

BRANDON HIGH SCHOOL'S

ACADEMY OF SOCIAL MEDIA MARKETING



Imagine learning how to craft epic social media strategies that grab attention and get people talking. The curriculum is packed with exciting topics like content creation that pops, analytics that unlock the secrets of audience engagement, and advertising that makes brands shine on social media platforms! You'll master the art of connecting with followers, analyzing trends, and turning likes into loyal fans.

Get ready for hands-on experiences that will have you working on real-world projects that give you the edge in the job market. The capstone course, Business Ownership, is so you can learn how to turn your passion into a successful social media marketing business!

By the time you graduate, you won't just know how to navigate the digital landscape; you'll be a confident, savvy marketer ready to make waves and lead the charge in the ever-evolving world of social media.

Course Progression

9th Grade

Media Production

The Media Production course provides students with a comprehensive introduction to the various facets of media creation and production, focusing on the skills needed for effective communication across multiple platforms. This hands-on course emphasizes both theoretical understanding and practical application, preparing students for careers in journalism, broadcasting, and digital media.

10th Grade

Foundations of Journalism

The Foundations of Journalism course is designed to equip students with essential skills and knowledge for a successful career in journalism and mass communication. Through a blend of theoretical study and practical application, students will explore the multifaceted world of journalism, focusing on both print and digital media.

11th Grade

Photojournalism

The Photojournalism course offers students an in-depth exploration of the art and ethics of visual storytelling. This hands-on course focuses on the skills necessary to capture and convey powerful narratives through photography, preparing students for careers in journalism, media, and documentary work.

12th Grade

Business Ownership

The Business Ownership course is designed to provide students with a comprehensive understanding of the principles and practices of starting and managing a successful business. Through a blend of theoretical knowledge and practical applications, students will explore various aspects of entrepreneurship, from initial concept to operational execution.