Texas CTE

Social Media Marketing

Knowledge and skills. SMEDMKTG

1 **The student knows the nature and scope of social media marketing. The student is expected to:** SMEDMKTG.1

- A differentiate between in-bound marketing and out-bound marketing; SMEDMKTG.1A
- B explain the nature of in-bound marketing; SMEDMKTG.1B
- C identify the various social media platforms and purposes; SMEDMKTG.1C
- D define social media marketing; SMEDMKTG.1D
- E identify and describe significant trends in the development of social media; SMEDMKTG.1E
- F understand how the development of social media has shaped online media and communications; and SMEDMKTG.1F
- G describe the social media marketing ecosystem and its impact on traditional marketing strategy. SMEDMKTG.1G

2 **The student knows the legalities, ethical implications, and risks associated with social media marketing. The student is expected to:** SMEDMKTG.2

- A apply legal boundaries and concepts affecting social media; SMEDMKTG.2A
- B analyze ethical guidelines and codes of ethics to explain how or why they are important to social media organizations; SMEDMKTG.2B
- C identify risk factors associated with social media marketing; SMEDMKTG.2C
- D explain the concept of real-time marketing; and SMEDMKTG.2D
- E discuss the ramifications of real-time marketing. SMEDMKTG.2E

3 **The student knows how to critically evaluate social media and digital marketing tools. The student is expected to:** SMEDMKTG.3

- A evaluate and understand how social media has influenced the function of marketing; SMEDMKTG.3A
- B evaluate and understand how social media has evolved and influenced the way people communicate; SMEDMKTG.3B
- C analyze and evaluate the influence of social media on individuals and how individuals influence social media; and SMEDMKTG.3C
- D identify potential risks, advantages, and limitations of digital marketing tools. SMEDMKTG.3D

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4 **The student knows that strategic planning is essential to the success of social media marketing. The student is expected to:** SMEDMKTG.4

- A define the social media marketing process; SMEDMKTG.4A
- B understand participation as a key element of the marketing mix; SMEDMKTG.4B
- C understand how to integrate social media marketing into the Integrated Marketing Plan to promote brand/company awareness; and SMEDMKTG.4C
- D develop a social media marketing plan. SMEDMKTG.4D

5 **The student demonstrates how to use social media as a marketing tool. The student is expected to:** SMEDMKTG.5

- A analyze, evaluate, and communicate information effectively through the use of social networking platforms such as Facebook, LinkedIn, and Twitter as marketing tools; SMEDMKTG.5A
- B analyze, evaluate, and communicate information effectively through the use of social publishing platforms such as Instagram, Pinterest, and Tumblr as marketing tools; SMEDMKTG.5B
- C analyze, evaluate, and communicate information effectively through the use of social entertainment platforms such as YouTube, Flickr, and Vine as marketing tools; SMEDMKTG.5C
- D analyze, evaluate, and communicate information effectively through the use of social commerce platforms such as Groupon, Yelp!, and 4Square as marketing tools; and SMEDMKTG.5D
- E analyze, evaluate, and communicate information effectively through the use of emerging social media. SMEDMKTG.5E

6 **The student knows how to use mobile marketing as a marketing tool. The student is expected to:** SMEDMKTG.6

- A understand the nature and scope of mobile marketing; SMEDMKTG.6A
- B identify advantages and disadvantages of mobile marketing; and SMEDMKTG.6B
- C demonstrate the ability to use mobile marketing tools such as Short Message Service (SMS)/Multimedia Messaging Service (MMS), Quick Response (QR) codes, mobile phone applications, and mobile optimized websites. SMEDMKTG.6C

7 **The student measures the success of a social media marketing plan. The student is expected to:** SMEDMKTG.7

- A explain the role of social media in marketing research; SMEDMKTG.7A
- B understand the nature and scope of social media analytics; and SMEDMKTG.7B
- C measure the success of social media marketing strategies using analytics data. SMEDMKTG.7C

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'he student knows that a career in social media marketing requires knowledge of he industry. The student is expected to: SMEDMKTG.8

A research and describe careers in the field of social media marketing; and SMEDMKTG.8A

B research employment trends in the field of social media marketing. SMEDMKTG.8B