

Lesson Plan - Social Networking & Technology Course

Instructor #1: TC
 Instructor #2: Todd Clarke, CCIM
 Start Date:

From	To	Taxonomy objective	Material	Pages	Slides	Mins.	Who	Notes
8:00 AM -	8:30 AM	Course Overview (1)	Class introductions			0:30	TC	
8:30 AM -	9:00 AM	Describe (1)	History of the internet 100,000 years to get to 3 billion users			0:30	TC	
9:00 AM -	9:20 AM	Examples (2)	Long term trends vs. short term fads			0:20	TC	
9:20 AM -	10:00 AM	Distinguish (4)	Processing exercise - impact of tech on our business			0:40	TC	
10:00 AM -	10:20 AM	BREAK (0)				0:20	Break	Group exercise
10:00 AM -	10:30 AM	Analyze (4)	SWOT analysis of our industry and its implementation of tech			0:30	TC	
10:30 AM -	11:15 AM	Describe (1) - Kinesthetic hands on	Hardware overview - tools of the trade - netbooks, iPhones, iPads, QR codes and Apps			0:45	TC	
11:15 AM -	12:15 PM	LUNCH + BREAK				1:00	Break	
12:15 PM -	1:00 PM	Describe (1)	Paperless Offices, backups, software solutions, Windows 7, cloud storage			0:45	TC	
1:00 PM -	1:45 PM		and everything else - what works and what doesn't			0:45	TC	
1:45 PM -	2:05 PM	BREAK				0:20	Break	
2:05 PM -	2:45 PM	Distinguish (3)	Introduction of Social Networking sites, apps and tools			0:40	TC	
2:45 PM -	3:35 PM	Compare (4)	Hands on with sites (facebook, myspace, plaxo, linkedin, twitter) and tools (blogs)			0:50	TC	
3:35 PM -	3:40 PM	Develop (5)	Discussion about company policies for using social networking, and group led conversation about ethics			0:05	TC	
3:40 PM -	4:20 PM	Develop (5)	Developing a business strategy for social networking at your company			0:40	TC	
4:20 PM -	5:00 PM	Judge (6)	Q & A Session			0:40	TC	