



REALCHILL EDUCATION

Curriculum

ABOUT THIS CURRICULUM

Built for the Real World

The RealChill Education curriculum is designed for delivery in high schools, after-school programs, community colleges, and workforce development settings. Every module is built around a single standard: students leave with a tangible skill they can use immediately. No filler. No busywork. Every lesson connects to a real-world application.

The full curriculum covers four pillars over four to eight weeks depending on program format. Each pillar includes foundational instruction, tool-based practice, and a live deliverable that becomes part of the student's portfolio. Schools and organizations can license the full curriculum or select individual pillars for targeted delivery.

PILLAR 1

Marketing and Digital Media

The goal: Students understand how brands communicate, how content works, and how to create marketing materials that serve a real audience and a real objective.

Module 1 — Marketing Foundations

What marketing is and what it is not

The difference between brand strategy and content creation

Understanding audiences, ICPs, and messaging frameworks

The 60/30/10 content framework: educational, promotional, and personal content

Introduction to the marketing funnel: awareness, consideration, conversion

Module 2 — Content Creation and Social Media

Platform differences: Instagram, LinkedIn, TikTok, and YouTube

Reel and carousel production: structure, hooks, and captions

Canva for branded content: templates, color palettes, typography

Social media scheduling and content calendars

Live deliverable: 5-piece branded content series for a real organization

Module 3 — Copywriting and Brand Voice

What copywriting is and how it differs from general writing

Writing hooks, captions, subject lines, and CTAs

Developing a brand voice: tone, language, and consistency

Writing for different audiences and platforms

Live deliverable: caption set, email draft, and headline bank

PILLAR 2

Financial Literacy and Money Management

The goal: Students understand how money works in a personal and business context, and develop the habits and knowledge to make informed financial decisions.

Module 4 — Personal Finance Foundations

Income, expenses, and the basics of budgeting

Credit scores: what they are, how they are built, and why they matter

Banking: checking, savings, and the difference between personal and business accounts

Introduction to taxes: W-2 vs. 1099, deductions, and filing basics

Live deliverable: personal monthly budget and financial goal plan

Module 5 — Business Finance Basics

Revenue, profit, and the difference between the two

Reading a simple profit and loss statement

Business banking, EINs, and separating personal and business finances

Introduction to grants, funding sources, and business credit

Live deliverable: simple business budget and revenue model for a student venture

PILLAR 3

Entrepreneurship and Business Fundamentals

The goal: Students learn to think like owners. They understand how businesses are built, how value is created, and how to turn an idea into a structure that can generate revenue.

Module 6 — Idea to Business

Identifying a problem worth solving

Market research: who else is doing this and what gap exists

The difference between a hobby and a business

Business model types: service, product, digital, and subscription

Live deliverable: one-page business concept with target audience and revenue idea

Module 7 — Brand and Pitch

Building a brand identity: name, logo direction, voice, and positioning

The elevator pitch: how to explain what you do in 30 seconds

Introduction to sales: how to present value without being pushy

Building a simple portfolio or business presence

Live deliverable: brand identity kit and 60-second pitch presentation

PILLAR 4

Artificial Intelligence and Technology Literacy

The goal: Students understand what AI is, how to use it responsibly and effectively, and how to protect themselves and their work in digital environments.

Module 8 — AI Foundations and Tools

What AI is, how it works at a basic level, and what it cannot do

ChatGPT: prompting for research, writing, brainstorming, and content

Gemini: Google's AI ecosystem and how it connects to productivity tools

Gamma AI: turning ideas into presentations and structured documents

Live deliverable: AI-assisted content brief and presentation deck

Module 9 — Cybersecurity and Digital Safety

Understanding your digital footprint and why it matters

Password hygiene, phishing awareness, and safe browsing habits

Protecting personal and client data in a professional context

Responsible AI use: attribution, accuracy, and ethical considerations

Live deliverable: personal digital safety audit and action plan

FOR SCHOOLS AND ORGANIZATIONS

Why Add This to Your Program

Every school and organization that partners with RealChill Education receives a curriculum that is ready to implement, aligned with workforce development goals, and proven with real students in a real classroom setting. Our programs are not pilot projects — they are documented, refined, and built to scale.

Ready to Implement

Full lesson plans, student worksheets, project briefs, and instructor guides are included. Teachers and program coordinators do not start from scratch.

Aligned to Standards

The curriculum maps to workforce readiness, 21st-century skills, and digital literacy frameworks used by school districts and grant reviewers.

Live Deliverables

Every student produces real work. No busywork. No simulations. Portfolios, resumes, and project decks are built during the program.

Instructor Support

RealChill Education provides ongoing support, optional co-facilitation, and professional development for school staff delivering the curriculum.

To bring RealChill Education to your school or organization: Contact us at connect@realchillmarketing.com or visit realchilleducation.org. Curriculum licensing, cohort partnerships, and sponsorship opportunities are available.