

SOCIAL MEDIA IN BUSINESS
COURSE CODES: 5034
STUDENT PROFILE

STUDENT'S NAME		TEACHER'S NAME	
School Year/Semester	Date Began	Date Completed	Grade

Directions: Document student's progress using the applicable rating scales below: Enter date of completion under the appropriate column.

- 0 - Has not received instruction in this area / **no experience or knowledge of this task (N/A)**
 1 – Requires additional instruction and or **close supervision (60-69)**
 2 – Can perform the task completely with **limited supervision (70-79)**
 3 – Can apply and perform **independently (80-100)**

A. SAFETY		0	1	2	3
1	Review school safety policies and procedures.				
2	Review classroom safety rules and procedures.				
3	Review safety procedures for using equipment in the classroom.				
4	Identify major causes of work-related accidents in office environments.				
5	Demonstrate safety skills in an office/work environment.				

B. STUDENT ORGANIZATIONS		0	1	2	3
1	Identify the purpose and goals of a Career and Technology Student Organization (CTSO).				
2	Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.				
3	Explain the benefits and responsibilities of being a member of a CTSO.				
4	List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.				
5	Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.				

C. TECHNOLOGY KNOWLEDGE		0	1	2	3
1	Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.				
2	Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.				



3	Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.				
4	Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; cyberbullying, illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).				
5	Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other elements for personal use.				
6	Describe ethical and legal practices of safeguarding the confidentiality of business-related information.				
7	Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.				
D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS		0	1	2	3
1	Demonstrate punctuality.				
2	Demonstrate self-representation.				
3	Demonstrate work ethic.				
4	Demonstrate respect.				
5	Demonstrate time management.				
6	Demonstrate integrity.				
7	Demonstrate leadership.				
8	Demonstrate teamwork and collaboration.				
9	Demonstrate conflict resolution.				
10	Demonstrate perseverance.				
11	Demonstrate commitment.				
12	Demonstrate a healthy view of competition				
13	Demonstrate a global perspective.				
14	Demonstrate health and fitness.				
15	Demonstrate self-direction.				
16	Demonstrate lifelong learning.				
E. PROFESSIONAL KNOWLEDGE		0	1	2	3
1	Demonstrate effective speaking and listening skills.				
2	Demonstrate effective reading and writing skills.				
3	Demonstrate mathematical reasoning.				
4	Demonstrate job-specific mathematics skills.				



5	Demonstrate critical-thinking and problem-solving skills.				
6	Demonstrate creativity and resourcefulness.				
7	Demonstrate an understanding of business ethics.				
8	Demonstrate confidentiality.				
9	Demonstrate an understanding of workplace structures, organizations, systems, and climates.				
10	Demonstrate diversity awareness.				
11	Demonstrate job acquisition and advancement skills.				
12	Demonstrate task management skills.				
13	Demonstrate customer-service skills.				
F. SOCIAL MEDIA IN THE BUSINESS WORLD		0	1	2	3
1	Define social media.				
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	Explain historical evolution of social media in regards to changes in technology and customer preferences.				
6	Critically analyze the impact of social media on today's global economy.				
7	Explain different social media formats available for business use (e.g., Facebook, Yelp, Pinterest, YouTube, and Instagram).				
8	Categorize different types of social media according to features and benefits.				
9	Research data privacy, legal ramifications, and ethical considerations of social media use.				
10	Compare/contrast terms and conditions of joining various social media sites.				
11	Explain the relationship between a business' social media marketing plan and its business goals and objectives.				
G. SOCIAL MEDIA TOOLS		0	1	2	3
1	Explore blogs, microblogs, and wikis (Wikipedia, Blogger, WordPress, twitter, wet paint, Knol, etc.).				
2	Explore video sharing (YouTube, Vimeo, etc.).				
3	Explore photo sharing (Flickr, Instagram, Picasa, Photobucket, etc.).				
4	Explore audio file sharing (Sound Cloud, Jamendo, BearShare, etc.).				
5	Explore link sharing and social bookmarking (FlashMob, Digg, Pinterest, Reader, Delicious, etc.).				



6	Explore file sharing (Dropbox, Slideshare, Scribd, etc.).				
7	Explore digital communication on bulletin boards, forums, user groups, polls, and Web site comments (e.g., Strawpoll, Polldaddy, Disqus).				
8	Explore instant digital communication including text messaging, instant messaging, chat, and video chat (Skype, Facetime, AOL, Yahoo, etc.).				
9	Explore social networking platforms (LinkedIn, Ning, Edmodo, Plaxo, Facebook, MySpace, Google Plus, MeetUp, Eventful, etc.).				
10	Explore e-Commerce social media tools, such as sharing, reviews, inspiration, and co-shopping (TripAdvisor, Groupon, Living Social, eBay, Amazon, Angie's List, etc.).				
11	Explore location tracking and social media check-in tools (e.g., Foursquare, Facebook, Yelp, and Google Places).				
H. SOCIAL MEDIA APPLICATIONS IN MARKETING		0	1	2	3
1	Define marketing terms and concepts (e.g., Marketing Mix, supply, demand, SWOT, branding, marketing plan, and competition).				
2	Identify different applications of social media.				
3	Analyze the significance of demographics for marketing use.				
4	Analyze how smart ads, relationship networks, and push recommendations are influenced by location and demographics.				
5	Evaluate appropriate social media tools for different types of businesses and demographics: a. Service-related business b. Merchandising c. Retail d. Wholesale				
6	Develop a variety of social media marketing examples for the different business types (e.g., Instagram post, SnapChat filter, Facebook post, e-mail).				
I. SOCIAL MEDIA MONITORING		0	1	2	3
1	Define terms related statistics (e.g. hypothesis, mean, median, average, mode, sampling).				
2	Explain how statistics can be used to make business decisions.				
3	Analyze data from various surveys to determine validity and reliability.				
4	Draw conclusions from data analysis.				
5	Explore search engine marketing tools (e.g., Bing, Ads, Google Analytics, and Brandwatch Analytics).				
J. SOCIAL MEDIA CAMPAIGN		0	1	2	3
1	Analyze a case study of a social media strategic plan.				



2	Interview a local business to discuss their social media presence.				
3	Create a SWOT analysis of a local business' social media presence to determine its effectiveness.				
4	Develop and present a social media campaign mock-up by applying social media tools to a local business or product.				
5	Propose improvements to a classmate's social media strategic campaign.				
K. CAREERS IN SOCIAL MEDIA		0	1	2	3
1	Identify careers in the social media industry.				
2	Research current social media marketing job postings and analyze responsibilities, tasks, education, and skills.				
3	Share the results of the career research.				

