p>FBLA: Social Media Campaign</p> <p>DECA: Integrated Marketing Campaign events</p>
<b>Ethics and legal concerns for businesses using social media.</b>	1 week	Foster an understanding and appreciation of ethics and ethical principles using social media.	Assess the legal and ethical ramifications of using social media as a marketing tool and defend the decision to use them.	<ul style="list-style-type: none"> <li>Analyze code of ethics from the top most common social media platforms.</li> <li>Develop new policies and or procedures to each of the top 5 platforms.</li> </ul>	<p>FBLA: Social Media Campaign, Advertising, Business Ethics, Business Law</p> <p>DECA: Business law and ethics</p>



<p><b>Content development</b></p>	<p>2 weeks</p>	<p>Develop content marketing strategy</p>	<p>Appraise the importance of content marketing</p>	<p>Content development for social media. Content development for target audiences and segments</p>	<p>FBLA: Social Media Campaign, Advertising, Marketing</p> <p>DECA: Integrated Marketing Campaign events</p>
<p><b>Stages of developing a social media strategy.</b></p>	<p>4 weeks</p>		<p>Select different options and apply best practices for content development.</p>	<p>Structure campaigns, write a paid search ad, and apply target keywords</p> <ul style="list-style-type: none"> <li>• Choose the optimal bidding type for a paid search campaign.</li> <li>• Reach existing customers with retargeting based.</li> </ul>	<p>FBLA: Social Media Campaign, Marketing</p> <p>DECA: Integrated Marketing Campaign events</p>
		<p>Measure content marketing results</p>	<p>Determine how to gauge the performance of campaign tactics.</p>	<ul style="list-style-type: none"> <li>• Choose the optimal bidding type — cost per mille (CPM), cost per click (CPC), or cost per acquisition (CPA) — for paid social campaigns.</li> </ul> <p>Calculate CPM, CPC, click-through rate (CTR), conversion, CPA, and return on advertising spend (ROAS).</p> <ul style="list-style-type: none"> <li>• Analyze data to compare the performance of two or more channels.</li> <li>• Describe the purpose of attribution in optimization and the pros and cons of different models</li> </ul>	
			<p>Determine how to optimize digital marketing strategy.</p>	<p>Design statistically sound A/B tests for social media, paid search, and</p>	



				websites. • Evaluate the statistical significance of test results.	
<b>Email Marketing (optional)</b>			Assess platforms and best practices for this high-ROI channel.	<ul style="list-style-type: none"> <li>• Describe how to use CRM data to create a personalized email campaign.</li> <li>• Explain email automation and how it benefits marketers.</li> <li>• Use an industry tool to design an email.</li> </ul>	<p>FBLA: Social Media Campaign, Marketing</p> <p>DECA: Integrated Marketing Campaign events</p>
<b>Personal branding and career development using social media.</b>	2-3 weeks	Develop content marketing strategy Setting social media goals and metrics.	Develop a personal social media branding and content strategy and implement that strategy across the five most common social media platforms	<ul style="list-style-type: none"> <li>• Explain which elements of a webpage are used by search engines to determine its search result ranking.</li> <li>• Identify opportunities for search engine optimization.</li> <li>• Conduct keyword research and evaluate keywords for intent, volume, and competitiveness.</li> <li>• Create content that furthers SEO goals.</li> <li>• Recognize backlinks to a webpage, along with methods for acquiring more/better backlinks.</li> </ul>	FBLA: Social Media Campaign