

B.E. Publishing

Correlation to *Social Media Marketing* to Texas Essential Knowledge and Skills (TEKS)

Course: Social Media Marketing

Subject	Chapter 130. Career and Technical Education, Subchapter N. Marketing
Course Title	§130.385. Social Media Marketing (One-Half Credit), Adopted 2015
(a) General Requirements. This course is recommended for students in Grades 9-12. Recommended prerequisite: Principles of Business, Marketing, and Finance or any marketing course. Students shall be awarded one-half credit for successful completion of this course.	
(b) Introduction.	
<p>(1) Career and technical education instruction provides content aligned with challenging academic standards and relevant technical knowledge and skills for students to further their education and succeed in current or emerging professions.</p> <p>(2) The Marketing Career Cluster focuses on planning, managing, and performing marketing activities to reach organizational objectives.</p> <p>(3) Social Media Marketing is designed to look at the rise of social media and how marketers are integrating social media tools in their overall marketing strategy. The course will investigate how the marketing community measures success in the new world of social media. Students will manage a successful social media presence for an organization, understand techniques for gaining customer and consumer buy-in to achieve marketing goals, and properly select social media platforms to engage consumers and monitor and measure the results of these efforts.</p> <p>(4) Students are encouraged to participate in extended learning experiences such as career and technical student organizations and other leadership or extracurricular organizations.</p> <p>(5) Statements that contain the word "including" reference content that must be mastered, while those containing the phrase "such as" are intended as possible illustrative examples.</p>	

STANDARD		CORRELATING PAGES
(1) The student demonstrates professional standards/employability skills as required by business and industry. The student is expected to:		
(A)	communicate effectively with others using speaking, listening, and writing skills	
(i)	communicate effectively with others using speaking skills	Narrative: Ch. 13 p. 234 Communicating Effectively with Others Using Speaking, Listening, and Writing Skills Activity: Ch. 13 Test Your Knowledge #5
(ii)	communicate effectively with others using listening skills	Narrative: Ch. 13 p. 234 Communicating Effectively with Others Using Speaking, Listening, and Writing Skills Activity: Ch. 13 Test Your Knowledge #5
(iii)	communicate effectively with others using writing skills	Narrative: Ch. 13 p. 234 Communicating Effectively with Others Using Speaking, Listening, and Writing Skills Activity: Ch. 13 Test Your Knowledge #6
(B)	demonstrate collaboration skills through teamwork	
(i)	demonstrate collaboration skills through teamwork	Narrative: Ch. 13 p. 227 Interpersonal Skills with Coworkers and Managers Activity: Ch. 13 Read and Write, Ch. 13 Listen and Speak
(C)	demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace	
(i)	demonstrate professionalism by conducting oneself in a manner appropriate for the profession	Narrative: Ch. 13 p. 220 Professionalism Activity: Ch. 13 Listen and Speak, Ch. 13 Test Your Knowledge #1
(ii)	demonstrate professionalism by conducting oneself in a manner appropriate for the workplace	Narrative: Ch. 13 p. 220 Professionalism Activity: Ch. 13 Listen and Speak, Ch. 13 Test Your Knowledge #1
(D)	demonstrate a positive, productive work ethic by performing assigned tasks as directed	
(i)	demonstrate a positive, productive work ethic by performing assigned tasks as directed	Narrative: Ch. 13 p. 220 Professionalism Activity: Ch. 13 Test Your Knowledge #2
(E)	show integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations	
(i)	show integrity by choosing the ethical course of action	Narrative: Ch. 14 p. 253 Integrity, Ch. 14 p. 257 Ethical Issues Activity: Ch. 14 Listen and Speak, Ch. 14 Test Your Knowledge #7
(ii)	show integrity by complying with all applicable rules	Narrative: Ch. 14 p. 253 Integrity, Ch. 14 p. 257 Ethical Issues Activity: Ch. 14 Listen and Speak, Ch. 14 Test Your Knowledge #4
(iii)	show integrity by complying with all applicable law	Narrative: Ch. 14 p. 253 Integrity, Ch. 14 p. 257 Ethical Issues Activity: Ch. 14 Listen and Speak, Ch. 14 Test Your Knowledge #4

STANDARD		CORRELATING PAGES
	(iv) show integrity by complying with all applicable regulations	Narrative: Ch. 14 p. 253 Integrity, Ch. 14 p. 257 Ethical Issues Activity: Ch. 14 Listen and Speak, Ch. 14 Test Your Knowledge #4
(F)	demonstrate time-management skills such as prioritizing tasks, following schedules, and tending to goal-relevant activities in ways that use time wisely and optimize efficiency and results	
	(i) demonstrate time-management skills	Narrative: Ch. 13 p. 222 Time Management Skills Activity: Ch. 13 Listen and Speak, Ch. 13 Test Your Knowledge #3
(G)	demonstrate leadership skills by participating in activities such as career and technical student organizations	
	(i) demonstrate leadership skills by participating in activities	Narrative: Ch. 18 p. 319 Participate in Leadership Activities Activity: Ch. 18 Listen and Speak
(2) The student knows the nature and scope of social media marketing. The student is expected to:		
(A)	differentiate between in-bound marketing and out-bound marketing	
	(i) differentiate between in-bound marketing and out-bound marketing	Narrative: Ch. 7 p. 106 In-bound and Out-bound Marketing Activity: Ch. 7 Listen and Speak, Ch. 7 Test Your Knowledge #1
(B)	explain the nature of in-bound marketing	
	(i) explain the nature of in-bound marketing	Narrative: Ch. 7 p. 106 In-bound and Out-bound Marketing Activity: Ch. 7 Listen and Speak
(C)	identify the various social media platforms and purposes	
	(i) identify the various social media platforms	Narrative: Ch. 9 p. 136 Social Networking and Marketing, Ch. 10 p. 162 Social Publishing and Marketing, Ch. 11 p. 182 Social Entertainment and Marketing, Ch. 12 p. 196 Social Commerce and Marketing Activity: Ch. 9 Test Your Knowledge #1, Ch. 10 Test Your Knowledge #1, Ch. 11 Test Your Knowledge #1, Ch. 12 Build It
	(ii) identify the various social media purposes	Narrative: Ch. 9 p. 136 Social Networking and Marketing, Ch. 10 p. 162 Social Publishing and Marketing, Ch. 11 p. 182 Social Entertainment and Marketing, Ch. 12 p. 196 Social Commerce and Marketing Activity: Ch. 9 Test Your Knowledge #1, Ch. 10 Test Your Knowledge #1, Ch. 11 Test Your Knowledge #1, Ch. 12 Build It

(D)	define social media marketing	
	(i)	define social media marketing Narrative: Ch. 1 p. 4 Social Media Marketing Activity: Ch. 1 Test Your Knowledge #1
(E)	identify and describe significant trends in the development of social media	
	(i)	identify significant trends in the development of social media Narrative: Ch. 3 p. 51 Significant Trends Activity: Ch. 3 Listen and Speak, Ch. 3 Test Your Knowledge #1
	(ii)	describe significant trends in the development of social media Narrative: Ch. 3 p. 51 Significant Trends Activity: Ch. 3 Listen and Speak, Ch. 3 Test Your Knowledge #1
(F)	understand how the development of social media has shaped online media and communications	
	(i)	understand how the development of social media has shaped online media Narrative: Ch. 3 p. 45 How Social Media Shapes Online Communications and Media Activity: Ch. 3 Test Your Knowledge #2
	(ii)	understand how the development of social media has shaped online communications Narrative: Ch. 3 p. 45 How Social Media Shapes Online Communications and Media Activity: Ch. 3 Listen and Speak, Ch. 3 Test Your Knowledge #2
(G)	describe the social media marketing ecosystem and its impact on traditional marketing strategy	
	(i)	describe the social media marketing ecosystem Narrative: Ch. 3 p. 47 Social Media Marketing Ecosystem Activity: Ch. 3 Test Your Knowledge #4
	(ii)	describe [the social media marketing system's] impact on traditional marketing strategy Narrative: Ch. 3 p. 54 How Social Media Influences the Function of Marketing, Ch. 5 p. 72 The Role of Social Media in Marketing Research Activity: Ch. 3 Listen and Speak, Ch. 3 Test Your Knowledge #4
(3) The student knows the legalities, ethical implications, and risks associated with social media marketing. The student is expected to:		
(A)	apply legal boundaries and concepts affecting social media	
	(i)	apply legal boundaries affecting social media Narrative: Ch. 14 p. 114 Legal Issues Activity: Ch. 14 Read and Write
	(ii)	apply legal concepts affecting social media Narrative: Ch. 14 p. 114 Legal Issues Activity: Ch. 14 Read and Write, Ch. 14 Test Your Knowledge #6
(B)	analyze ethical guidelines and codes of ethics to explain how or why they are important to social media organizations	
	(i)	analyze ethical guidelines to explain how or why they are important to social media organizations Narrative: Ch. 14 p. 257 Ethical Issues Activity: Ch. 14 Read and Write, Ch. 14 Test Your Knowledge #5

	(ii)	analyze codes of ethics to explain how or why they are important to social media organizations	Narrative: Ch. 14 p. 257 Ethical Issues Activity: Ch. 14 Read and Write, Ch. 14 Test Your Knowledge #5
(C)	identify risk factors associated with social media marketing		
	(i)	identify risk factors associated with social media marketing	Narrative: Ch. 16 p. 282 Risk Factors Associated with Social Media Marketing Activity: Ch. 16 Read and Write, Ch. 16 Test Your Knowledge #1
(D)	explain the concept of real-time marketing		
	(i)	explain the concept of real-time marketing	Narrative: Ch. 16 p. 286 Human Error Activity: Ch. 16 Listen and Speak, Ch. 16 Test Your Knowledge #2
(E)	discuss the ramifications of real-time marketing		
	(i)	discuss the ramifications of real-time marketing	Narrative: Ch. 16 p. 286 Human Error Activity: Ch. 16 Listen and Speak. Ch. 16 Test Your Knowledge #2
(4) The student knows how to critically evaluate social media and digital marketing tools. The student is expected to:			
(A)	evaluate and understand how social media has influenced the function of marketing		
	(i)	evaluate how social media has influenced the function of marketing	Narrative: Ch. 3 p. 54 How Social Media Influences the Function of Marketing Activity: Ch. 3 Test Your Knowledge #3
	(ii)	understand how social media has influenced the function of marketing	Narrative: Ch. 3 p. 54 How Social Media Influences the Function of Marketing Activity: Ch. 3 Test Your Knowledge #3
(B)	evaluate and understand how social media has evolved and influenced the way people communicate		
	(i)	evaluate how social media has evolved	Narrative: Ch. 3 p. 42 The Growth of Social Media Marketing Activity: Ch. 3 Create and Design
	(ii)	evaluate how social media has influenced the way people communicate	Narrative: Ch. 3 p. 4 How Social Media Shapes Online Communications and Media Activity: Ch. 3 Listen and Speak
	(iii)	understand how social media has evolved	Narrative: Ch. 3 p. 45 The Growth of Social Media Marketing Activity: Ch. 3 Create and Design

	(iv)	understand how social media has influenced the way people communicate	Narrative: Ch. 3 p. 45 How Social Media Shapes Online Communications and Media Activity: Ch. 3 Listen and Speak
(C)	analyze and evaluate the influence of social media on individuals and how individuals influence social media		
	(i)	analyze the influence of social media on individuals	Narrative: Ch. 1 p. 4 Individual, Ch. 7 p. 107 Influence of Social Media Activity: Ch. 7 Test Your Knowledge #2
	(ii)	analyze how individuals influence social media	Narrative: Ch. 7 p. 107 Influence of Social Media Activity: Ch. 7 Read and Write, Ch. 7 Listen and Speak, Ch. 7 Test Your Knowledge #2
	(iii)	evaluate the influence of social media on individuals	Narrative: Ch. 1 p. 4 Individual Activity: Ch. 7 Test Your Knowledge #2
	(iv)	evaluate how individuals influence social media	Narrative: Ch. 7 p. 107 Influence of Social Media Activity: Ch. 7 Read and Write, Ch. 7 Listen and Speak, Ch. 7 Test Your Knowledge #2
(D)	identify potential risks, advantages, and limitations of digital marketing tools		
	(i)	identify potential risks of digital marketing tools	Narrative: Ch. 16 p. 288 Evaluate Digital Marketing Tools Activity: Ch. 16 Read and Write, Ch. 16 Test Your Knowledge #3
	(ii)	identify potential advantages of digital marketing tools	Narrative: Ch. 16 p. 288 Evaluate Digital Marketing Tools Activity: Ch. 16 Read and Write, Ch. 16 Test Your Knowledge #3
	(iii)	identify potential limitations of digital marketing tools	Narrative: Ch. 16 p. 288 Evaluate Digital Marketing Tools Activity: Ch. 16 Read and Write, Ch. 16 Test Your Knowledge #3
(5) The student knows that strategic planning is essential to the success of social media marketing. The student is expected to:			
(A)	define the social media marketing process		
	(i)	define the social media marketing process	Narrative: Ch. 1 p. 15 Social Media Marketing Process Activity: Ch. 1 Read and Write, Ch. 1 Test Your Knowledge #2
(B)	understand participation as a key element of the marketing mix		
	(i)	understand participation as a key element of the marketing mix	Narrative: Ch. 2 p. 35 Participation Activity: Ch. 2 Read and Write, Ch. 2 Create and Design, Ch. 2 Test Your Knowledge #1

(C)	understand how to integrate social media marketing into the Integrated Marketing Plan to promote brand/company awareness	
	(i)	understand how to integrate social media marketing into the Integrated Marketing Plan to promote brand/company awareness Narrative: Ch. 4 p. 58 Elements of a SMM Plan Activity: Ch. 4 Test Your Knowledge #1
(D)	develop a social media marketing plan	
	(i)	develop a social media marketing plan Narrative: Ch. 4 p. 58 Elements of a SMM Plan Activity: Ch. 4–8, 12, 15, and 18 Build It, Ch. 4 Test Your Knowledge #2, Ch. 4 Listen and Speak
(6) The student demonstrates how to use social media as a marketing tool. The student is expected to:		
(A)	analyze, evaluate, and communicate information effectively through the use of social networking platforms such as Facebook, LinkedIn, and Twitter as marketing tools	
	(i)	analyze information effectively through the use of social networking platforms Narrative: Ch. 9 p. 142 Facebook Insights, Ch. 9 p. 148 Finding Followers, Ch. 9 p. 155 Twitter Advertising, Ch. 9 p. 156 LinkedIn Activity: Ch. 9 Listen and Speak
	(ii)	evaluate information effectively through the use of social networking platforms Narrative: Ch. 9 p. 142 Facebook Insights, Ch. 9 p. 148 Finding Followers, Ch. 9 p. 155 Twitter Advertising, Ch. 9 p. 158 LinkedIn Activity: Ch. 9 Listen and Speak
	(iii)	communicate information effectively through the use of social networking platforms Narrative: Ch. 9 p. 142 Facebook Insights, Ch. 9 p. 148 Finding Followers, Ch. 9 p. 155 Twitter Advertising, Ch. 9 p. 158 LinkedIn Activity: Ch. 9 Listen and Speak
(B)	analyze, evaluate, and communicate information effectively through the use of social publishing platforms such as Instagram, Pinterest, and Tumblr as marketing tools	
	(i)	analyze information effectively through the use of social publishing platforms Narrative: Ch. 10 p. 167 Instagram Insights, Ch. 10 p. 169 Tumblr, Ch. 10 p. 174 Pinterest Advertising Activity: Ch. 10 Create and Design, Ch. 10 Test Your Knowledge #6
	(ii)	evaluate information effectively through the use of social publishing platforms Narrative: Ch. 10 p. 167 Instagram Insights, Ch. 10 p. 169 Tumblr, Ch. 10 p. 174 Pinterest Advertising Activity: Ch. 10 Create and Design, Ch. 10 Test Your Knowledge #6
	(iii)	communicate information effectively through the use of social publishing platforms Narrative: Ch. 10 p. 167 Instagram Insights, Ch. 10 p. 169 Tumblr, Ch. 10 p. 174 Pinterest Advertising Activity: Ch. 10 Create and Design, Ch. 10 Test Your Knowledge #6

(C)	analyze, evaluate, and communicate information effectively through the use of social entertainment platforms such as YouTube, Flickr, and Vine as marketing tools	
	(i)	analyze information effectively through the use of social entertainment platforms Narrative: Ch. 11 p. 188 YouTube Analytics, Ch. 11 p. 192 Vimeo Analytics Activity: Ch. 11 Read and Write
	(ii)	evaluate information effectively through the use of social entertainment platforms Narrative: Ch. 11 p. 188 YouTube Analytics, Ch. 11 p. 192 Vimeo Analytics Activity: Ch. 11 Read and Write
	(iii)	communicate information effectively through the use of social entertainment platforms Narrative: Ch. 11 p. 188 YouTube Analytics, Ch. 11 p. 192 Vimeo Analytics Activity: Ch. 11 Read and Write
(D)	analyze, evaluate, and communicate information effectively through the use of social commerce platforms such as Groupon, Yelp!, and 4Square as marketing tools	
	(i)	analyze information effectively through the use of social commerce platforms Narrative: Ch. 12 p. 199 Foursquare, Ch. 12 p. 210 Groupon Analytics, Ch. 12 p. 212 Yelp Analytics Activity: Ch. 12 Listen and Speak
	(ii)	evaluate information effectively through the use of social commerce platforms Narrative: Ch. 12 p. 199 Foursquare, Ch. 12 p. 210 Groupon Analytics, Ch. 12 p. 212 Yelp Analytics Activity: Ch. 12 Listen and Speak
	(iii)	communicate information effectively through the use of social commerce platforms Narrative: Ch. 12 p. 199 Foursquare, Ch. 12 p. 210 Groupon Analytics, Ch. 12 p. 212 Yelp Analytics Activity: Ch. 12 Create and Design, Ch. 12 Listen and Speak
(E)	analyze, evaluate, and communicate information effectively through the use of emerging social media	
	(i)	analyze information Narrative: Ch. 17 p. 303 Analyze, Evaluate, and Communicate Effectively Through the Use of Emerging Social Media Activity: Ch. 17 Test Your Knowledge #1
	(ii)	evaluate information Narrative: Ch. 17 p. 303 Analyze, Evaluate, and Communicate Effectively Through the Use of Emerging Social Media Activity: Ch. 17 Test Your Knowledge #1

	(iii)	communicate information effectively through the use of emerging social media	Narrative: Ch. 17 p. 303 Analyze, Evaluate, and Communicate Effectively Through the Use of Emerging Social Media Activity: Ch. 17 Test Your Knowledge #1
(7) The student knows how to use mobile marketing as a marketing tool. The student is expected to:			
(A)	understand the nature and scope of mobile marketing		
	(i)	understand the nature of mobile marketing	Narrative: Ch. 8 p. 118 Nature of Mobile Marketing Activity: Ch. 8 Test Your Knowledge #1
	(ii)	understand the scope of mobile marketing	Narrative: Ch. 8 p. 118 Nature of Mobile Marketing Activity: Ch. 8 Test Your Knowledge #1
(B)	identify advantages and disadvantages of mobile marketing		
	(i)	identify advantages of mobile marketing	Narrative: Ch. 8 p. 119 Advantages and Disadvantages of Mobile Marketing Activity: Ch. 8 Test Your Knowledge #2
	(ii)	identify disadvantages of mobile marketing	Narrative: Ch. 8 p. 119 Advantages and Disadvantages of Mobile Marketing Activity: Ch. 8 Test Your Knowledge #2
(C)	demonstrate the ability to use mobile marketing tools such as Short Message Service (SMS)/Multimedia Messaging Service (MMS), Quick Response (QR) codes, mobile phone applications, and mobile optimized websites		
	(i)	demonstrate the ability to use mobile marketing tools	Narrative: Ch. 8 p. 121 Mobile Marketing Tools Activity: Ch. 8 Listen and Speak
(8) The student measures the success of a social media marketing plan. The student is expected to:			
(A)	explain the role of social media in marketing research		
	(i)	explain the role of social media in marketing research	Narrative: Ch. 5 p. 72 The Role of Social Media in Marketing Research Activity: Ch. 5 Read and Write, Ch. 5 Listen and Speak, Ch. 5 Test Your Knowledge #1
(B)	understand the nature and scope of social media analytics		
	(i)	understand the nature of social media analytics	Narrative: Ch. 15 p. 262 The Nature and Scope of Social Media Analytics Activity: Ch. 15 Test Your Knowledge #1

	(ii)	understand the scope of social media analytics	Narrative: Ch. 15 p. 262 The Nature and Scope of Social Media Analytics Activity: Ch. 15 Test Your Knowledge #1
(C)	measure the success of social media marketing strategies using analytics data		
	(i)	measure the success of social media marketing strategies using analytics data	Narrative: Ch. 15 p. 263 Metrics Framework Activity: Ch. 15 Listen and Speak, Ch. 15 Test Your Knowledge #2, Ch. 15 Build It
(9) The student knows that a career in social media marketing requires knowledge of the industry. The student is expected to:			
(A)	research and describe careers in the field of social media marketing		
	(i)	research careers in the field of social media marketing	Narrative: Ch. 18 p. 330 Careers in the Field of Social Media Marketing Activity: Ch. 18 Listen and Speak
	(ii)	describe careers in the field of social media marketing	Narrative: Ch. 18 p. 330 Careers in the Field of Social Media Marketing Activity: Ch. 18 Listen and Speak
(B)	research employment trends in the field of social media marketing		
	(i)	research employment trends in the field of social media marketing	Narrative: Ch. 18 p. 333 Employment Trends in the Field of Social Media Marketing Activity: Ch. 18 Listen and Speak