



Course Syllabus

Social Media Marketing Teacher Ms. Wendy Todoric

Course Description



Having a fully developed social media strategy will help you engage your audience in a real way, evoking reactions that are both emotional and lasting. Students taking this course will learn the fundamentals of Social Media Marketing in the business world and how to utilize Social Media effectively. Students will explore the history and effectiveness of Social Media on business marketing principles.



Class Rules



- No Cell Phones
- Bathroom Pass - once a week/emergency only
- NO Food or Drinks
- No passes first 10 and last 10 minutes of class.



Grading



Participation 25%
Projects/Assignments 50%
Homework 25%



Teacher Contact



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