

Social Media Marketing

Grade 11 & 12 Elective

One Semester Course

Course Description

Social Media Marketing offers an in-depth exploration of social media marketing tools, platforms, and strategies essential for building brand awareness, expanding customer reach, and promoting business growth. Students will learn to effectively leverage popular platforms such as Facebook, Instagram, Twitter, LinkedIn, and emerging networks to create targeted campaigns, engage audiences, and drive meaningful interactions.

By examining case studies, analyzing key performance metrics, and understanding the latest trends, students will develop the skills necessary to create impactful content, optimize social media presence, and measure the success of their efforts. This course also emphasizes ethical considerations, the importance of brand consistency, and strategies for adapting to the rapidly changing digital landscape. Whether aspiring to work in marketing or looking to promote their own business, students will leave equipped with practical tools and insights to succeed in the dynamic world of social media marketing.

This is a Dual Credit course. Students who successfully complete Social Media Marketing will have the opportunity to earn 3 hours of college credit in MARKE 1150 through the College of DuPage.

Essential Standards

- Recognize the history of social media
- Evaluate social media channels
- Demonstrate social media listening tools
- Create digital content for different social media channels
- Identify regulatory issues in social media
- Develop organizational social media policy
- Differentiate social communities such as forums, blogs, and wikis
- Interpret social media analytics
- Evaluate social media scheduling tools
- Design advertising strategies for social media channels
- Construct social media marketing strategies