

B.E. Publishing

Correlation to *Social Media Marketing* to Precision Exams: Digital Marketing (424)

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.

STANDARD		CORRELATING PAGES
(STANDARD 1) STUDENTS WILL BE ABLE TO DEFINE MARKETING AND DIGITAL MARKETING AND IDENTIFY TRENDS IN THE DIGITAL MARKETING INDUSTRY		
Objective 1:	Students will demonstrate a basic understanding of Marketing and Digital Marketing	
1.	Define the marketing terms: 1. Marketing 2. Digital marketing 3. Marketing mix 4. Marketing concept 5. Advertising and promotion	Ch. 1 p. 5 Principles of Marketing; Ch. 3 p. 54 How Social Media Influences the Function of Marketing; Define Key Terms
2.	Explore current trends in Digital Marketing such as: 1. Artificial intelligence 2. Real-time marketing 3. (Cx) Customer experience 4. Marketing automation 5. Location based marketing 6. Cloud computing 7. Software as A Service (Saas)	Ch. 3 p. 51 Significant Trends; Ch. 16 p. 286 Human Error; Ch. 17 p. 296 Social Media Trends

Objective 2:	Students will demonstrate understanding of brand and brand positioning techniques and strategies. Why is branding important to a business and consumers?	
	1. Explore branding as it relates to a business and its influence on consumers	Ch. 2 p. 23 Branding; Ch. 17 p. 302 Omni-Channel Experiences; Ch. 2 Create and Design; Ch. 2 Read and Write
	2. Explain the concept of brand equity, brand values, and experiential branding.	Ch. 1 p. 14 Brand Building; Ch. 17 p. 302 Omni-Channel Experiences
	3. Understand the characteristics of good branding strategies and the impact these strategies have on creating or improving brand equity and brand image. 1. Recognizable 2. Customer attraction 3. Emotion 4. Confidence in product 5. Brand recognition 6. Brand preference 7. Brand tone/feel 8. Online reviews, rankings, and feedback 9. Trademarks and copyrights 10. Brand Loyalty - rewards programs	Ch. 1 p. 14 Brand Building; Ch. 2 p. 23 Branding; Ch. 13 p. 238 Audience Considerations; Ch. 12 p. 197 Reviews
Objective 3:	Students will understand how firms use marketing segmentation to identify and test target markets.	
	1. Understand and explain the following market segmentation: 1. Behavioristic 2. Psychographic 3. Demographic 4. Geographic 5. Socialgraphics	Ch. 6 p. 89 Market Segmentation; Ch. 6 Build It
Objective 4:	Students will understand the role of the digital marketing funnel and customer relationships within the digital marketing industry.	
	1. Know and understand the digital marketing funnel (in order) and explore customer relationship management.	Ch. 15 p. 263 Metrics Framework

(STANDARD 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

Objective 1:	Students will be able to understand the importance of content creation	
1.	Define content marketing and explain its importance in digital marketing.	All of Ch. 7; Ch. 12 Build It
2.	Define paid, owned and earned content and explain content distribution strategies and platforms.	Ch. 15 p. 268 Paid, Owned, and Earned Media
3.	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.,).	All of Ch. 7
4.	Students will understand the difference between creating their own content and taking advantage of trending content and hashtags	Ch. 3 p. 46 Online Media; All of Ch. 7
5.	Explain how content “goes viral” and list four factors that can help content spread. 1. Positive content is more viral than negative 2. If content evokes emotion, it is more likely to go viral 3. Useful content gets shared 4. People love a visual link to content	Ch. 6 p. 97 Practical Social Media; Ch. 7 p. 112 Videos and Podcasts
Objective 2:	Students will be able to understand the importance of content distribution	
1.	Understand how content is deployed and distributed to improve consumer trust and quality of a domain and search engine optimization (SEO)	Ch. 7 p. 110 Creating Posts; Ch. 11 p. 187 Drive Views to a Website
2.	Understand how internet domain names are organized by top-level domains (TLD)	Ch. 15 p. 273 Acquisition
3.	Understand how content impacts a web crawler and influences page ranking.	Ch. 7 p. 110 Creating Posts; Ch. 11 p. 187 Drive Views to a Website

Objective 3:	Students will conduct a content audit.	
	1. 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	All of Ch. 7; Ch. 2 Create and Design
(STANDARD 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		
Objective 1:	Students will understand the importance of data and be able to access sources of data and data tools that marketers use in regard to digital marketing.	
	1. Understand and explain basic marketing metrics such as: 1. Net promoter scores (i.e customer rating scales, recommendations, loyalty metrics) 2. Customer acquisition costs 3. Customer lifetime value (total net profit from a single consumer over a lifetime)	Ch. 4 p. 66 Metrics; Ch. 12 p. 202 Foursquare Analytics; All of Ch. 15; Ch. 15 Build It
	2. 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.	Ch. 15 p. 270 Google Analytics
	3. Understand KPI's (Key Performance Indicators) for E-commerce web sites: 1. Unique visitors 2. Bounce rate 3. Conversion rate 4. Cart abandonment rate 5. Page views 6. Click path 7. Return visitors 8. CTA (call-to-action) 9. Landing page 10. Cost per conversion	Ch. 4 p. 66 Metrics; Ch. 8 p. 128 Mobile Optimized Websites; All of Ch. 15

		11. Pay per click (PPC), click through rates, and cost per click (CPC) 12. Visits, views, likes, follows, comments, etc.	
Objective 2:	Students will understand e-commerce site essentials and trends in online commerce.		
	1.	Students will analyze and report on the trends to online and mobile commerce and interactions.	Ch. 3 p. 45 How Social Media Shapes Online Communications and Media; Ch. 3 p. 51 Significant Trends; All of Ch. 8; Ch. 12 p. 213 Social Media Commerce
	2.	Describe important elements of an e-commerce website: 1. Logical layout and road map 2. Crucial business information 3. Clear website navigation 4. Landing pages 5. Security 6. Social media integration 7. Mobile friendly version 8. Website branding 9. CTA (call to action) 10. Customer reviews 11. Electronic shopping cart	Ch. 7 p. 109 Types of Content Marketing; Ch. 8 p. 128 Mobile Optimized Websites; Ch. 15 p. 263 Metrics Framework; Ch. 2 Create and Design
	3.	Identify the major types of payment options that an e-commerce website could use. (Pay pal, Google Wallet, Apple Pay, etc.)	Ch. 8 p. 118 Social Media Tips
(STANDARD 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			
Objective 1:	Students will understand and define forms of online advertising and promotion:		
	1.	Display ads 1. Static images 2. Text ads 3. Banners / floating banners 4. Wallpaper 5. Popup ads 6. Video / Autoplay	Ch. 2 p. 37 Advertising on Social Media; Ch. 9 p. 144 Facebook Advertising; Ch. 9 p. 155 Twitter Advertising; Ch. 9 p. 159 LinkedIn Advertising; Ch. 10 p. 169 Instagram Ads; Ch. 10 p. 171 Tumblr Advertising; Ch. 10 p. 174 Pinterest Advertising; Ch. 10 p. 178 Snapchat Advertising; Ch. 11 p. 189 YouTube Advertising

	2.	Social media ads 1. Paid 2. Organic	Ch. 15 p. 268 Paid, Owned, and Earned Media
	3.	Learn to define both negative and positive keywords for ads, to optimize when ads should appear.	Ch. 13 p. 225 Communication; Ch. 13 p. 238 Audience Considerations; Ch. 14 p. 249 Engagement Strategies
	4.	Understand the ways one can target and use re-targeting potential customers through digital advertising.	Ch. 6 p. 89 Market Segmentation; Ch. 14 p. 247 Individuality; Ch. 17 p. 269 Algorithms
Objective 2:	Students will understand how to evaluate digital Ads.		
	1.	Students will be able to understand the analytics for an online ad and identify the different metrics used to measure an ads success.	All of Ch. 15; Ch. 2 Create and Design
	2.	Students will be able to evaluate the need to retarget or remarket an ad campaign to reach their target market.	Ch. 6 p. 89 Market Segmentation; Ch. 14 p. 247 Individuality; Ch. 17 p. 269 Algorithms
	3.	List and understand the different elements of a press release: 1. Header 2. Subject line 3. Introduction 4. Screenshots 5. Body 6. Key facts 7. Website 8. About 9. Contact details	Ch. 13 p. 237 Writing; Ch. 16 p. 289 Create a Crisis Response Plan
	4.	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.).	Ch. 7 p. 112 Videos and Podcasts; Ch. 11 p. 185 YouTube Marketing; Ch. 13 p. 235 Video Structures

(STANDARD 5) STUDENTS WILL UNDERSTAND THE USES OF SOCIAL MEDIA PLATFORMS IN MARKETING AND HOW IT INTEGRATES WITH DIGITAL MARKETING AND OFFLINE TRADITIONAL MARKETING

Objective 1:	Students will compare and contrast the most popular current social media platforms (Facebook, Twitter, Instagram, Google+, Pinterest, LinkedIn, YouTube, etc.)	
1.	Analyze the advantages and disadvantages of social media in marketing.	Ch. 9 p. 136 Social Networking and Marketing; Ch. 10 p. 162 Social Publishing and Marketing; Ch. 11 p. 182 Social Entertainment and Marketing; Ch. 12 p. 196 Social Commerce and Marketing
2.	Describe the typical user of the most popular social media platforms.	Ch. 9 p. 138 Background; Ch. 9 p. 146 Background; Ch. 9 p. 156 Background; Ch. 10 p. 164 Instagram; Ch. 10 p. 169 Tumblr; Ch. 10 p. 172 Pinterest; Ch. 10 p. 175 Snapchat; Ch. 11 p. 184 YouTube; Ch. 11 p. 190 Vimeo; Ch. 12 p. 199 Foursquare; Ch. 12 p. 206 Groupon; Ch. 12 p. 210 Yelp
3.	Describe usage trends with each platform.	Ch. 9 p. 138 Background; Ch. 9 p. 146 Background; Ch. 9 p. 156 Background; Ch. 10 p. 164 Instagram; Ch. 10 p. 169 Tumblr; Ch. 10 p. 172 Pinterest; Ch. 10 p. 175 Snapchat; Ch. 11 p. 184 YouTube; Ch. 11 p. 190 Vimeo; Ch. 12 p. 199 Foursquare; Ch. 12 p. 206 Groupon; Ch. 12 p. 210 Yelp
4.	Understand the role that each platform plays in the marketing of products and services. (Blog, photo sharing, video posting, job/human resources, etc.)	Ch. 9 p. 139 How Marketers Use Facebook; Ch. 9 p. 150 How Marketers Use Twitter; Ch. 9 p. 158 How Marketers Use LinkedIn; Ch. 10 p. 165 Instagram Marketing; Ch. 10 p. 170 Tumblr Marketing; Ch. 10 p. 173 Marketing on Pinterest; Ch. 10 p. 176 Marketing on Snapchat; Ch. 11 p. 185 YouTube Marketing; Ch. 11 p. 191 Vimeo Marketing; Ch. 12 p. 201 Marketing on City Guide; Ch. 12 p. 207 Groupon Advertising and Marketing; Ch. 12 p. 212 Yelp Advertising and Marketing
Objective 2:	Students will describe how social media is used for promotion, engagement of customers, customer service, brand building, item research, and sales.	
1.	Explain how social media communities can be used for market research	Ch. 1 p. 14 Research; Ch. 4 p. 62 Market Research; Ch. 5 p. 72 The Role of Social Media in Marketing Research; Ch. 9 p. 137 Research Capabilities
2.	Customer interaction	Ch. 1 p. 16 Engage the Audience; Ch. 3 p. 47 Social Media Marketing Ecosystem; Ch. 3 p. 54 How Social Media Influences the Function of Marketing; Ch. 13 p. 225 Communication
3.	Sharing information	Ch. 3 p. 47 Social Media Marketing Ecosystem; Unit 3 Social Media Platform Sections
4.	Product recommendations	Ch. 11 p. 185 YouTube Marketing; Ch. 12 p. 197 Reviews
5.	Surveys	Ch. 5 p. 77 Primary Research

	6.	List how social media provides brand visibility and authority. (Conversations about brands are happening with or without the business owner).	Ch. 3 p. 54 How Social Media Influences the Function of Marketing; Ch. 7 p. 109 Types of Content Marketing; Ch. 9 p. 136 Increased Visibility; Ch. 11 p. 185 YouTube Marketing
	7.	Explain how brand influence and promotion (advertising on social media sites) of products and services is done through social media.	Ch. 1 p. 14 Brand Building; Unit 3 Social Media Platform Sections
	8.	Describe and define how social media drives traffic for advertising revenue.	All of Ch. 15
	9.	Using several communities with quality content	Ch. 7 p. 106 In-Bound and Out-Bound Marketing; Ch. 7 p. 109 Types of Content Marketing; Ch. 10 p. 162 Social Publishing and Marketing
	10.	Effective means of distribution channels to target markets.	Ch. 2 p. 29 Place; Ch. 6 p. 88 Importance of Target Markets
	11.	Promotional mix: advertising, personal selling, publicity and sales promotion.	Ch. 2 p. 35 Promotion
(STANDARD 6) STUDENTS WILL UNDERSTAND THE BASIC ELEMENTS OF THE APPLICATION ECONOMY, BOTH ON DEVICE APPLICATION AND THE WEB BASED APPLICATION			
Objective 1:	Students will understand why business need to utilize mobile apps to interact with customers.		
	1.	Explore the different benefits of using mobile apps	Ch. 8 p. 124 Mobile Phone Applications
	2.	Customer loyalty / Rewards	Ch. 6 p. 96 Patronage; Ch. 12 p. 104 Swarm Features; Ch. 8 Build It
	3.	Customer Acquisition	Ch. 15 p. 263 Metrics Framework
	4.	Market segmentation	Ch. 6 p. 89 Market Segmentation
	5.	Geographics (Beacon)	Ch. 6 p. 89 Market Segmentation; Ch. 8 p. 124 Mobile Phone Applications
	6.	Customer Feedback	Ch. 12 p. 210 Groupon Analytics; Ch. 8 p. 124 Mobile Phone Applications
	7.	Customer interaction	Ch. 1 p. 16 Engage the Audience; Ch. 3 p. 47 Social Media Marketing Ecosystem; Ch. 3 p. 54 How Social Media Influences the Function of Marketing; Ch. 13 p. 225 Communication
Objective 2:	Students will understand the pre-launch or roll out marketing involved with the launch of an application.		Ch. 8 p. 124 Mobile Phone Applications; Ch. 8 Build It

Objective 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.).	
	1.	List and define the different publishing elements (name, title, keywords, description, screenshots, icon, category). Ch. 11 p. 187 Drive Views to a Website; Ch. 11 Build It
Objective 4:	Understand various post-launch activities and app metrics Ch. 8 p. 124 Mobile Phone Applications; Ch. 15 p. 263 Metrics Framework	
(STANDARD 7) STUDENTS WILL UNDERSTAND CAREERS AVAILABLE IN THE DIGITAL MARKETING INDUSTRY		
Objective 1:	Identify and classify career opportunities in data analytics and digital marketing.	
	1.	Determine personal trait characteristics that support these types of jobs. Ch. 18 p. 311 Factors in Choosing a Career
	2.	Understand CTE High School to College and Career Pathways that relate to advertising careers and other classes offered related to these Pathways. Ch. 18 p. 330 Careers in the Field of Social Media Marketing
	3.	Identify secondary certifications and/or degrees needed for these types of careers. Ch. 18 p. 330 Careers in the Field of Social Media Marketing
Objective 2:	Personal Digital Marketing - students will understand their online presence and personal brand.	
	1.	Explain common human resources practices regarding social media research while researching future employees. Ch. 18 p. 308 Planning for a Career in Social Media
	2.	Understand the importance of personal marketing pertaining to digital marketing career opportunities. Ch. 18 p. 308 Planning for a Career in Social Media