Digital and Social Media Marketing (8125)

Teacher Resources

The resources below may be helpful to teachers and students in Digital and Social Media Marketing.

- Americans with Disabilities Act [ADA]
- "Authenticating Information." Resources from Media Smarts on topics including how to verify online news, the impact of misinformation on democracy, the ethics of sharing information online, and more
- Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003 (CAN-SPAM Act)
- Google Privacy & Terms. Outlines Google's own privacy policies
- Internet Corporation for Assigned Names and Numbers [ICANN]
- Journal of Digital & Social Media Marketing
- Kosloski, Mickey and Sharon Davis. *Retailing and E-tailing.* Goodheart-Willcox Publisher, 2015. Textbook that integrates the four Ps of marketing into the operations of retail and e-tail businesses and explores the difference between traditional retail operations and e-tailing
- "Marketing and sales." A guide from the Small Business Administration on making a marketing plan to persuade consumers to buy your products or services and to decide how you'll accept payment when it's time to make a sale
- Marketing Teacher.com. Offers a free *Marketing Toolkit* containing more than 300 marketing and management tutorials. Web site also features free marketing and management videos and other resources
- Marketing Today. An online marketing newsletter
- "Online Marketing." Resources for teachers from Media Smarts
- PCI Security Standards Council: a global forum for the ongoing development, enhancement, storage, dissemination and implementation of security standards for account data protection
- U.S. Bureau of Labor Statistics. *Occupational Outlook Handbook*
- Virginia Career View. Virginia-based online career resource for occupations
- Virginia Electronic Commerce Technology Center (Vectec). Christopher Newport University
- "Winning the Cyber Security Game." Lesson plan from Media Smarts

Entrepreneurship Infusion Units

Entrepreneurship Infusion Units may be used to help students achieve additional, focused competencies and enhance the validated tasks/competencies related to identifying and starting a new business venture. Because the unit is a complement to certain designated courses and is not mandatory, all tasks/competencies are marked "optional."