

Social Media Marketing Career

A GREAT Career Research
Digital DISCOVERY lesson!

A Fabulous way to
ENGAGE students!

Great for Career
Exploratory class,
Marketing class, Intro to
Business or
Entrepreneurship class!

NO PREP!
GREAT FOR SUB DAY!



BUSINESS EDUCATION WITH *Denise Leigh*

Social Media Marketing

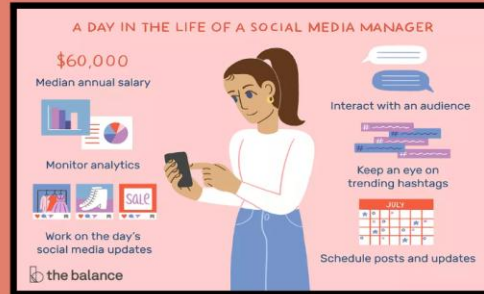


Image by Maddy Price. © The Balance 2019

THIS LINK is a great resource for those wanting to learn more about social media marketing as a career choice.

Social Media Marketing is a powerful public relations Department for a company. The purpose of social media marketing is to raise awareness of a brand.

What are some social media platforms that a social media manager may have to manage?
Example: Facebook

There are several duties and responsibilities that the social media manager must perform. Review them and list at least 4 that you feel YOU could possibly do with your social media skill level at this time.

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**Excellent for a
Sub Day or
to do after testing.**

NO PREP!

**Great career discovery
lesson for Career Class or
Any Business class!**

What is the HOURLY WAGE that a social media marketing manager can make?
Source: US Bureau of Labor Statistics 2018

What does this source say about education requirements and experience?

There are four core skills needed to succeed in this field. List them and place an * beside the one that YOU have.

What can be done to gain experience in the field?

What do you think?

Would this be a possibility for your future? After reviewing the salary, education, skills needed, work environment..... Do you think that you would be fulfilled working as a Social Media Marketing Manager? Why or why not....

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Teacher Testimonials



I used this for a sub day. It was a **great lesson** and I didn't have to worry about my lesson plans for that day. **Very easy to use.**



Love all of Denise's activities, this one is no different. Students **enjoyed!**



Love all of your resources!



Great opportunity to learn about a possible job!



My students were **very into** this activity! Thank you! Total time saver!

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.

