MCLIDES

TIKTOK Social Media Marketing Digital Activity

Students are introduced to TikTok Advertising.

Students are prompted to make a TikTok Ad.

GREAT activity for any Entrepreneurship class, Marketing class....or any Business Ed class!

NO PREP! GREAT FOR A SUB DAY!



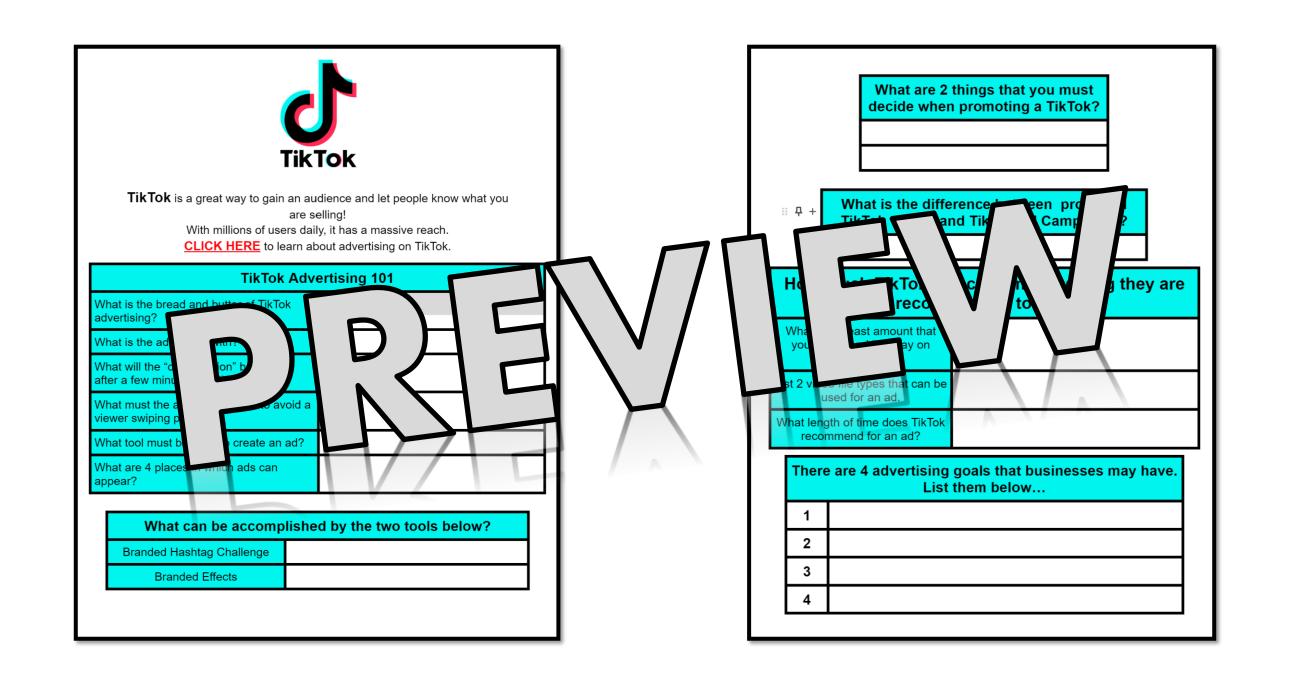
BUSINESS EDUCATION WITH Penise Leigh

NO PREP LESSON! AN INTRODUCTION TO TIKTOK ADVERTISING

- Activity 1 Understanding the basics of TikTok advertising, the costs, what tool is used, etc.
- Activity 2 A TikTok Social Media Marketing Manager activity. Students create a TikTok ad for a small business.



Teacher's Key Included
Great for a Sub Day or Remote Day



Activity #1 – AN INTRODUCTION TO TIKTOK ADVERTISING

NO PREP! Great for a Sub Day!

Digital Activities that send easily to any LMS

Students follow the yellow highlighted prompts in the margins.



Students are prompted to create a TikTok Ad for a Small Business.

Activity 2 TIKTOK SOCIAL MEDIA MANAGER JOB NO PREP!

Teacher Testimonials





Here's another **excellent** extra assignment for any Social Media/Digital Marketing class. Students had **fun** creating their own TikTok statements.



I love a good resource that will get **students engaged**. They are all about social media and this is a **fun activity** for them.

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.



