

Minnesota

Articulated College Credit Agreement

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Articulated College Credit Agreement

Through Articulated College Credit (ACC), specific college curriculum learning outcomes and assessments are embedded in participating high school career and technical education (CTE) programs as specified in this agreement. Relevant knowledge, skills, and standards are taught by qualified CTE high school instructor(s) in one or more high school course. ACC is awarded if the student meets the college equivalency standards and later enrolls in the college(s) listed below requiring the course in a specific program.

Agreement Name: Social Media Marketing
Agreement Year: 2023 -24

These credits are valid for students in grades 10-12 for 5 years from the completion of this course.

College	College Course	College Program	Articulated College Credit
Normandale Community College	BUSN 1102 - Social Media Marketing	* Business, Marketing & Management – Elective (A.A.S. – 60 cr.)	3.0 credits of 3.0 total credits

Course Description

Social Media Marketing examines how organizations use social media to listen, understand and engage their target markets, provide value to their customers and potential customers, and promote calls to action that lead to sales of products and services. Topics include blogs, microblogs, social networks, video sharing, photo and image sharing and podcasting, various social media platforms, and careers in social media marketing.

Learning Outcomes

100% of the learning outcomes will be addressed in the course:

- ☐ Why Social Media?
- ☐ Goals and Strategies
- ☐ Identifying Target Audiences
- ☐ Rules of Engagement for Social Media
- ☐ Publishing Blogs
- ☐ Publishing Podcasts
- ☐ Sharing Videos
- ☐ Sharing Photos and Images
- ☐ Social Networks
- ☐ Microblogging
- ☐ Social Media Marketing Plan

Learning Outcomes

To obtain Articulated College Credit, students must complete the high school course and complete course examinations and lab projects with an **85%** or better grade. Upon completion, students will be issued an Articulated College Credit Certificate.

1. Describe the key terms, concepts and methods used in social media.
2. Discuss the value of social media as a means of marketing communications and engagement.
3. Give examples of how organizations are leveraging social media for their marketing efforts.
4. Setup a blog that includes material from various social media platforms
5. Generate social media content for Facebook, Twitter, Blogs, LinkedIn, YouTube, etc.
6. Create a social media marketing plan.
7. Evaluate the effectiveness of an organizations social media strategies and tactics.

Grades are based on points earned from completion of discussions, quizzes, tests, written exercises, social media platform tools assignment and a social media marketing plan

Assessments

Recommended Industry-Recognized Certification And Comprehensive Assessment – College & High School

Certification/Assessment	Vendor	Other Information
To Be Determined		