

Spanish Fork High School 2014-15

Unit Topics and I Can Statements

Social Media Marketing

THE ROLE OF SOCIAL MEDIA IN MARKETING

- I CAN define and understand the concept of social media marketing.
- I CAN examine the growth of social media marketing.
- I CAN explain the uses of social media in marketing.

SOCIAL NETWORKS

- I CAN demonstrate my ability to use Facebook as a marketing tool.
- I CAN demonstrate my ability to use LinkedIn as a marketing tool.

TWITTER

- I CAN demonstrate my ability to use Twitter as a marketing tool.

VIDEO-SHARING SITES

- I CAN develop a Vimeo and YouTube site designed to market a company or product.

MOBILE MARKETING

- I CAN develop a mobile app for the purpose of marketing a product or service.

LOCATION

- I CAN demonstrate my ability to use Foursquare in business.

BLOGS

- I CAN create and develop a blog using blogger or Tumblr to assist in the marketing efforts of a business or product.

EMERGING SOCIAL MEDIA

- I CAN find new social media tools, techniques, and trends that can be used as a marketing tool.