



**PROJECT:** Marketing, Social Media & Websites

**AGES:** 12+

**AVAILABLE SPACES:** 3

**DAYS:** 2 days per week

**TOTAL HOURS:** Determined at enrollment

### **COURSE DESCRIPTION**

This project looks at the channels of marketing, advertising and communication that make up social media and the Web, and explore how these tools fit into a company's integrated marketing strategy. Students explore business user-generated content and content sharing to create brand awareness and buzz. Students will learn practical tips and techniques, as well as see the bigger picture to help safely and successfully leverage social media marketing for your own environment and purpose.

### **LEARNING OUTCOME**

Students will explore the ever-changing face of social media marketing, where viral content is king and traditional marketing techniques fail in the wake of rapidly transitioning trends and attitudes. Staying ahead, and smartly evolving skills and techniques around this cadence is what it takes to be successful.

### **LEARNING OBJECTIVES:**

After completing this course students will be able to:

- Discuss current-state of social media marketing and communications
- Become conscious and ethical stewards of social media marketing
- Discuss the historical changes of online marketing
- Describe the theories and practices of online marketing
- Explore major principles of successful online marketing
- Explore emerging trends and strategies in online marketing

- Interpret specific population targeting
- Discuss & explore some of the successful methods and strategies for specific marketing campaigns
- Explore the elements of writing grant proposals for nonprofit organizations
- Describe the legal and ethical aspects of marketing
- Discuss conceptual differences between strategic communications vs. marketing and why it matters to audiences

### **APPLICATION OF KNOWLEDGE**

Students will gain real world knowledge and experience by participating in the following activities:

- Create a marketing plan for an established, new or fictitious business
- Design and create online marketing materials
- Design, produce and “go live” with marketing campaign

### **CLASS MEETING SCHEDULE**

Monday & Wednesday, 9am to 1pm

### **LEARNING MATERIALS**

All learning materials will be researched by students and advisors and purchased by the co-op. Any additional resources that students wish to purchase for home use will be an additional fee not provided by the Co-op.

### **EVALUATION METHODS**

- Observation and evaluation of in-class work
- Observation and evaluation of participation and professional conduct

### **STANDARDS FOR PROJECT COMPLETION**

- Development of online marketing materials
- Completion of any agreed upon writing and or design coursework
- Successful completion of at least one online media campaign