

DIGITAL MARKETING

Standards

- Define Marketing and Digital Marketing and identify trends in the Digital Marketing Industry
- Understand the role and importance of content creation and distribution in digital marketing.
- Understand data and measurement as it pertains to digital marketing.
- Understand online advertising and how digital marketing works with promotion.
- Understand the uses of social media platforms in marketing.
- Understand the basic elements of on device and web based application.
- Understand careers available in the digital marketing industry.

Performance Objectives

- Research a business and identify branding.
- Analyze and explain a firm's digital marketing/Sales Funnel/buyer's journey
- Digitally create marketing for a firm or analyze digital marketing content that went viral.
- Start a digital portfolio.
- Create and online ad and analyze the metrics for the ad over time.
- Describe how the business uses social media to promote products, engage with customers and build branding.
- Define PNs, cross-promotion, analytic tools and pirate metrics.
- Analyze an e-commerce site for its effectiveness.

