

Glendale Unified School District

High School

May 19, 2020

Revised Course Outline Board Approved February 15, 2022

Department: Career Technical Education / Business

Course Title: Business 3-4: Business Communication and Social Media Marketing
Honors (*formerly Business 3-4: Business Communication and Social Media Marketing*)

Course Code: 5011V/5012V

Grade Level(s): 10-12

School(s)
Course Offered: Clark Magnet High School

UC/CSU Approved
(Y/N, Subject): Y, "g" General College Prep Elective

Course Credits: 10

Recommended Prerequisite: Business 1-2: Business Foundations and Law Honors

Textbook: Essentials of Business Communication 11th Edition
Mary Ellen Guffey and Dana Loewy
ISBN: 978-1337386494

Digital Marketing Fundamentals: From Strategy to ROI, 1st Edition
Marjolein Visser, Berend Sikkenga, Mike Berry
ISBN: 978-9001887124

Course Overview: This course applies the principles of ethical and effective communication to the creation of letters, memos, emails, and written and oral reports for a variety of business situations. The course emphasizes planning, organizing, composing, and revising business documents using software tools to create and deliver professional level oral reports. The course also introduces and applies foundations of Social Media Marketing. This includes the various platforms used, metrics, goals, and components. Students will develop a social media plan, will market to their target audience on social media and determine success of their plan based on analytics.

For High Schools: Most importantly, use the unit and key assignment descriptions to demonstrate that the curriculum meets the a-g course criteria. Courses are to be academically challenging, involving substantial reading, writing, problems and laboratory work (as appropriate), and show serious attention to analytical thinking, factual content and developing students' oral and listening skills, this is the criteria UC analysts use to review courses for "a-g" approval.

Course Content-First Semester

Unit 1: Workplace Success: Social, Mobile and Entrepreneurial

(1 week)

STANDARDS

Communications 2.1, 2.2, 2.3, 2.4, 2.5, 2.6

Responsibility and Flexibility 7.1, 7.2, 7.4, 7.7, 7.8

International Business Pathway C5.2, C2.3

Business Management Pathway A7.2, A7.4

Common Core State Standards (RSIT 11-12.3, 11-12.7. WS 11-12.4, 11-12.6)

- A. The topics covered in this unit include the developing strong communication skills, listening skills, non-verbal communication skills, corporate culture influence on communication, and cultural affects to communication. The students will have projects on the topic and will learn the components using collaborative and hands-on methods. Students will be assessed on the topics via a quiz and exam. The standards for these assessments will be based on industry standards. The students will be able to describe and apply the topics covered in this unit.
- B. Each unit will have a respective project that will test students' knowledge on the topics and where each student will produce a report. Students will research modern business communications practices and approaches, from which students will write a research

paper to analyze the current applications of the communication best practices. Each unit will also have a quiz and will be covered in the exams that will assess the student's retention of the topics covered in the lecture and discussions.

Unit 2: **Modern Written Communication for Business**

(3 weeks)

STANDARDS

Communications 2.1, 2.2, 2.3, 2.4, 2.5, 2.6

Responsibility and Flexibility 7.1, 7.2, 7.4, 7.7, 7.8

International Business Pathway C5.2, C2.3

Business Management Pathway A7.2, A7.4

Common Core State Standards (RSIT 11-12.3, 11-12.7. WS 11-12.4, 11-12.6)

- A. The topics covered in this unit include the hands-on creation and best practices of Planning, Organizing and Revising Business Communication to business needs. The students will have projects on the topic and will learn the components using collaborative and hands-on methods. Students will be assessed on the topics via a quiz and exam. The standards for these assessments will be based on industry standards. The students will be able to describe and apply the topics covered in this unit.
- B. Each unit will have a respective project that will test students' knowledge on the topics and where each student will produce a report. Students will research modern written business communications practices and approaches, from which students will write a research paper to analyze the current applications of written communication best practices with applications to their business plans. Each unit will also have a quiz and will be covered in the exams that will assess the student's retention of the topics covered in the lecture and discussions.

Unit 3: **Workplace Communication**

(4 weeks)

STANDARDS

Communications 2.1, 2.2, 2.3, 2.4, 2.5, 2.6

Responsibility and Flexibility 7.1, 7.2, 7.4, 7.7, 7.8

International Business Pathway C5.2, C2.3

Business Management Pathway A7.2, A7.4

Common Core State Standards (RSIT 11-12.3, 11-12.7. WS 11-12.4, 11-12.6)

- A. The topics covered in this unit includes use of digital media and short workplace messages, and Positive (i.e., memos, letters, claims), Negative (i.e., Analyzing and Managing Negative Messages and Bad News for an Organization) and Persuasive Messages (i.e., Planning and Writing messages for Effective Sales). The students will have

projects on the topic and will learn the components using collaborative and hands-on methods. Students will be assessed on the topics via a quiz and exam. The standards for these assessments will be based on industry standards. The students will be able to describe and apply the topics covered in this unit.

- B. Each unit will have a respective project that will test students' knowledge on the topics and where each student will produce a report. Students will research regarding persuasive best practices and approaches and managing negative messages, from which students will write a research paper to analyze business failures at managing negative messages and provide recommendations based on referenced best practices and available data analytics. Each unit will also have a quiz and will be covered in the exams that will assess the student's retention of the topics covered in the lecture and discussions.

Unit 4: **Best Practices for Business Proposals and Reports**

(4 weeks)

STANDARDS

Communications 2.1, 2.2, 2.3, 2.4, 2.5, 2.6

Responsibility and Flexibility 7.1, 7.2, 7.4, 7.7, 7.8

International Business Pathway C5.2, C2.3

Business Management Pathway A7.2, A7.4

Common Core State Standards (RSIT 11-12.3, 11-12.7. WS 11-12.4, 11-12.6)

- A. The topics covered in this unit include informal reports (i.e., short Analytical reports, problem identification, purpose, and data collection), and formal reports (i.e., report preparation, primary and secondary research for report data, and visual aids and graphics within a formal report). The students will have projects on the topic and will learn the components using collaborative and hands-on methods. Students will be assessed on the topics via a quiz and exam. The standards for these assessments will be based on industry standards. The students will be able to describe and apply the topics covered in this unit.
- B. Each unit will have a respective project that will test students' knowledge on the topics and where each student will produce a report. Students will revise and improve their business plans including a comprehensive revision for effective written communications and applications. Students will research regarding best practices of visuals in reports and their applications to their chosen business industry. Students will write a research paper on the various failures from business reports and provide recommendations based on referenced best practices and available data analytics. Each unit will also have a quiz and will be covered in the exams that will assess the student's retention of the topics covered in the lecture and discussions.

Unit 5: **Teamwork, Meeting, Professionalism and Speaking Skills**

(3 weeks)

STANDARDS

Communications 2.1, 2.2, 2.3, 2.4, 2.5, 2.6

Responsibility and Flexibility 7.1, 7.2, 7.4, 7.7, 7.8

International Business Pathway C5.2, C2.3

Business Management Pathway A7.2, A7.4

Common Core State Standards (RSIT 11-12.3, 11-12.7. WS 11-12.4, 11-12.6)

- A. The topics covered in this unit include professionalism in the workplace, communicating professionally in person, professional telephone, and voicemail best practices. Also included is understanding the important of positive contributions to team-based activities and performance and Team meeting planning and preparation. Students will be assessed on the topics via a quiz and exam. The standards for these assessments will be based on industry standards. The students will be able to describe and apply the topics covered in this unit.
- B. Each unit will have a respective project that will test students' knowledge on the topics and where each student will produce a report. The students will have projects on the topic and will learn the components using collaborative and hands-on methods. Students will research regarding best practices and approaches regarding teamwork and professional speaking skills, from which students will write a research paper to analyze business failures caused by team failures and poor verbal communication practices and provide recommendations based on referenced best practices and available data analytics. Each unit will also have a quiz and will be covered in the exams that will assess the student's retention of the topics covered in the lecture and discussions.

Unit 6: **Job Search, Resumes, Cover Letter, Interview and Follow-up Communication** (3 weeks)

STANDARDS

Communications 2.1, 2.2, 2.3, 2.4, 2.5, 2.6

Responsibility and Flexibility 7.1, 7.2, 7.4, 7.7, 7.8

International Business Pathway C5.2, C2.3

Business Management Pathway A7.2, A7.4

Common Core State Standards (RSIT 11-12.3, 11-12.7. WS 11-12.4, 11-12.6)

- A. The topics covered in this unit include effective job search strategies, best practices for resume and cover letter development. Also included are best practices for interview preparation, during interview best practices including controlling nonverbal communication and after interview best practices. The students will have projects on the topic and will learn the components using collaborative and hands-on methods. Students will be assessed on the topics via a quiz and exam. The standards for these assessments

will be based on industry standards. The students will be able to describe and apply the topics covered in this unit. A comprehensive final exam will be required incorporating all aspect of the course to determine mastery and a culminating project will be assigned and assessed for mastery.

- B. Each unit will have a respective project that will test students' knowledge on the topics and where each student will produce a report. Students will research regarding the best practices for networking for jobs, building a focused resume and cover letter, and preparing for interviews. Students will write a research paper on learning from networking and interview failures, and best practices to reduce future failures. Each unit will also have a quiz and will be covered in the exams that will assess the student's retention of the topics covered in the lecture and discussions.

Course Content-Second Semester

Unit 1: Business Models, Strategy, Digital Marketing

(3 weeks)

STANDARDS

Financial Services Pathway B1.3

Common Core State Standards (RSIT 12.3, WS 11-12.2,3,4,5,6,7,8)

- A. The topics covered in this unit include Digital Marketing Plan Development and implementation, and business models and best practices of digital marketing and its impact to a modern business. The students will have projects on the topic and will learn the components using collaborative and hands-on methods. Students will be assessed on the topics via a quiz and exam. The standards for these assessments will be based on industry standards. The students will be able to describe and apply the topics covered in this unit.
- B. Each unit will have a respective project that will test students' knowledge on the topics and where each student will produce a report. Students will research regarding best practices of Digital Marketing Strategy for their chosen business industry and start on the framework of their Digital Marketing Plan. Students will write a research paper on the various Digital Marketing Strategy failures and provide recommendations to fix these failures based on referenced best practices. Each unit will also have a quiz and will be covered in the exams that will assess the student's retention of the topics covered in the lecture and discussions.

Unit 2: **Market Sensing and Product Realization**

(3 weeks)

STANDARDS

Business Management Pathway A4.1, A8.2

International Business Pathway C1.2, C1.5

Common Core State Standards (RSIT 12.3, WS 11-12.2,3,4,5,6,7,8)

- A. The topics covered in this unit include researching and modeling consumer behavior using big data and data analytics. Also included is realizing a product for customer use, product development and improvement, crowdsourcing, and collaboration. The students will have projects on the topic and will learn the components using collaborative and hands-on methods. Students will be assessed on the topics via a quiz and exam. The standards for these assessments will be based on industry standards. The students will be able to describe and apply the topics covered in this unit.
- B. Each unit will have a respective project that will test students' knowledge on the topics and where each student will produce a report. Students will research regarding best practices of Market Sensing and Product Realization for their chosen business industry. Students will write a research paper on the various Market Sensing and Product Realization failures and provide recommendations to fix these failures based on referenced best practices and data analytics. Each unit will also have a quiz and will be covered in the exams that will assess the student's retention of the topics covered in the lecture and discussions.

Unit 3: **Digital Branding, recruiting views owned and paid channels**

(5 weeks)

STANDARDS

International Business Pathway C8.3

Communications 2.6

Common Core State Standards (RSIT 12.3, WS 11-12.2,3,4,5,6,7,8)

- A. The topics covered in this unit covers the aspects of customer acquisition, from branding (i.e., content, viral, video and games marketing), increasing views of marketed materials utilizing owned channels (i.e., search engine, link building, and mobile marketing) and paid channels (i.e., pay per click, social network advertising, and affiliate marketing). The students will have projects on the topic and will learn the components using collaborative and hands-on methods. Students will be assessed on the topics via a quiz and exam. The standards for these assessments will be based on industry standards. The students will be able to describe and apply the topics covered in this unit.

- B. Each unit will have a respective project that will test students' knowledge on the topics and where each student will produce a report. Students will research regarding best practices of Digital Branding and going viral for their chosen business industry. Students will write a research paper on the various Digital Branding and going viral failures and provide recommendations to fix these failures based on referenced best practices and data analytics. Each unit will also have a quiz and will be covered in the exams that will assess the student's retention of the topics covered in the lecture and discussions.

Unit 4: **Sales, Pricing and Order Processing**

(3 weeks)

STANDARDS

Business Management Pathway A8.5, A9.4

Common Core State Standards (RSIT 12.3, WS 11-12.2,3,4,5,6,7,8)

- A. The topics covered in this unit include online price determination and sales, selection of channels of distribution, payment methods, and online service. The students will have projects on the topic and will learn the components using collaborative and hands-on methods. Students will be assessed on the topics via a quiz and exam. The standards for these assessments will be based on industry standards. The students will be able to describe and apply the topics covered in this unit.
- B. Each unit will have a respective project that will test students' knowledge on the topics and where each student will produce a report. Students will research regarding best practices of online sales and promotion for their chosen business industry. Students will write a research paper on the various pricing and sales failures and provide recommendations to fix these failures based on referenced best practices and data analytics. Each unit will also have a quiz and will be covered in the exams that will assess the student's retention of the topics covered in the lecture and discussions.

Unit 5: **Customer Relationship Management and Website Effective Design**

(3 weeks)

STANDARDS

Financial Services Pathway B9.3

Technical Knowledge and Skills 10.8

Common Core State Standards (RSIT 12.3, WS 11-12.2,3,4,5,6,7,8)

- A. The topics covered in this unit include digital management of customer relations, working with customer groups, increasing value for the customer. Also included is mobile app and website effective (i.e., usability, web content, interaction, and landing pages that are effective). The students will have projects on the topic and will learn the components using collaborative and hands-on methods. Students will be assessed on the topics via a

quiz and exam. The standards for these assessments will be based on industry standards. The students will be able to describe and apply the topics covered in this unit.

- B. Each unit will have a respective project that will test students' knowledge on the topics and where each student will produce a report. Students will research regarding the best practices of Website Design for their chosen business industry. Students will write a research paper on the various Website Design, Usability, and Accessibility failures and provide recommendations to fix these failures based on referenced best practices. Each unit will also have a quiz and will be covered in the exams that will assess the student's retention of the topics covered in the lecture and discussions.

Unit 6: **Data Analytics, Planning and Organization**

(3 weeks)

STANDARDS

Business Management Pathway A8.5, A9.4

Financial Services Pathway B2.3

Common Core State Standards (RSIT 12.3, WS 11-12.2,3,4,5,6,7,8)

- A. This unit's topics includes data analytics for social media marketing (i.e., ABC model and social media metrics) and planning (i.e., social media marketing plan, social media project management and laws pertaining to social media marketing). The students will have projects on the topic and will learn the components using collaborative and hands-on methods. Students will be assessed on the topics via a quiz and exam. The standards for these assessments will be based on industry standards. The students will be able to describe and apply the topics covered in this unit. A comprehensive final exam will be required incorporating all aspect of the course to determine mastery and multiple culminating projects will be assigned and assessed for mastery. Students will work with local and regional business as interns, volunteers, etc to apply the hands-on skills gained in the course.
- B. Each unit will have a respective project that will test students' knowledge on the topics and where each student will produce a report. Students will research regarding the best practices of social media marketing planning for their chosen business industry. Students will write a research paper on the various for social media marketing failures and provide recommendations to fix these failures based on referenced best practices and data analytics. Students will also complete a comprehensive social media marketing plan for their chosen business industry. Each unit will also have a quiz and will be covered in the exams that will assess the student's retention of the topics covered in the lecture and discussions.

Final Exam / Project

Students will complete a comprehensive business plan including social media marketing, finance/investment, and legal compliance. Students will complete a minimum of 60 hours of business internship and students will participate in a pitch fest with their business plan. Students will obtain the Google Fundamentals of digital marketing certificate and complete a comprehensive final for the Business Pathway.