

Course Title: **Ethical use of Drones, technology, social network marketing**

Course Description: **Insert a few sentences which briefly describe your course.**

Learning Objectives (See attachment on Bloom’s Taxonomy and Learning Levels)

Learning Level	Learning Objective
4 - Compare and contrast	Understand different social networking/marketing platforms

The following will be the means used in assessing whether the Learning Objectives have been met (Pre and post test, Q&A etc.)

At the beginning of the class, students are presented with a large “place mat” to capture their thoughts, ideas and plans – at the end of the course, place mats and plans are reviewed.

Timed Outline: Describe in detail the components of the course by breaking it down into subject matter areas of no greater than 15 minutes. What will be the method of instruction or teaching technique used for each area (lecture, slides, group activities, videotape etc.)

Length in Time (15 min. increments)	Teaching Technique	Subject Matter Segment and Description
10	Discovery	Introduction of course
10	Discovery	Student introduction – what they hope to learn today
10	Podium	Over of millennial demographics and drivers as it relates to consumption patterns, how the process information and what that means for shaping your marketing brand, ID, and delivery
10	Podium	Over of Baby Boomer demographics and drivers as it relates to consumption patterns, how the process information and what that means for shaping your marketing brand, ID, and delivery
10	Discovery	How these two demographics view the future and meet their current needs
10	Podium	Overview of Facebook, Instagram, Twitter, LinkedIn, SnapChat, YouTube – focus on what each network does and who it serves - Part I
10	Podium	Overview of Facebook, Instagram, Twitter, LinkedIn, SnapChat, YouTube – focus on what each network does and who it serves - Part II
15	Discovery	Team task – if you started your own social network – what features would it have, how would you do it?

15	Discovery	How to customize your marketing program to meet this demographic
15	Discussion	How do we integrate ethics into marketing and social networking ?
15	Discovery	Development of a social networking/ethical guideline / code of practice for you, and your firm.
15	Discovery	Review and wrap on marketing/social marketing
15		Break
10	Podium And hands on	Tech Session 1 – the benefits of going paperless
10	Podium And hands on	Tech Session 2 – the right devices for seamless office integration (tablet, PC, Mac, laptops, etc.)
10	Podium And hands on	Tech Session 3 – Drones – overview of current legal status
10	Discovery	Tech Session 3 – Drones – hands on with DJI Phantom, DJI Mavic Pro, and DJI Spark – what they are best and when to use them
10	Podium	Tech Session 4 – 100 IOS / Android Apps in 30 minutes – part I
10	Podium	Tech Session 4 – 100 IOS / Android Apps in 30 minutes – part II
10	Discovery	Review of ethical guidelines (tech, marketing, drones, etc.)
10	Discovery	Q&A – review of placemats