Social Media & Digital Marketing FULL SEMESTER COURSE

A Social Media Marketing Full Semester Course with over

40 Digital Activities!

Includes an Easy-To-Follow Lesson Library for the Teacher

All Easy-to-Use, Fillable Google Docs and Slides!

NO PREP! NO GUESS WORK! SAVES YOU TIME!



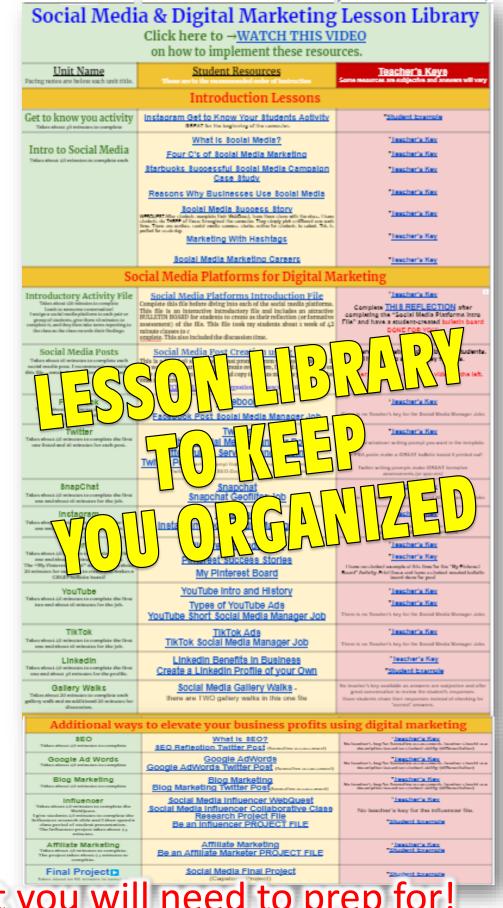
INCLUDES A FINAL PROJECT FILE & BULLETIN BOARD!



This course includes a Teacher's Lesson Library!

This makes this course PLUG & PLAY!
TURNKEY!
NO GUESS WORK!

Each lesson's links are right in the Lesson Library in the teaching order that is recommended.



This is one less class that you will need to prep for!

IT'S ALL DONE FOR YOU!

What is included in this course?

First Day of School Activity
What is Social Media Marketing?
The Four Cs of Social Media Marketing
Social Media Ad Campaign Case Studies
Reasons Why Businesses Use Social Media
Social Media Marketing Success Stories
Using Hashtags for Business
Intro Lessons for 8 Social Media Platforms Used in Marketing
TONS of Social Media Post Prompts for Student to Apply
What is learned!

Gallery Walks!
SEO Explained
Google AdWords/Google Ads
Blogging for Marketing
Influencer Intro AND Project!
Affiliate Marketing Intro AND Project!
FINAL CAPSTONE PROJECT!

This is one less class that you will need to prep for! It's DONE FOR YOU!

Not teaching a 'Social Media Course'?

You may STILL want to have this collection of ENGAGING, FUN, & INTERACTIVE LESSONS AND PROJECTS for your Business Education Classroom! Look at the content learned...

TARGET MARKET DEMOGRAPHICS SWOT ANALYSIS) MARKET ANALYSIS MARKETING MIX USP UNIQUE SELLING POSITION **10-SEC ELEVATOR PITCH**



BONUS FILE!

After students learn about Social Media Platforms, they reflect by creating a Student-Created Bulletin Board!



This is a mock-up of a student-created bulletin board.

All clipart is included!

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam!

Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.