

# **Multimedia Marketing Syllabus**

## **Bellevue MS/HS**

“We believe real-world learning opportunities build passionate and engaging experiences for student success in life.”

**Class:** Multimedia Marketing

**Grades:** 9-12

**Subject Area (ELA, Math, Science, Social Studies, Fine Arts, CTE etc.):** CTE  
Business

**Course Overview / Goals for Class:** Upon successful completion of this course students will learn how to use Adobe Photoshop, & Canva to create projects to promote our school and community. Students will also have the opportunity to learn about social media marketing. Skills learned will be applied to projects throughout the semester.

**Essential Learnings - Big Ideas:** How can I use computer software and social media marketing to enhance and evolve my creativity and teamwork skills and to convey messages to appropriate audiences?

### **Units**

#### ***Adobe Photoshop & Canva***

*Summary:* At the conclusion of this unit students will gain a working knowledge of Photoshop & Canva. Their learning will be assessed through a culminating project & presentation.

*Standards from National Business Education Association:*

*Information Technology:*

VI. Interactive Media

Achievement Standard: Use multimedia software to create media rich projects.

XVIII. Information Technology Careers

Achievement Standard: Explore positions and career paths in information technology.

## **Social Media Marketing Unit**

*Summary:* Students will learn how to write targeted social media ads, perform demographic targeting, learn social media content promotion strategies, how to measure key performance indicators, ad budgeting, and proper content scheduling.

*Standards from National Business Education Association:*

*Marketing:*

### I. Foundations of Marketing

Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.

### II. Consumers and Their Behavior

Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.

### III. External Factors

Achievement Standard: Analyze the influence of external factors on marketing.

### IV. The Marketing Mix

Achievement Standard: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.

### V. Marketing Research

Achievement Standard: Analyze the role of marketing research in decision making.

### VI. The Marketing Plan

Achievement Standard: Describe the elements, design, and purposes of a marketing plan.

*Information Technology:*

### VII. Web Development and Design

Achievement Standard: Design, develop, test, implement, update, and evaluate web solutions.

## **Grading System - Content / Process - other important information (reassessment, homework, etc.)**

70% Tests & Projects

30% Daily Work, Practice, & Homework

A+	100%	C+	78-79%
A	92-99	C	72-77
A-	90-91	C-	70-71
B+	88-89	D+	68-69

B	82-87	D	62-67
B-	80-81	D-	60-61
		F	59 or lower

### **Classroom Expectations - policies**

Show up.

Be on time.

Show initiative.

Work together.

Ask for help.

Help others.

Be resourceful & find a way.

### **Late Work:**

There will be a set deadline for turning in late work each quarter, students will not be allowed to turn in late assignments after that deadline.

### **Make Up Work:**

When students are absent, they are accountable for turning in assignments the next day they return to class. If the work is not made up within three days, based on the number of days absent.

### **Cheating & Plagiarism:**

- Cheating from another student, book, and notes are a major offense. If caught cheating the student will lose credit for the work. If a student is caught cheating with another student, BOTH students will lose credit.
- Plagiarism is when a student does not give credit to an author or producer of a piece of work (i.e. music, books, magazines, websites, etc.) If a student is caught plagiarizing the student will lose credit for their work. This is an easy punishment (Colleges today, kick students out for plagiarism)

### **Technology:**

We will be utilizing Google Classroom everyday in our classroom. Inappropriate use of technology will lead to 0/9th Block

### **Instructor contact information and availability**

[tracyweber@bellevue.k12.ia.us](mailto:tracyweber@bellevue.k12.ia.us)

563 663 1344

**Other information the instructor deems important**