Digital Marketing

Course Credit	1.0
Grade Levels	9-12
Prerequisites	

Digital Marketing introduces students to digital marketing techniques, tools, and methods, including email, websites, applications, social media, and other electronic means. This course focuses on how to develop and conduct digital marketing campaigns. Emphasis is placed on creating, implementing, and critiquing online advertising, email marketing, websites, social media, mobile marketing, search-engine optimization, video and images, podcasts, webcasts, and creating and repurposing content for use in digital environments.

Foundational standards, shown in the table below, are an important part of every course. Through these standards, students learn and apply safety concepts, explore career opportunities and requirements, practice the skills needed to succeed in the workplace, develop leadership qualities and take advantage of the opportunities afforded by Career and Technical Student Organizations (CTSOs), and learn and practice essential digital literacy skills. The foundational standards are to be incorporated throughout the course.

Each foundational standard completes the stem *"**Students will**…"*

Foundational Standards	1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces. 2. Demonstrate effective workplace and employability skills, including communication, positive work ethic, problem-solving, time management, and teamwork. 3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing. 4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.

  	5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.

DIGITAL MARKETING CONTENT STANDARDS

Each content standard completes the stem *"**Students will***…*"*

Branding	1. Gather and share information on branding and brand positioning techniques and strategies.
	   a. Gather and share information on branding as it relates to a business and its influence on consumers.
	   b. Explain the concepts of brand equity, brand values, and experiential branding.
	   c. Describe the characteristics of good branding strategies and their impact on creating or improving brand equity or brand image.

Ethics	2. Explain pertinent issues regarding digital citizenship and ethics.
	   a. Identify the differences between unsolicited commercial messages and opt-in email.
	   b. Discuss the political, ethical, and legal issues of using the Internet for marketing.
	   c. Define and discuss *netiquette*.
	   d. Explain how Internet demographic data collection tools are used in marketing.
	       Examples: commerce, relationships, gathering personal research, validity of data

Market Planning	3. Explain how firms use marketing segmentation to identify and test target markets.
	   a. Explain types of marketing segmentation, including behavioristic, psychographic, demographic, geographic, and social graphics.
	   b. Analyze the influence of various cultures on global Internet marketing trends.
	   c. Develop a potential customer database.

| **Business Basics** | 4. Explain the importance of content creation in digital marketing.
   a. Define *content marketing* and explain its role in digital marketing.
   b. Contrast paid, owned, and earned content and explain content distribution strategies and platforms.
   c. Discuss types of content currently in use.
      Examples: email, pop-up advertisements, social media, video, infographics, list, podcast, story, how-to guide, ebook, image, newsletter, blog, user-generated, website, interactive games, quizzes, polls
   d. Compare the effectiveness of creating content and using trending content and hashtags.
   e. Explain how content "goes viral" and list factors that help content to spread.

5. Create and audit content on digital platforms.
   a. Develop marketing content for a website, social media, or other digital platform.
   b. Conduct an audit of content on a website or digital marketing platform using performance metrics to determine which content should be kept, improved, or removed.

6. Describe the ways social media are used for promotion, engagement of customers, customer service, brand building, item research, and sales.
   a. Explain how social media communities can be used for market research.
      Examples: sharing, survey, customer interaction, product recommendations
   b. Explain how social media provide brand influence, visibility, and promotion.
   c. Describe ways that social media drive traffic for advertising revenue. |
| **Marketing Technology** | 7. Analyze and report on trends in online and mobile commerce.
   a. Explain the uses of mobile devices for e-commerce marketing.
   b. Explain the use of databases for e-commerce marketing.
   c. Assess current e-commerce product marketing tools.
   d. Select the best Internet marketing method(s) for a selected product or service.

8. Discuss the Internet as a marketing tool.
   a. Define the Internet and industry-related terms and describe the services the Internet provides.
   b. Identify advantages and disadvantages of marketing on the Internet.
      Examples: cost, accessibility
   c. Discuss the history of Internet marketing and emerging trends in the field. |

9. Define and utilize terminology associated with Internet security and tools used in website and application development.
   a. Discuss security issues and protections.
      Examples: hacking, viruses; firewalls
   b. Select and utilize search engines most suited for meeting marketing needs.
   c. Discuss the criteria for selecting an Internet Service Provider (ISP) or web hosting service.
      Examples: bandwidth, host capabilities, cost
   d. Summarize the process and issues related to securing a domain name, copyright, and registered trademark.

10. Demonstrate the uses of technology in marketing.
    a. Explain the importance and uses of computers, mobile devices, and the Internet in marketing.
    b. Utilize computer software, including word processing and spreadsheets, to create documents related to a particular career or industry.
    c. Identify technology appropriate for marketing functions and practices related to a selected marketing career field.
    d. Select and use a variety of electronic media to create, revise, and verify information.
       Examples: Internet, information services, desktop publishing programs

11. Compare and contrast popular current social media platforms, explaining the role each one plays in marketing products and services.
    a. Analyze the advantages and disadvantages of social media in marketing.
    b. Describe the typical users of the most popular social media platforms.
    c. Describe usage trends for each social media platform.

12. Explain the utilization of both on-device and web-based applications and their impact on consumer behavior.
    a. Describe the benefits of using mobile apps to interact with customers.
    b. Describe the pre-launch of roll-out marketing involved with the launch of an application.
    c. Explain the importance of marketing within the publication of an app to ensure utilization.
    d. Describe various post-launch activities and app metrics.

Selling and Promotion	13. Utilize various forms of online advertising and promotion.
	   a. Evaluate the graphics, placement, and effectiveness of digital advertisements.
	   b. Analyze and create digital display advertisements.
	      Examples: static images, text ads, banners, floating banners, wallpaper, pop-up ads, video/autoplay
	   c. Analyze and create social media advertisements for both paid and organic applications.
	   d. Describe the purpose of a promotional video and determine where and how it can be utilized to optimize exposure.
	   e. Identify and define both negative and positive keywords for ads in order to optimize when ads should appear.

Career Opportunities	14. Gather and share information about current and trending employment opportunities in digital marketing and data analytics. a. Explain the importance of personal online presence and personal brand.