

# STRANDS AND STANDARDS

## DIGITAL MARKETING



### Course Description

The Digital Marketing course is designed to give students a general background in digital marketing and an introduction to the rapidly growing and evolving career field. Students will be exposed to the fundamental concepts and principles of the digital experience, focus on the learning tools and skills necessary for solving business problems, and developing marketing opportunities. This course will provide practical experience in, but not limited to: eCommerce, media planning, branding, online advertising, display advertising, digital campaigns, social media marketing, and mobile media.

<b>Core Code</b>	11-12
Concurrent Enrollment Core Code	.5
Units of Credit	37.01.00.00.001
Intended Grade Level	37.01.00.13.001
Prerequisite	None
Skill Certification Test Number	412
Test Weight	0.5
<b>License Type</b>	Secondary Education 6-12
<b>Required Endorsement(s)</b>	
Endorsement	Business and Marketing Information Tech.



## STRAND 1

**Students will be able to define Marketing and Digital Marketing and identify trends in the Digital Marketing Industry.**

### Standard 1

Students will demonstrate a basic understanding of Marketing and Digital Marketing

- Define the marketing terms:
  - Marketing
  - Digital marketing
  - Marketing mix
  - Marketing concept
  - Advertising and promotion
- Explore current trends in Digital Marketing such as:
  - Artificial intelligence
  - Real-time marketing
  - (Cx) Customer experience
  - Marketing automation
  - Location based marketing
  - Cloud computing
  - Software as A Service (Saas)

### Standard 2

Students will demonstrate understanding of brand and brand positioning techniques and strategies. Why is branding important to a business and consumers?

- Explore branding as it relates to a business and its influence on consumers
- Explain the concept of brand equity, brand values, and experiential branding.
- Understand the characteristics of good branding strategies and the impact these strategies have on creating or improving brand equity and brand image.
  - Recognizable
  - Customer attraction
  - Emotion
  - Confidence in product
  - Brand recognition
  - Brand preference
  - Brand tone/feel
  - Online reviews, rankings, and feedback
  - Trademarks and copyrights
  - Brand Loyalty - rewards programs

### Standard 3

Students will understand how firms use marketing segmentation to identify and test target markets.

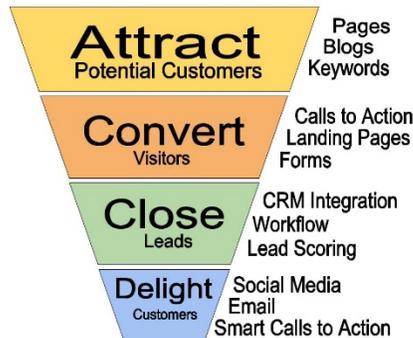
- Understand and explain the following market segmentation:

- Behavioristic
- Psychographic
- Demographic
- Geographic
- Social graphics

**Standard 4**

Students will understand the role of the digital marketing funnel and customer relationships within the digital marketing industry.

- Know and understand the digital marketing funnel (in order) and explore customer relationship management.



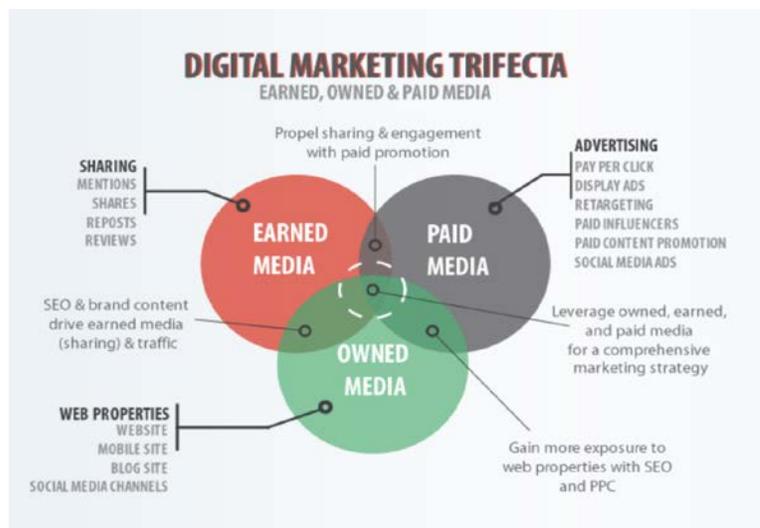
**Performance Skills**

(choose one)

- Research a business and identify their brand, logo, and slogan and/ or digital content Describe how this business differentiated itself through branding. Identify the branding strategies used in branding their company and products. Explain the advantage this business has created for itself through branding.
- Students will analyze and explain a firm’s Digital Marketing and or Sales Funnel or buyer’s journey.

**STRAND 2**

Students will understand the role and importance of content creation and distribution in digital marketing. Students will be able to explain the three types of digital content: paid, owned and earned.



## Standard 1

Students will be able to understand the importance of content creation

- Define content marketing and explain its importance in digital marketing.
- Define paid, owned and earned content and explain content distribution strategies and platforms.
- Discuss current types of content that is used today, (e-mail, pop-up ad, social media, video, infographics, lists, podcasts, stories, how to guides, e-books, image, newsletter, blog, user-generated, and Interactives- such as games, quizzes, polls, etc.,).
- Students will understand the difference between creating their own content and taking advantage of trending content and hashtags
- Explain how content “goes viral” and list four factors that can help content spread.
  - Positive content is more viral than negative
  - If content evokes emotion, it is more likely to go viral
  - Useful content gets shared
  - People love a visual link to content

## Standard 2

Students will be able to understand the importance of content distribution

- Understand how content is deployed and distributed to improve consumer trust and quality of a domain and search engine optimization (SEO)
- Understand how internet domain names are organized by top-level domains (TLD)
- Understand how content impacts a web crawler and influences page ranking.

## Standard 3

Students will conduct a content audit.

- Conduct a content audit of a website or digital marketing content on a digital platform using performance metrics to determine:
  - Which content to keep as-is
  - Which content to improve
  - Which content to remove or consolidate

## Performance Skills

(Choose one)

- Students will be able to digitally create themed or a campaign of digital marketing content for a firm, product/service, or idea. This content could be an interactive, blog, posts, site, infographic, etc.
- Students will analyze digital marketing content that went viral and explain their analysis of why/how the content went viral.

## STRAND 3

**Students will understand data and measurement as it pertains to digital marketing. Students will explore data measurement, analytics, and key performance indicators that digital marketers use.**

### Standard 1

Students will understand the importance of data and be able to access sources of data and data tools that marketers use regarding digital marketing.

- Understand and explain basic marketing metrics such as:
  - Net promoter scores (i.e. customer rating scales, recommendations, loyalty metrics)
  - Customer acquisition costs
  - Customer lifetime value (total net profit from a single consumer over a lifetime)
- Understand google analytics (free tool) as a tool to analyze data and information for Digital Marketing. Students will understand the idea of goals in google analytics.
- Understand KPI's (Key Performance Indicators) for E-commerce web sites:
  - Unique visitors
  - Bounce rate
  - Conversion rate
  - Cart abandonment rate
  - Page views
  - Click path
  - Return visitors
  - CTA (call-to-action)
  - Landing page
  - Cost per conversion
  - Pay per click (PPC), click through rates, and cost per click (CPC)
  - Visits, views, likes, follows, comments, etc.

### Standard 2

Students will understand e-commerce site essentials and trends in online commerce.

- Students will analyze and report on the trends to online and mobile commerce and interactions.
- Describe important elements of an e-commerce website:
  - Logical layout and road map
  - Crucial business information
  - Clear website navigation
  - Landing pages
  - Security
  - Social media integration
  - Mobile friendly version
  - Website branding

- CTA (call to action)
- Customer reviews
- Electronic shopping cart
- Identify the major types of payment options that an e-commerce website could use. (Pay pal, Google Wallet, Apple Pay, etc.)

### Performance Objective

Analyze an e-commerce site for its effectiveness. Choose an e-commerce site to analyze and present your findings and make suggestions on how the company can optimize their sites landing pages in a presentation.

Students can use the 3 Questions framework - (1) What is the page offering? (clear communication in text and imagery) (2) Why should the visitor pick this product/company? (trust signals, persuasive language, offers) (3) What should the visitor do next? (Call to action, conversion funnel) and/or use sites like Alexa, ComScore, Ahrefs.com, or Similarweb.com to compare competing sites online data.

## STRAND 4

**Students will understand that online advertising and digital marketing is quickly becoming the main way that businesses market. Students will understand current forms of online advertising. Students will learn how digital marketing works with the Promotion part of the Marketing Mix**

### Standard 1

Students will understand and define forms of online advertising and promotion:

- Display ads
  - Static images
  - Text ads
  - Banners / floating banners
  - Wallpaper
  - Popup ads
  - Video / Auto play
- Social media ads
  - Paid
  - Organic
- Learn to define both negative and positive keywords for ads, to optimize when ads should appear.
- Understand the ways one can target and use re-targeting potential customers through digital advertising.

### Standard 2

Students will understand how to evaluate digital Ads.

- Students will be able to understand the analytics for an online ad and identify the different metrics used to measure an ads success.

- Students will be able to evaluate the need to retarget or remarket an ad campaign to reach their target market.
- List and understand the different elements of a press release:
  - Header
  - Subject line
  - Introduction
  - Screenshots
  - Body
  - Key facts
  - Website
  - About
  - Contact details
- Explain the importance of a promotional video and where and how it can be utilized to optimize exposure (App Store, Google Play Store, Amazon App Store, YouTube, website, Facebook, etc.).

### Performance Skills

Students will create an online ad through a free web browser and then analyze the metrics for that ad over a two-week period and report on the data from the ad.

## STRAND 5

**Students will understand the uses of social media platforms in marketing and how it integrates with digital marketing and offline traditional marketing.**

### Standard 1

Students will compare the most popular current social media platforms (Facebook, Twitter, Instagram, Google+, Pinterest, LinkedIn, YouTube, etc.)

- Analyze the advantages and disadvantages of social media in marketing.
- Describe the typical user of the most popular social media platforms.
- Describe usage trends with each platform.
- Understand the role that each platform plays in the marketing of products and services. (Blog, photo sharing, video posting, job/human resources, etc.)

### Standard 2

Students will describe how social media is used for promotion, engagement of customers, customer service, brand building, item research, and sales.

- Explain how social media communities can be used for market research
  - Customer interaction
  - Sharing information
  - Product recommendations
  - Surveys
- List how social media provides brand visibility and authority. (Conversations about brands are happening with or without the business owner).

- Explain how brand influence and promotion (advertising on social media sites) of products and services is done through social media.
- Describe and define how social media drives traffic for advertising revenue.
  - Using several communities with quality content
  - Effective means of distribution channels to target markets.
  - Promotional mix: advertising, personal selling, publicity and sales promotion.

### Performance Skills

Locate a current article, event, or video on the following topic: business using social media marketing to promote products or using social media to listen to or respond to customers. Describe how the business uses social media to promote products and sales, listen, respond or engage with customers, provide customer service, and brand building.

## STRAND 6

**Students will understand the basic elements of the Application Economy, both the on-device application and the web-based application.**

### Standard 1

Students will understand why business need to utilize mobile apps to interact with customers.

- Explore the different benefits of using mobile apps
  - Customer loyalty / Rewards
  - Customer Acquisition
  - Market segmentation
  - Geographic's (Beacon)
  - Customer Feedback
  - Customer interaction

### Standard 2

Students will understand the pre-launch or roll out marketing involved with the launch of an application.

### Standard 3

Understand the importance of marketing within the publication of your app. Explain the importance of a promotional video and where and how it can be utilized in order to optimize exposure (App Store, Google Play Store, Amazon App Store, YouTube, website, Facebook, etc.).

- List and define the different publishing elements (name, title, keywords, description, screenshots, icon, category).

### Standard 4

Understand various post-launch activities and app metrics

### Performance Skills

- Define PNs (push notifications) and explore how are they're best used.
- Define cross-promotion and cross-promotion networks and explain how they're best

- used.
- Define analytic tools and list the advantages and disadvantages of using free vs. paid sites.
- List and define PIRATE METRICS (acquisition, activation, retention, referral, revenue).
- List various online ways to obtain the pulse of your consumer (app store, social media sites).

## STRAND 7

**Students will understand careers available in the digital marketing industry.**

### Standard 1

Identify and classify career opportunities in data analytics and digital marketing.

- Determine personal trait characteristics that support these types of jobs.
- Understand CTE High School to College and Career Pathways that relate to advertising careers and other classes offered related to these Pathways.
- Identify secondary certifications and/or degrees needed for these types of careers.

### Standard 2

Personal Digital Marketing - students will understand their online presence and personal brand.

- Explain common human resources practices regarding social media research while researching future employees.
- Understand the importance of personal marketing pertaining to digital marketing career opportunities.

### Performance Skills

Students will consider starting a digital portfolio. Students will use digital tools as a job applicant to do research on the company, the job, and hiring manager or HR manager.

## Skill Certificate Test Points by Strand

Test Name	Test #	Number of Test Points by Strand										Total Points	Total Questions
		1	2	3	4	5	6	7	8	9	10		
Digital Marketing	412	8	8	8	10	5	1	1				41	36