



Colorado BMEF CTE Course – Scope and Sequence

Course Name	Social Media For Business	Course Details	Credits = .5 (Semester) Level 3
		Course = 0.50 Carnegie Unit Credit	
Course Description	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 online methods to further business goals.		
Note	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 MAR1055 in the CCNS , 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 https://www.cde.state.co.us/standardsandinstruction/essentialskills			
Course Competencies: By the end of this course, students 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
Introduction to social media and how it has changed marketing over the past 10 years.	1 week	Identify trends in social-media space	Distinguish the role social media marketing plays in business.	a. Understand the social media environment b. Compare and contrast other traditional forms of marketing	FBLA: Social Media Campaign, Advertising DECA: Integrated Marketing Campaign events
Real-time social media and its impact on business.	2 weeks	Quantify contribution of social media (metrics and goals, finding what is good, measuring and adjusting on the fly, reporting and sharing insights)	Evaluate the importance of strategizing use and implementation of social media	a. Apply the Objective-First Marketing Framework to develop a campaign strategy b. Choose KPIs that correspond to marketing objectives. c. Select channels and tactics for audience and marketing objectives. d. Create appropriate benchmarks. e. Differentiate between single-channel, multichannel, and omni-channel marketing. f. Examine marketing objectives that organizations can meet when they incorporate social media in their marketing mix	FBLA: Social Media Campaign DECA: Integrated Marketing Campaign events
Target market identification for social media.	2 weeks	Develop social media plan	Define a target market and apply appropriate social media for that market	a. Leverage data tools to gather information about your customers. b. Effectively communicate a brand's value proposition to a target customer c. Understand and recognize the differences in market segments.	FBLA: Social Media Campaign, Advertising DECA: Integrated Marketing Campaign events
Social media platforms.	2 weeks	Develop an integrated approach for social media content creation	Compare and use the top five most common social media platforms	a. Discover options on various social platforms. b. Structure and segment ad campaigns, target customer groups, and analyze performance on social channels.	FBLA: Social Media Campaign DECA: Integrated Marketing

				c. Explain the trade-offs between reach and precision in targeting, and discover factors that impact overall cost and performance.	Campaign events
Ethics and legal concerns for businesses using social media.	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.	a. Analyze code of ethics from the top most common social media platforms. b. Develop new policies and or procedures to each of the top 5 platforms.	FBLA: Social Media Campaign, Advertising, Business Ethics, Business Law DECA: Business law and ethics
Content development	2 weeks	Develop content marketing strategy	Appraise the importance of content marketing	a. Content development for social media. b. Content development for target audiences and segments	FBLA: Social Media Campaign, Advertising, Marketing DECA: Integrated Marketing Campaign events
Stages of developing a social media strategy.	4 weeks		Select different options and apply best practices for content development.	Structure campaigns, write a paid search ad, and apply target keywords - Choose the optimal bidding type for a paid search campaign. - Reach existing customers with retargeting based.	FBLA: Social Media Campaign, Marketing DECA: Integrated Marketing Campaign events
		Measure content marketing results	Determine how to gauge the performance of campaign tactics.	a. Choose the optimal bidding type — cost per mille (CPM), cost per click (CPC), or cost per acquisition (CPA) — for paid social campaigns. b. Calculate CPM, CPC, click-through rate (CTR), conversion, CPA, and return on advertising spend (ROAS). c. Analyze data to compare the	

				performance of two or more channels. d. Describe the purpose of attribution in optimization and the pros and cons of different models	
			Determine how to optimize digital marketing strategy.	a. Design statistically sound A/B tests for social media, paid search, and websites. b. Evaluate the statistical significance of test results.	
Personal branding and career development using social media.	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	a. Explain which elements of a webpage are used by search engines to determine its search result ranking. b. Identify opportunities for search engine optimization. c. Conduct keyword research and evaluate keywords for intent, volume, and competitiveness. d. Create content that furthers SEO goals. e. Recognize backlinks to a webpage, along with methods for acquiring more/better backlinks.	FBLA: Social Media Campaign

Academic Standards Alignment

Colorado CTE courses are required to integrate academic and essential skills into course content. The following academic standards have been identified as aligned to this course and should be integrated throughout instruction.

[CO CTE Academic Standards Resources](#) (Rubrics, integration strategies, etc)

[CDE Colorado Academic Standards Online](#) (Online standards lookup tool)

Reading, Writing, & Communicating

Standard 1: Oral Expression and Listening

- **Prepared Graduate 1:** Collaborate effectively as group members or leaders who listen actively and respectfully; pose thoughtful questions, acknowledge the ideas of others; and contribute ideas to further the group's attainment of an objective.
- **Prepared Graduate 2:** Deliver effective oral presentations for varied audiences and varied purposes.

Standard 2: Reading for All Purposes

- **Prepared Graduate 5:** Understand how language functions in different contexts, command a variety of word-learning strategies to assist comprehension, and make effective choices for meaning or style when writing and speaking.

Standard 3: Writing and Composition

- **Prepared Graduate 6:** Craft arguments using techniques specific to the genre.
- **Prepared Graduate 7:** Craft informational/explanatory texts using techniques specific to the genre.
- **Prepared Graduate 8:** Craft narratives using techniques specific to the genre.
- **Prepared Graduate 9:** Demonstrate mastery of their own writing process with clear, coherent, and error-free polished products.

Standard 4: Research Inquiry and Design

- **Prepared Graduate 10:** Gather information from a variety of sources; analyze and evaluate its quality and relevance; and use it ethically to answer complex questions.

Note: Mathematics and Science standards will be added in the future. Visit the [Colorado Academic Standards](#) page for the most current version.