

**eDynamic Learning Course Title: Social Media: Our Connected World**

**State: Texas**

**State Course Title: Professional Communications**

**State Course Code: 130.110**

**State Standards: Arts, Audio/Video Technology, and Communications 130 C**

**Date of Standards: 2015**

TEKS	Unit Name(s)	Lesson(s) Numbers
<b>(1) The student demonstrates professional standards/employability skills as required by business and industry.</b>		
(A) explore opportunities in training, education, and certifications for employment;	9: Social Media and the Workforce Part 1	Lessons 2 and 3
(B) demonstrate professional standards and personal qualities needed to be employable such as oral and written communication, leadership, teamwork, appreciation for diversity, conflict management, customer service, work ethic, and adaptability;	9: Social Media and the Workforce Part 1	Lesson 1
(C) demonstrate skills related to seeking and applying for employment;	9: Social Media and the Workforce Part 1	Lessons 1-3
(D) create a resume and cover letter/letter of interest to document information such as work experiences, licenses, certifications, and work samples; and	9: Social Media and the Workforce Part 1	Lesson 1
(E) demonstrate skills in evaluating and comparing employment opportunities.	9: Social Media and the Workforce Part 1	Lessons 2 and 3
<b>(2) The student applies English language arts in professional communications projects.</b>		
(A) demonstrate use of content, technical concepts, and vocabulary;	4: LinkedIn, Blogs and Video Social Media	Lesson 2
(B) use correct grammar, punctuation, and terminology to write and edit documents;	4: LinkedIn, Blogs and Video Social Media	Lesson 2
(C) identify assumptions, purpose, outcomes, solutions, and propaganda techniques;	6: Social Media and Marketing Part 1	Lesson 2
(D) compose and edit copy for a variety of written documents;	8: Social Media and Academics	Activity
(E) evaluate oral and written information; and	3: Snapchat, Instagram and Pinterest	Lesson 4
(F) research topics for the preparation of oral and written communications.	8: Social Media and Academics	Lessons 1-5

<b>(3) The student applies professional communications strategies.</b>		
(A) adapt language for audience, purpose, situation, and intent;	5: Social Media and Interpersonal Communication	Lesson 4
(B) organize oral and written information;	8: Social Media and Academics	Lessons 1-5
(C) interpret and communicate information, data, and observations;	1: Social Media Past and Present	Lessons 1-5
(D) apply active listening skills;	2: Facebook and Twitter	Lab
(E) develop and interpret tables, charts, and figures;	4: LinkedIn, Blogs and Video Social Media	Activity
(F) listen to and speak with diverse individuals; and	5: Social Media and Interpersonal Communication	Lesson 4
(G) exhibit public relations skills.	6: Social Media and Marketing Part 1	Lessons 1 and 2
<b>(4) The student understands and examines problem-solving methods.</b>		
(A) employ critical-thinking skills independently and in groups; and	8: Social Media and Academics	Lesson 5
(B) employ interpersonal skills in groups to solve problems.	8: Social Media and Academics	Lesson 5
<b>(5) The student uses technology applications and processes.</b>		
(A) use technology applications such as social media, email, Internet, writing and publishing, presentation, and spreadsheet or database applications for audio and video production projects; and	4: LinkedIn, Blogs and Video Social Media	Lessons 5 and 6
(B) use processes such as personal information management, file management, and file sharing.	8: Social Media and Academics	Lesson 5
<b>(6) The student understands communications systems.</b>		
(A) describe the nature and types of businesses;	7: Social Media and Marketing Part 2	Lesson 1
(B) analyze and summarize the history and evolution of the various related fields of study; and	6: Social Media and Marketing Part 1	Lesson 1
(C) analyze the economic base in order to demonstrate an understanding of the economic factors influencing the industry as a whole.	6: Social Media and Marketing Part 1	Lesson 2
<b>(7) The student applies safety regulations.</b>		
(A) implement personal and classroom safety rules and regulations; and	5: Social Media and Interpersonal Communication	Lesson 6
(B) follow emergency procedures as needed.	5: Social Media and Interpersonal Communication	Lesson 6
<b>(8) The student identifies and develops leadership characteristics.</b>		
(B) participate in student leadership and professional development activities	9: Social Media and the Workforce Part 1	Lesson 5

<b>(9) The student applies ethical decision making and understands and complies with laws regarding use of technology in communications.</b>		
(A) exhibit ethical conduct;	9: Social Media and the Workforce Part 1	Lesson 4
(B) discuss copyright laws in relation to fair use and duplication of materials;	4: LinkedIn, Blogs and Video Social Media	Lesson 4
(C) analyze the impact of communications on society; and	1: Social Media Past and Present	Lesson 5
(D) understand and exhibit digital citizenship.	1: Social Media Past and Present	Lesson 5
<b>(10) The student applies technical skills for efficiency.</b>		
(A) employ planning and time-management skills to relate to professional communications; and	8: Social Media and Academics	Lesson 5
(B) use technology to enhance productivity.	8: Social Media and Academics	Lesson 5
<b>(11) The student develops an understanding of professional communications through exploration of the Arts, Audio/Video Technology, and Communications Career Cluster.</b>		
(A) develop an understanding of the evolution of the arts, audio/video technology, and communications career field, including the history, foundation elements, principles, and communicative effects;	1: Social Media Past and Present	Lessons 3-5
(B) demonstrate knowledge of the communication process, including the characteristics of oral language, types and effects of nonverbal communication, effective nonverbal strategies such as a firm handshake, direct eye contact, and appropriate use of space and distance;	5: Social Media and Interpersonal Communication	Lessons 1-6
(C) demonstrate knowledge of the components of the listening process and specific kinds of listening such as critical, deliberative, and empathetic;	5: Social Media and Interpersonal Communication	Lesson 5
(D) identify and analyze ethical and social responsibilities of communicators;	5: Social Media and Interpersonal Communication	Lessons 1-6
(E) demonstrate knowledge of various communication processes in professional contexts, including using effective communication skills; analyzing standards for appropriate use of informal, standard, and technical language; making appropriate and important communication decisions based on accurate and complete information; and recognizing and analyzing appropriate channels of communication in organizations;	5: Social Media and Interpersonal Communication	Lessons 1-6
(F) use appropriate interpersonal communication strategies in professional contexts, including using different types of professional communication and communication management skills and observing professional etiquette;	5: Social Media and Interpersonal Communication; Unit 8: Social Media and the Workforce Part 1; Unit 9: Social Media and the Workforce Part 2	All Lessons
(G) demonstrate knowledge of the interview process, including effective communication as interviewee and interviewer, and federal employment laws regarding interviews;	9: Social Media and the Workforce Part 1	Lessons 2 and 3
(H) identify and use appropriate strategies for communicating with a variety of audiences;	All Units 1-10	All Lessons

(I) identify the types, purposes, dynamics, processes, effectiveness, roles of members, and leadership styles of professional groups;	8: Social Media and Academics; 9: Social Media and the Workforce Part 1	Unit 8, Lesson 5; Unit 9, Lesson 5
(J) communicate effectively in group contexts by assuming productive roles, solving problems, managing conflicts, and building consensus in groups;	8: Social Media and Academics	Lesson 5
(K) research formal and informal professional presentations by analyzing the audience, occasion, purpose, and primary and secondary sources; determining specific topics for presentations; and evaluating sources using media literacy strategies such as recognizing bias, misinformation, untruths, and source credibility;	6: Social Media and Marketing Part 1	Lesson 2
(L) use appropriate techniques to manage communication apprehension and build selfconfidence;	5: Social Media and Interpersonal Communication	Lessons 1-6
(M) evaluate formal and informal professional presentations by participating in question-and-answer sessions following presentations, applying critical-listening strategies, and evaluating the effectiveness of presentations, including self-evaluation;	7: Social Media and Marketing Part 2	Lessons 1-6
(N) participate in an informative or persuasive group discussion;	5: Social Media and Academics	Lesson 5
(O) use a variety of strategies to acquire information from electronic resources;	4: LinkedIn, Blogs and Video Social Media	Lesson 5
(P) acquire electronic information in a variety of formats;	All Units 1-10	All Lessons
(Q) use research skills and electronic communications;	8: Social Media and Academics	Lesson 2
(R) format digital information for appropriate and effective communication in a product by defining the purpose, identifying the intended audience, and using the principles of page design such as leading, kerning, automatic text flow into linked columns, widows, orphans, and text wrap;	6: Social Media and Marketing Part 1; 7: Social Media and Marketing Part 2	6: Lessons 1-6; 7: Lessons 1-6
(S) deliver digital products in a variety of appropriate media.	All Units 1-10	All Lessons