



Conservatory of the Arts
SOCIAL MEDIA MARKETING (9TH - 12TH GRADE)

Educators: Mrs. Macey Norton
Mr. Randal Martin
2018-2019

CLASS INTRODUCTION:

Students will learn how to conduct and grow social media platforms for the duration of the semester. Students will need to create and develop social media channels based on principles learned in class, as they use social media to grow their business and learn hands-on social media best practices. Students will also create a blog, and use social media to drive traffic to the site. Students will provide a report on their successes and challenges, what strategies worked and didn't work, what social networks and applications they found the most effective, and their overall experience. Grading will be determined by the quality of content created, social media activity, and effort.

CLASS EXPECTATIONS:

- ~Must come to class prepared to PURSUE EXCELLENCE!
- ~Students must be ON TIME and PREPARED for every class. This is an extremely pivotal lesson that will be necessary in this class and beyond.
- ~All classroom materials are provided therefore you are to take proper care of computers and equipment.
- ~ Kindness and Hard Work are ALWAYS expected.

Grades are based on:

- ~Participation
- ~Classroom Behavior
- ~ Assignments and homework
- ~Projects (these are test grades)
- ~Quizzes

CLASS EQUIPMENT AND RESOURCES:

There are computers provided but personal devices are also suggested. Camera equipment is also available for use but if treated poorly, broken, or stolen the student will be charged for replacements or fixes.

We will be creating accounts on public social media platforms. While these stand as access to the "great big world" we look at this as a great opportunity to learn about these mediums in a safe and guided atmosphere. We do not shy away from the world but we look for ways to be a light IN this world. Even more than becoming social media savvy, we are becoming social media influencers.

If we find that any student is using their platform in a not appropriate manner consequences will happen as well as failing the class. We take this very seriously.

SUPPLIES NEEDED:

- **½ inch three ring binder**
- **Notebook paper**

CONSERVATORY FEE: \$150 per semester – Billed through tuition

The Conservatory fee was established in order to help with numerous department expenses incurred on an annual basis.

This fee will be automatically added to your tuition account. If you have any questions regarding this fee, please contact the Conservatory of the Arts Administrative Assistant, Melissa Miller at mmiller@tka.net