# Digital Marketing Course No. 35162 Credit: 0.5

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| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes:Digital Marketing (09.0702): Business Management & Entrepreneurship (52.0799); Marketing (52.1402)

Course Description: **Technical Level:** Digital Marketing covers the principles and functions of marketing from the standpoint of conducting business on the Internet. Typically, students develop these useful skills: using the Internet as a marketing tool, conducting a marketing analysis via the Internet, planning marketing support activities, managing an electronic marketing campaign, managing/owning a business via the Internet, and analyzing the impact of the Internet on global marketing.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Define marketing and digital marketing and identify trends in the digital marketing industry.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Explore trends in digital marketing (e.g. artificial intelligence, real-time marketing, customer experience, marketing automation, cloud computing, SAAS - software as a service). |  |
| 1.2 | Evaluate methods in which a digital market can be segmented. (psychographics, demographics, geographics). |  |
| 1.3 | Explore branding as it relates to a business and the influence on consumers. |  |
| 1.4 | Define marketing terms (e.g. marketing, digital marketing, marketing mix, marketing concept, advertising, & promotion). |  |
| 1.5 | Explore the current forms of online advertising and promotion (e.g. Display ads - static images, text ads, banners, wallpaper, popup ads, video/autoplay; Social media ads - paid, organic). |  |
| 1.6 | Develop a digital marketing plan. |  |
| 1.7 | Plan, manage and monitor day-to-day activities of marketing communications and management operations. |  |

## Benchmark 2: Understand the role and importance of content creation and distribution in digital marketing.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Define content marketing and explain its importance in digital marketing. |  |
| 2.2 | Discuss types of content used today (e.g. email, pop-up ad, social media, video, infographics, podcasts, stories, how to guides, e-books, image, newsletter, blog, user-generated, interactives). |  |
| 2.3 | Describe the difference between creating one's own content compared to taking advantage of trending content. |  |
| 2.4 | Demonstrate best practices in digital, graphical displays of information. |  |

## Benchmark 3: Understand the role and importance of distribution in digital marketing.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Summarize the general principles of how email campaigns work. |  |
| 3.2 | Generalize the concept of search engine optimization. |  |
| 3.3 | Recognize how customers and potential customers are targeted and re-targeted through digital advertising. |  |
| 3.4 | Explain the analytics for an online ad and the different metrics to measure an ad's success. |  |

## Benchmark 4: Understand data and measurement as it pertains to digital marketing.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Describe the role of web site analytics as a marketing function. |  |
| 4.2 | Discuss how a web site's analytic data is collected and used in the marketing function. |  |

## Benchmark 5: Understand the use of social media platforms in marketing and how it is integrated with digital marketing and traditional offline marketing.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Compare and contrast the most popular and current social media platforms (e.g. Google+, Facebook, Instagram, LinkedIn, Pinterest, Twitter, YouTube, etc.) and their role in marketing. |  |
| 5.2 | Analyze the advantages and disadvantages of social media in marketing. |  |
| 5.3 | Describe how social media is used for promotion, customer engagement, customer service, brand building, item research, and sales. |  |

## Benchmark 6: Understand the importance of brand image and consumer psychology used in advertising and promotion.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 6.1 | Understand KPI's (Key Performance Indicators) for e-commerce websites (e.g. unique visitors, bounce rate, conversion rate, cart abandonment rate, page views, click path, return visitors, call-to-action, landing page, cost per conversion, pay per click, click through rates, cost per click). |  |
| 6.2 | Analyze the trends in online and mobile commerce and interactions. |  |
| 6.3 | Describe important elements of an e-commerce website (e.g. logical layout & road map, crucial business information, clear website navigation, landing pages, security, social media integration, mobile friendly version, website branding, call-to-action, customer reviews, electronic shopping cart). |  |
| 6.4 | Explain the concept of eCommerce. |  |

## Benchmark 7: Understand the importance of brand image and consumer psychology used in advertising and promotion.

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 7.1 | Explore the following terms related to brand: brand, brand name, brand mark/logo, generic brand, brand recognition, brand preference, private/store brand, licensing, consumer psychology. |  |
| 7.2 | List the characteristics of a good brand image. |  |
| 7.3 | Explain how branding helps consumers and marketers differentiate products. |  |
| 7.4 | Explain the difference between brand name and trade name. |  |
| 7.5 | List the stages of brand loyalty. |  |
| 7.6 | Explain the advantages and disadvantages of  business and product branding. |  |
| 7.7 | Discuss the importance of color, emotion, logo, slogan, music, and lighting in customer psychology. |  |

## Benchmark 8: Ethical and legal considerations related to the practice of digital marketing.

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 8.1 | Recognize some of the social and ethical implications of advertising. |  |
| 8.2 | Define state and federal laws governing advertising practices. |  |
| 8.3 | Model integrity, ethical leadership and effective management. |  |

## Benchmark 9: Marketing Analytics

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 9.1 | Explain the terminology and tools of marketing analytics. |  |
| 9.2 | Identify metrics for tracking digital and traditional marketing efforts. |  |
| 9.3 | Understand the importance of using data when making decisions in marketing. |  |

## Benchmark 10: Understand careers available in the digital marketing industry

### Competencies

| **#** | **Description** | **rating** |
| --- | --- | --- |
| 10.1 | Explore career opportunities and advertising and promotion. |  |
| 10.2 | Illustrate the services of professional organizations in advertising. |  |
| 10.3 | Explore the online presence and personal brand of oneself (i.e. the student). |  |
| 10.4 | Explore job and career options in relation to developing the student's IPS, personal interest, financial goals, and desired lifestyle. |  |
| 10.5 | Explore the workforce and labor market information to determine needs when developing WBL experience with a career plan. |  |
| 10.6 | Identify the purpose and goals of a Career and Technology Student Organization [CTSO]. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

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