

Standards Correlations

Digital and Social Media Marketing (8125)

Task	SOL Correlations	National MBAResearch Standards
Demonstrating Personal Qualities and Abilities		
Demonstrate creativity and innovation.	English: 6.1, 6.3, 6.4, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WG.4, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.7, 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 8.2, 8.4, 8.6, 8.7, 8.11, 8.12, 8.17, 8.18, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, AII.9, COM.1, COM.3, COM.4, COM.5, COM.8, DM.7, DM.1*, DM.10, DM.2*, DM.3*, PS.3*, PS.4*, PS.7*, PS.9*, PS.10* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1	
Demonstrate critical thinking and problem solving.	English: 6.1, 6.3, 6.4, 6.5, 6.6, 6.7, 6.9, 7.1, 7.3, 7.4, 7.5, 7.6, 7.7, 7.9, 8.1, 8.3, 8.4, 8.5, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WG.4, WHI.1, WHII.1	

Task	SOL Correlations	National MBAResearch Standards
	Mathematics: 6.1, 6.2, 6.3, 6.4, 6.5, 6.6, 6.10, 6.11, 7.2, 7.3, 7.8, 7.12, 7.13, 8.2, 8.4, 8.8, 8.9, 8.10, 8.11, A.8, A.9, G.1, G.13, G.14, AFDA.3, AFDA.5, AFDA.8, AII.9, AII.10, AII.11, COM.1, COM.3, COM.4, COM.5, COM.8, DM.4, DM.7, DM.1*, DM.2*, DM.3*, DM.9*, PS.9*, PS.10* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PS.1	
Demonstrate initiative and self-direction.	English: 6.1, 6.4, 6.6, 6.7, 6.9, 7.1, 7.4, 7.6, 7.7, 7.9, 8.1, 8.4, 8.6, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate integrity.	English: 6.1, 7.1, 8.1, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate work ethic.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: CH.1	
Demonstrating Interpersonal Skills		
Demonstrate conflict-resolution skills.	English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2, 7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.4, 8.6, 8.7, 8.9, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4,	

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	GOVT.1, USI.1, VUS.1	
Demonstrate listening and speaking skills.	English: 6.1, 6.2, 6.4, 6.6, 7.1, 7.2, 7.4, 7.6, 8.1, 8.2, 8.4, 8.6, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate respect for diversity.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, USII.9, VUS.1, VUS.13, WG.1, WHI.1, WHII.1	
Demonstrate customer service skills.	English: 6.1, 6.4, 6.7, 7.1, 7.4, 7.7, 8.1, 8.4, 8.7, 9.1, 9.5, 9.6, 10.1, 10.5, 10.6, 11.1, 11.5, 11.6, 12.1, 12.5, 12.6 History and Social Science: CE.1, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Collaborate with team members	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.3, CE.4, GOVT.1, GOVT.16, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrating Professional Competencies		
Demonstrate big-picture thinking.	English: 6.1, 6.4, 7.1, 7.4, 8.1, 8.4, 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5 History and Social Science: CE.1, CE.4, CE.12, GOVT.1, GOVT.15, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate career- and life-management skills.	English: 6.1, 6.7, 7.1, 7.7, 8.1, 8.7, 9.1, 9.6, 10.1, 10.6, 11.1, 11.6, 12.1, 12.6 History and Social Science: CE.1, CE.4, CE.12,	

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	CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 8.4	
Demonstrate continuous learning and adaptability.	English: 6.1, 6.4, 6.7, 6.9, 7.1, 7.4, 7.7, 7.9, 8.1, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.1, 11.5, 11.6, 11.8, 12.1, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.3, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: BIO.1, CH.1, LS.1, PH.1, PH.4, PS.1	
Manage time and resources.	English: 6.1, 6.2, 6.4, 6.7, 6.9, 7.1, 7.2, 7.4, 7.7, 7.9, 8.1, 8.2, 8.4, 8.7, 8.9, 9.1, 9.5, 9.6, 9.8, 10.1, 10.5, 10.6, 10.8, 11.2, 11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.11, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 6.12, 7.2, 7.3, 7.8, 7.9, 7.10, 7.11, 7.12, 7.13, 8.4, 8.11, 8.12, 8.13, 8.14, 8.17, 8.18, A.4, A.5, A.8, A.9, AFDA.3, AFDA.4, AFDA.5, AFDA.6, AFDA.7, AFDA.8, COM.1, COM.3, COM.5, COM.8	
Demonstrate information-literacy skills.	English: 6.1, 6.2, 6.4, 6.6, 6.7, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6, 8.7, 8.9, 9.2, 9.5, 9.6, 9.8, 10.2, 10.5, 10.6, 10.8, 11.2, 11.5, 11.6, 11.8, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 7.8, 7.9, 8.11, 8.12,	

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	A.8, A.9, AFDA.3, AFDA.4, AFDA.6, AFDA.7, AFDA.8, DM.8, PS.1*, PS.2*, PS.3*, PS.4*, PS.7*, PS.8*, PS.9*, PS.10* Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1	
Demonstrate an understanding of information security.	English: 6.1, 6.2, 6.3, 6.4, 6.6, 6.7, 6.8, 6.9, 7.1, 7.2, 7.3, 7.4, 7.6, 7.7, 7.8, 7.9, 8.1, 8.2, 8.3, 8.4, 8.6, 8.7, 8.8, 8.9, 9.1, 9.2, 9.5, 9.6, 9.8, 10.1, 10.2, 10.5, 10.6, 10.8, 11.1, 11.2, 11.5, 11.6, 11.8, 12.1, 12.2, 12.5, 12.6, 12.8 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: COM.10	
Maintain working knowledge of current information-technology (IT) systems.	English: 6.1, 6.3, 6.4, 6.6, 6.9, 7.1, 7.3, 7.4, 7.6, 7.9, 8.1, 8.3, 8.4, 8.6, 8.9 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 7.8, COM.1, COM.2, COM.7, COM.9, COM.10, COM.11, COM.16, COM.18, PS.17 Science: BIO.1, CH.1, ES.1, PH.1	
Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.	History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.10, 6.11, 7.9, 8.4, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5, AII.4, AII.7, AII.9, COM.1, COM.7, COM.10, COM.11, COM.12, COM.16 Science: CH.1, ES.1, LS.1, PH.1, PS.1	

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Apply mathematical skills to job-specific tasks.	English: 6.4, 6.6, 6.7, 7.4, 7.6, 7.7, 8.4, 8.6, 8.7, 9.5, 9.6, 10.5, 10.6, 11.5, 11.6, 12.5, 12.6 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Mathematics: 6.1, 6.2, 6.5, 6.6, 6.12, 6.13, 6.14, 7.1, 7.2, 7.3, 7.4, 7.5, 7.6, 7.8, 7.9, 7.11, 7.12, 7.13, 8.4, 8.5, 8.6, 8.8, 8.9, 8.10, 8.11, 8.12, 8.13, 8.14, 8.15, 8.16, 8.17, 8.18, A.1, A.3, A.4, A.5, A.7, A.8, A.9, AFDA.1, AFDA.3, AFDA.5, AFDA.8, AII.3, AII.7, AII.9, AII.10, COM.1, COM.7 Science: 6.1, BIO.1, CH.1, ES.1, LS.1, PH.1, PS.1	
Demonstrate professionalism.	English: 6.1, 7.1, 8.1, 9.1, 10.1, 11.1, 12.1 History and Social Science: CE.1, CE.4, CE.14, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1	
Demonstrate reading and writing skills.	English: 6.1, 6.6, 6.7, 7.1, 7.6, 7.7, 8.1, 8.6, 8.7, 9.1, 9.5, 9.6, 9.7, 10.1, 10.5, 10.6, 10.7, 11.1, 11.5, 11.6, 11.7, 12.1, 12.5, 12.6, 12.7 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: 6.1, PH.1, PS.1	
Demonstrate workplace safety.	English: 6.4, 7.4, 8.4, 9.5, 10.5, 11.5, 12.5 History and Social Science: CE.1, CE.4, GOVT.1, USI.1, USII.1, VUS.1, WG.1, WHI.1, WHII.1 Science: CH.1	

Task	SOL Correlations	National MBAResearch Standards
Examining All Aspects of an Industry		
Examine aspects of planning within an industry/organization.	History and Social Science: GOVT.16	
Examine aspects of management within an industry/organization.		
Examine aspects of financial responsibility within an industry/organization.		
Examine technical and production skills required of workers within an industry/organization.		
Examine principles of technology that underlie an industry/organization.		
Examine labor issues related to an industry/organization.	History and Social Science: GOVT.16	
Examine community issues related to an industry/organization.	History and Social Science: GOVT.16	
Examine health, safety, and environmental issues related to an industry/organization.	History and Social Science: GOVT.16	

Task	SOL Correlations	National MBAResearch Standards
Addressing Elements of Student Life		
Identify the purposes and goals of the student organization.		
Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.		
Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects.		
Identify Internet safety issues and procedures for complying with acceptable use standards.		
Exploring Work-Based Learning		
Identify the types of work-based learning (WBL) opportunities.		
Reflect on lessons learned during the WBL experience.		
Explore career opportunities related to the WBL experience.		
Participate in a WBL experience, when appropriate.		
Understanding Principles of Marketing		

Task	SOL Correlations	National MBAResearch Standards
Identify economic concepts related to marketing.	English: 9.5, 10.5, 11.5, 12.5 History and Social Science: WHII 8, 14; VUS 8, 14; Govt 9, 14, 15	Business Administration Understand fundamental economic concepts to obtain a foundation for employment in business. Understand marketing's role and function in business to facilitate economic exchanges with customers.
Explain the marketing concept and its application in a digital environment.	English: 9.5, 10.5, 11.5, 12.5 History and Social Science: WHII 14; VUS 14; Govt 14, 15	Business Administration Understand marketing's role and function in business to facilitate economic exchanges with customers. Marketing Employ product-mix strategies to meet customer expectations.
Explain the marketing mix.	English: 9.5, 10.5, 11.5, 12.5	Business Administration Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making. Marketing Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI)
Explain the functions of marketing and the application of each in a digital environment.	English: 9.5, 10.5, 11.5, 12.5 History and Social Science: WHII 14; VUS 14; Govt 14, 15	Business Administration Understand marketing's role and function in business to facilitate economic exchanges with customers. Marketing

Task	SOL Correlations	National MBAResearch Standards
		<p>Acquire a foundational knowledge of product/service management to understand its nature and scope.</p> <p>Acquire a foundational knowledge of promotion to understand its nature and scope.</p> <p>Acquire a foundational knowledge of selling to understand its nature and scope.</p> <p>Acquire foundational knowledge of channel management to understand its role in marketing.</p> <p>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p> <p>Develop a foundational knowledge of pricing to understand its role in marketing.</p>
Describe channels of distribution.	English: 9.5, 10.5, 11.5, 12.5	<p>Marketing</p> <p>Acquire foundational knowledge of channel management to understand its role in marketing.</p> <p>Manage channel activities to minimize costs and to determine distribution strategies.</p>
Explain the purpose of marketing research.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	<p>Marketing</p> <p>Evaluate marketing research procedures and findings to assess their credibility.</p> <p>Interpret marketing information to test hypotheses and/or to resolve issues.</p> <p>Understand data-collection methods to evaluate their appropriateness for the research problem/issue.</p> <p>Understand marketing-research activities to show command of their nature and scope.</p>

Task	SOL Correlations	National MBAResearch Standards
		Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.
Define <i>positioning</i> as it relates to marketing.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	<p>Marketing Employ product-mix strategies to meet customer expectations. Position company to acquire desired business image.</p> <p>Position products/services to acquire desired business image.</p>
Explain the product life cycle and the importance of developing new products/services to stay competitive.	English: 9.5, 10.5, 11.5, 12.5	<p>Marketing Acquire a foundational knowledge of product/service management to understand its nature and scope.</p> <p>Generate product ideas to contribute to ongoing business success.</p>
Relate traditional marketing strategies to digital marketing.	English: 9.5, 10.5, 11.5, 12.5 History and Social Science: WHII 14; VUS 14; Govt 14, 15	<p>Business Administration Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Marketing Develop marketing strategies to guide marketing tactics.</p>
Identify technology used in marketing tasks.	English: 9.2, 9.5, 10.2, 10.5, 11.2, 11.5, 12.2, 12.5	<p>Business Administration Utilize information-technology tools to manage and perform work responsibilities.</p>

Task	SOL Correlations	National MBAResearch Standards
	History and Social Science: WHII 14; VUS 14; Govt 14, 15	<p>Marketing Understand data-collection methods to evaluate their appropriateness for the research problem/issue.</p>
Analyze the impact of technology on marketing.	<p>English: 9.5, 10.5, 11.5, 12.5</p> <p>History and Social Science: WHII 14; VUS 14; Govt 14, 15</p>	<p>Business Administration Utilize information-technology tools to manage and perform work responsibilities.</p> <p>Marketing Understand data-collection methods to evaluate their appropriateness for the research problem/issue.</p>
Understanding Fundamentals of Digital and Social Media Marketing		
Describe the different types of social media platforms and how to navigate them.	<p>English: 9.2, 9.5, 10.2, 10.5, 11.2, 11.5, 12.2, 12.5</p> <p>History and Social Science: WHII 14; VUS 14; Govt 14, 15</p>	<p>Business Administration Use social media to communicate with a business’s stakeholders.</p>
Explain essential terms and components related to digital and social media marketing.	<p>English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5</p> <p>History and Social Science: WHII 14; VUS 14; Govt 14, 15</p>	<p>Business Administration Use social media to communicate with a business’s stakeholders.</p>
Describe outbound and inbound marketing.	<p>English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5</p>	<p>Marketing Understand promotional channels used to communicate with targeted audiences. Understand the use of an advertisement’s components to communicate with targeted audiences.</p>

Task	SOL Correlations	National MBAResearch Standards
		<p>Business Administration Use social media to communicate with a business’s stakeholders</p>
Describe the effects of digital and social media marketing on business.	<p>English: 9.5, 10.5, 11.5, 12.5</p> <p>History and Social Science: WHII 14; VUS 14; Govt 14, 15</p>	<p>Business Administration Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making. Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Business Administration Use social media to communicate with a business’s stakeholders</p>
Examine recent trends in digital and social media marketing.	<p>English: 9.2, 9.5, 10.2, 10.5, 11.2, 11.5, 12.2, 12.5</p> <p>History and Social Science: WHII 14; VUS 14; Govt 14, 15</p>	<p>Business Administration Acquire information to guide business decision-making.</p>
Understanding Consumers in Digital and Social Media Marketing		
Distinguish among market identification, market segmentation, and target marketing.	<p>English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5</p>	<p>Marketing</p> <p>Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI)</p>
Describe the characteristics of consumers.	<p>English: 9.5, 10.5, 11.5, 12.5</p>	<p>Business Administration Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.</p>

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		Foster positive relationships with customers to enhance company image.
Identify the role of customer relationship management (CRM) and database management in acquiring and retaining customers.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	<p>Business Administration Understand the nature of customer relationship management to show its contributions to a company.</p> <p>Marketing Understand data-collection methods to evaluate their appropriateness for the research problem/issue. Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p>
Exploring Branding in Digital and Social Media Marketing		
Describe branding and its importance in digital and social media marketing.	<p>English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5</p> <p>History and Social Science: WHII 14; VUS 14; Govt 14, 15</p>	<p>Business Administration Reinforce company's image to exhibit the company's brand promise.</p> <p>Marketing Position company to acquire desired business image. Position products/services to acquire desired business image.</p>
Identify the importance of building a brand.	English: 9.5, 10.5, 11.5, 12.5	<p>Business Administration Reinforce company's image to exhibit the company's brand promise.</p> <p>Marketing</p>

Task	SOL Correlations	National MBAResearch Standards
		Position company to acquire desired business image. Position products/services to acquire desired business image.
Demonstrate strategies in brand management.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	Business Administration Reinforce company's image to exhibit the company's brand promise. Marketing Develop marketing strategies to guide marketing tactics. Position company to acquire desired business image. Position products/services to acquire desired business image.
Exploring the Ethical, Legal, and Security Aspects of Digital and Social Media Marketing		
Explain legal issues related to digital and social media marketing.	English: 9.5, 9.8, 10.5, 10.8, 11.5, 11.8, 12.5, 12.8 History and Social Science: Govt 9, 14, 15	Business Administration Acquire foundational knowledge of business laws and regulations to understand their nature and scope. Marketing Understand responsibilities in marketing to demonstrate ethical/legal behavior.
Examine ethical issues related to digital and social media marketing.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5 History and Social Science: Govt 9, 14, 15	Business Administration Understand the nature of business to show its contributions to society. Marketing Understand responsibilities in marketing to

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Explain how policies influence digital and social media marketing.	English: 9.5, 10.5, 11.5, 12.5 History and Social Science: Govt 9, 14, 15	demonstrate ethical/legal behavior. Business Administration Acquire foundational knowledge of business laws and regulations to understand their nature and scope. Marketing Understand responsibilities in marketing to demonstrate ethical/legal behavior.
Outline cybersecurity issues and strategies related to digital and social media marketing.	English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7, 12.6, 12.7 History and Social Science: WHII 14; VUS 14; Govt 9, 14, 15	Business Administration Acquire foundational knowledge of business laws and regulations to understand their nature and scope. Comply with security rules, regulations, and codes (e.g. property, privacy access, confidentiality) to protect customer and company information, reputations, and image. Marketing Understand responsibilities in marketing to demonstrate ethical/legal behavior.
Describe the importance of registration and protection of domain names.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	Business Administration Acquire foundational knowledge of business laws and regulations to understand their nature and scope. Acquire information to guide business decision-making. Utilize information-technology tools to manage and perform work responsibilities. Comply with security rules, regulations, and codes (e.g. property, privacy access,

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		confidentiality) to protect customer and company information, reputations, and image. Marketing Understand responsibilities in marketing to demonstrate ethical/legal behavior.
Understanding Tools and Tactics for Digital and Social Media Marketing		
Demonstrate web searching techniques and strategies.	English: 9.2, 9.3, 9.5, 10.2, 10.3, 10.5, 11.2, 11.3, 11.5, 12.2, 12.3, 12.5 History and Social Science: WHII 14; VUS 14; Govt 14, 15	Business Administration Utilize information-technology tools to manage and perform work responsibilities.
Identify the importance of reputation management in digital and social media marketing.	English: 9.5, 10.5, 11.5, 12.5 History and Social Science: WHII 14; VUS 14; Govt 14, 15	Business Administration Comply with security rules, regulations, and codes (e.g. property, privacy access, confidentiality) to protect customer and company information, reputations, and image.
Describe the components of an online marketing strategy and their uses.	English: 9.2, 9.5, 10.2, 10.5, 11.2, 11.5, 12.2, 12.5 History and Social Science: WHII 14; VUS 14; Govt 14, 15	Business Administration Utilize information-technology tools to manage and perform work responsibilities. Marketing Develop marketing strategies to guide marketing tactics.
Determine how email can be used for marketing.	English: 9.5, 10.5, 11.5, 12.5 History and Social Science: WHII 14; VUS 14; Govt 14, 15	Business Administration Utilize information-technology tools to manage and perform work responsibilities. Write internal and external business

Task	SOL Correlations	National MBAResearch Standards
		correspondence to convey and obtain information effectively.
Describe social media strategies.	English: 9.5, 10.5, 11.5, 12.5 History and Social Science: WHII 14; VUS 14; Govt 14, 15	Business Administration Use social media to communicate with a business's stakeholders.
Describe the importance of using a scheduling tool for social media marketing.	English: 9.2, 9.5, 10.2, 10.5, 11.2, 11.5, 12.2, 12.5 History and Social Science: WHII 14; VUS 14; Govt 14, 15	Business Administration Utilize information-technology tools to manage and perform work responsibilities. Utilize project-management skills to improve workflow and minimize costs.
Explain the importance of streaming video to digital and social media marketing.	English: 9.2, 9.5, 10.2, 10.5, 11.2, 11.5, 12.2, 12.5 History and Social Science: WHII 14; VUS 14; Govt 14, 15	Business Administration Utilize information-technology tools to manage and perform work responsibilities.
Explain the concept of search engine marketing (SEM).	English: 9.2, 9.3, 9.5, 10.2, 10.3, 10.5, 11.2, 11.3, 11.5, 12.2, 12.3, 12.5 History and Social Science: WHII 14; VUS 14; Govt 14, 15	Business Administration Utilize information-technology tools to manage and perform work responsibilities.
Explain the concept and best practices of search engine optimization (SEO).	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5 History and Social Science: WHII 14; VUS 14; Govt 14, 15	Business Administration Utilize information-technology tools to manage and perform work responsibilities.
Explain partnership opportunities in digital and social media marketing.	English: 9.5, 10.5, 11.5, 12.5 History and Social Science: WHII 14; VUS 14; Govt 14, 15	Business Administration Manage internal and external business relationships to foster positive interactions.

Task	SOL Correlations	National MBAResearch Standards
Exploring Strategy as it Relates to Promotions and Advertising		
Describe the purposes of an online presence.	English: 9.5, 10.5, 11.5, 12.5	Marketing Develop marketing strategies to guide marketing tactics.
Establish goals and objectives for a website.	English: 9.5, 10.5, 11.5, 12.5	Marketing Develop marketing strategies to guide marketing tactics. Employ marketing-information to plan marketing activities.
Identify criteria for effective and functional web design.	English: 9.2, 9.5, 10.2, 10.5, 11.2, 11.5, 12.2, 12.5	Business Administration Utilize information-technology tools to manage and perform work responsibilities. Marketing Develop marketing strategies to guide marketing tactics.
Demonstrate writing strategies in digital and social media marketing.	English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7, 12.6, 12.7	Business Administration Write internal and external business correspondence to convey and obtain information effectively. Marketing Develop marketing strategies to guide marketing tactics.

Task	SOL Correlations	National MBAResearch Standards
Describe the elements of the promotional mix and the importance of each in digital and social media marketing.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	<p>Marketing</p> <p>Acquire a foundational knowledge of promotion to understand its nature and scope.</p> <p>Understand promotional channels used to communicate with targeted audiences.</p> <p>Understand the use of an advertisement's components to communicate with targeted audiences.</p> <p>Understand the use of public-relations activities to communicate with targeted audiences.</p>
Describe various types of digital advertising.	English: 9.5, 10.5, 11.5, 12.5	<p>Marketing</p> <p>Acquire a foundational knowledge of promotion to understand its nature and scope.</p> <p>Understand promotional channels used to communicate with targeted audiences.</p> <p>Understand the use of an advertisement's components to communicate with targeted audiences.</p> <p>Understand the use of public-relations activities to communicate with targeted audiences.</p>
Measuring Success in Digital and Social Media Marketing		

Task	SOL Correlations	National MBAResearch Standards
Describe the importance of measuring, monitoring, and evaluating digital and social media marketing performance.	English: 9.5, 10.5, 11.5, 12.5	<p>Marketing</p> <p>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p> <p>Interpret marketing information to test hypotheses and/or resolve issues.</p> <p>Assess marketing strategies to improve return on marketing investment (ROMI)</p>
Create a plan for measuring and monitoring digital and social media activity.	English: 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5	<p>Marketing</p> <p>Employ marketing-information to plan marketing activities.</p>
Explain a business’s digital ecosystem.	English: 9.5, 10.5, 11.5, 12.5	<p>Business Administration</p> <p>Understand economic systems to be able to recognize the environments in which businesses function.</p>
Describe the importance of analytics in social media.	English: 9.5, 10.5, 11.5, 12.5	<p>Marketing</p> <p>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p>

Task	SOL Correlations	National MBAResearch Standards
Evaluate the effectiveness of a digital and social media marketing campaign.	English: 9.5, 10.5, 11.5, 12.5	<p>Marketing</p> <p>Employ marketing-information to plan marketing activities.</p>
Understanding Marketing Plans		
Identify the purpose and structure of a business plan.	English: 9.5, 10.5, 11.5, 12.5	<p>Business Administration</p> <p>Control an organization's/department's activities to encourage growth and development.</p> <p>Develop concept for new business venture to evaluate its success potential.</p> <p>Utilize planning tools to guide organization's/department's activities.</p>
Explain the purpose of a marketing plan and its relationship to a business plan.	English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5	<p>Business Administration</p> <p>Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Marketing</p> <p>Assess marketing strategies to improve return on</p>

Task	SOL Correlations	National MBAResearch Standards
		<p>marketing investment (ROMI).</p> <p>Develop a foundational knowledge of pricing to understand its role in marketing.</p> <p>Employ marketing-information to plan marketing activities.</p>
Describe the basic structure of a marketing plan.	English: 9.5, 10.5, 11.5, 12.5	<p>Business Administration</p> <p>Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p>Marketing</p> <p>Employ marketing-information to plan marketing activities.</p>
Develop a digital marketing plan.	English: 9.1, 9.5, 9.8, 10.1, 10.5, 10.8, 11.1, 11.5, 11.8, 12.1, 12.5, 12.8	<p>Marketing</p> <p>Employ marketing-information to plan marketing activities.</p>
Preparing for a Career in Digital and Social Media Marketing		
Research career opportunities in the field of digital and social media marketing, including entrepreneurship opportunities.	English: 9.5, 9.8, 10.5, 10.8, 11.5, 11.8, 12.5, 12.8	<p>Business Administration</p> <p>Participate in career planning to enhance job-success potential.</p>

Task	SOL Correlations	National MBAResearch Standards
Describe basic strategies for seeking employment.	English: 9.5, 10.5, 11.5, 12.5	<p>Business Administration</p> <p>Implement job-seeking skills to obtain employment.</p> <p>Participate in career planning to enhance job-success potential.</p>
Describe essential elements of a traditional and an electronic résumé.	English: 9.2, 9.5, 10.2, 10.5, 11.2, 11.5, 12.2, 12.5	<p>Business Administration</p> <p>Implement job-seeking skills to obtain employment.</p> <p>Participate in career planning to enhance job-success potential.</p>
Prepare a career portfolio.	English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7, 12.6, 12.7	<p>Business Administration</p> <p>Implement job-seeking skills to obtain employment.</p> <p>Participate in career planning to enhance job-success potential.</p>
Identify options for professional development in the field of digital and social media marketing.	English: 9.5, 10.5, 11.5, 12.5	<p>Business Administration</p> <p>Participate in career planning to enhance job-success potential.</p> <p>Utilize career-advancement activities to enhance professional development.</p>

