**Course Description:**

Digital Marketing and Management explores how businesses identify and apply tools, strategies and processes to communicate digitally with targeted customers. Learners will develop knowledge and skills in the use of multiple digital marketing strategies, including social media, e-mail, websites, mobile marketing, etc. This course also incorporates learning outcomes in project, process and information management.

**Strand 1. Business Operations/21st Century Skills**

Learners apply principles of economics, business management, marketing and employability in an entrepreneur, manager and employee role to the leadership, planning, developing and analyzing of business enterprises related to the career field.

**Outcome 1.1 Employability Skills**

Develop career awareness and employability skills (e.g., face‐to‐face, online) needed for gaining and maintaining employment in diverse business settings.

**Competencies**

1.1.1 Identify the knowledge, skills and abilities necessary to succeed in careers.

1.1.2 Identify the scope of career opportunities and the requirements for education, training, certification, licensure and experience.

1.1.3 Develop a career plan that reflects career interests, pathways and secondary and postsecondary options.

**Outcome 1.2 Leadership and Communications**

Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.

**Competencies**

1.2.2 Deliver formal and informal presentations.

1.2.5 Communicate information (e.g., directions, ideas, vision, workplace expectations for an intended audience and purpose.

1.2.9 Identify advantages and disadvantages involving digital and/or electronic communications (e.g., common content for large audience, control of tone, speed, cost, lack of non-verbal cues, potential for forwarding information, longevity).

1.2.10 Use interpersonal skills to provide group leadership, promote collaboration, and work in a team.

1.2.12 Use technical writing skills to complete forms and create reports.

**Outcome 1.4 Knowledge Management and Information Technology**

Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations

**Competencies**

1.4.2 Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).

**Strand 3. Business Communications**

Learners communicate with internal and external stakeholders by applying relationship management techniques and business communication processes and strategies.

**Outcome 3.1 Customer Relations**

Develop, maintain and grow positive internal and external customer relationships.

**Competencies**

3.1.2 Describe how the use of technology can impact customer relationships.

3.1.5 Describe the importance of maintaining confidentiality and security of customer information.

3.1.9 Identify opportunities to use social media to develop and maintain customer relationships.

**Outcome 3.3 Business Communications Management**

Plan, create and evaluate internal and external business communications.

**Competencies**

3.3.2 Explain how the content of communications creates reputational, legal and regulatory exposure for organizations; and describe how to manage the risk individually and collectively.

3.3.3 Implement strategies to solicit feedback.

3.3.4 Develop persuasive communications to gain audience commitment.

3.3.6 Develop, implement, monitor, adjust and repurpose content for an intended audience and purpose.

3.3.7 Describe the purpose of business communications in managing crises.

3.3.8 Develop an integrated approach for creating communications that provides for consistent branding and messaging across channels.

3.3.9 Interpret research data into information for decision-making (e.g., interpret descriptive statistics, correlations), and translate findings into actionable business recommendations.

3.3.10 Communicate research information to others using creative visual and interactive elements.

3.3.11 Identify strategies to promote diversity, equity and inclusion in business communications.

3.3.12 Implement digital communications strategies.

**Outcome 3.4 Marketing Communications**

Communicate information about products, services, images or ideas.

**Competencies**

3.4.1 Describe types of promotional channels used to communicate with targeted audiences (e.g., word-of-mouth, direct, advertising, social).

3.4.2 Explain the types of media used in advertising.

3.4.3 Identify and explain the components of an advertisement.

3.4.4 Critique advertisements to ensure achievement of goals or objectives.

3.4.5 Analyze the impact of an audience's culture on marketing communications.

3.4.6 Explain the role and function of product placement as a communication tool to increase brand awareness.

3.4.7 Explain the role and function of direct marketing strategies (e.g., direct mail, email, phone calls, texting).

3.4.8 Explain the role and function of indirect marketing strategies (e.g., social media, search engine optimization [SEO], referral and loyalty rewards, online reviews, video and image content, crowdsourcing).

3.4.9 Develop and critique content for use in inbound and outbound marketing communications.

3.4.10 Describe design principles used in visual marketing communication.

**Outcome 3.5 Social Media Communications**

Plan, create and evaluate social media communications.

**Competencies**

3.5.1 Describe how personal social media use can impact the business.

3.5.2 Compare and contrast the use of social media for personal and business purposes.

3.5.3 Evaluate the impact of mobile-device capabilities and usage patterns on social media effectiveness.

3.5.4 Establish and implement approaches to grow following and engagement, both paid and organic.

3.5.5 Maintain a consistent brand voice in social content that resonates with the community and fits the platform.

3.5.6 Monitor user-generated content (UGC), and moderate social chats.

3.5.7 Escalate social comments as necessary to solicit appropriate responses and highlight opportunities.

3.5.8 Maintain and manage day-to-day content on social platforms and company’s community-based forums.

3.5.9 Develop and package content for distribution.

3.5.10 Monitor daily social media analytics to gauge success of social media efforts and initiatives.

3.5.11 Identify opportunities and trends in social media.

3.5.12 Implement a social media strategy that complies with regulatory requirements, policies and procedures.

3.5.13 Identify emerging customer trends through social networking.

**Strand 5. Marketing**

Learners create, communicate and evaluate business offerings by applying marketing functions.

**Outcome 5.1 Marketing Fundamentals**

Identify principles of marketing and marketing functions.

**Competencies**

5.1.5 Explain the role and function of marketing information management (e.g., types of relevant information, uses, legal and ethical considerations).

5.1.12 Explain the impact of technology on marketing costs, marketing strategy and marketing return on investment.

**Outcome 5.3 Marketing Information Management**

Collect, analyze and distribute marketing information.

**Competencies**

5.3.2 Determine the relevancy of information for marketing purposes.

5.3.3 Describe data and reports that are monitored for marketing decision-making.

5.3.4 Communicate marketing-information that delivers relevant insights into issues, problems, questions or opportunities.

5.3.5 Analyze business information to monitor brands and changes that could impact marketing (e.g., customer databases, partners’ and competitors’ activities, sales and operational data, business environment including other industries).

5.3.6 Identify challenges associated with data relevance and usability.

**Outcome 5.4 Marketing Research**

Apply qualitative and quantitative research methods to collect, analyze and distribute marketing data.

**Competencies**

5.4.1 Explain the role and function of marketing research.

5.4.8 Apply analytical tracking tools to manage and perform marketing research activities.

5.4.9 Identify and apply techniques used to analyze marketing research data.

5.4.10 Synthesize marketing research data for dissemination (e.g., code research data, transcribe conversations, tabulate data, analyze narrative text).

5.4.13 Apply marketing analytics.

5.4.14 Create dashboards and reports to measure marketing performance.

5.4.16 Apply data to support real-time customization of customer interactions.

**Outcome 5.5 Market Planning**

Identify, select and evaluate marketing strategies to reach targeted audiences.

**Competencies**

5.5.1 Distinguish between marketing strategies and tactics.

5.5.2 Explain the considerations used to develop and implement marketing strategies.

5.5.3 Describe the concept of market and market identification.

5.5.4 Identify market segments and select target market(s).

5.5.5 Profile target customer to determine market needs and customer demand for products and services.

5.5.10 Set marketing goals and budget to achieve business objectives.

5.5.11 Identify marketing metrics to evaluate performance of marketing activities and return on marketing investment (ROMI).

5.5.12 Develop a marketing plan.

**Outcome 5.7 Product and Service Management**

Develop, maintain and promote a product and/or service mix aligned to market research opportunities.

**Competencies**

5.7.1 Explain the role and function of quality assurances (e.g., guarantees, warranties, standards).

5.7.10 Implement techniques to increase customer exposure to products.

5.7.13 Evaluate promotional strategies and activities.

**Outcome 5.8 Branding**

Apply branding methods to increase brand equity.

**Competencies**

5.8.1 Explain the role and function of customer voice in branding and how it varies across media and channels.

5.8.2 Identify customer touch points, and align branding strategies to ensure appropriate and consistent end-to-end communications and actions.

5.8.5 Position products or services to support the brand.

5.8.7 Develop and implement strategies to build brand by creating relevant, personalized experiences for customers.

5.8.9 Communicate brand values to customers and employees.

5.8.10 Assess customer experiences and evaluate consistency in delivering on brand values.

**Strand 6. Business Management**

Learners identify and apply policies, processes and strategies for effective management of information, projects, strategy and talent.

**Outcome 6.4 Project Management**

Plan, manage and evaluate projects.

**Competencies**

6.4.1 Compare and contrast the role and responsibilities of project sponsors, project managers, and project team members.

6.4.2 Explain the impact of expectation setting on project outcomes.

6.4.3 Define project objectives, scope, outputs, and resource requirements (i.e., project charter and statement of work).

6.4.6 Manage project schedule, monitor completion status, identify potential delays and review costs.

6.4.8 Manage the project team throughout the project to reduce conflict, minimize rework, and meet the project objectives (e.g., enforce ground rules, identify and provide training, facilitate cross-team communications, catalog and resolve issues, provide feedback).

6.4.10 Evaluate project results (e.g., compare project results to expectations, conduct surveys, review lessons learned), and recommend follow-up actions.

**Strand 8. Data and Process Management**

Learners apply principles of business process management to collect, analyze and distribute data and maintain business knowledge and information systems.

**Outcome 8.4 Business Applications**

Plan, create and evaluate technology applications.

**Competencies**

8.4.3 Implement collaborative or groupware and cloud computing applications to facilitate business operations.

8.4.4 Research and use website creation tools to post web pages and storefronts that support multimedia use and achieve operational metrics (e.g., load time, availability, usability, search engine optimization) on multiple devices and platforms.

8.4.5 Research and incorporate visual, interactive and social media content into business communications.

8.4.7 Develop, test and maintain a multimedia website.

8.4.8 Monitor operational performance metrics for a multimedia website.

8.4.9 Evaluate the scalable design requirements for a multimedia website.

**Outcome 8.5 Knowledge Management**

Identify, select and evaluate knowledge management policies, processes and strategies.

**Competencies**

8.5.5 Describe online networks and tools to disseminate knowledge and effective practices (e.g., document libraries, Wikis, blogs, social networking sites or services, knowledge clusters, expert locators, collaborative virtual workspaces, interfaces).

8.5.7 Explain how knowledge management metrics are used to evaluate information system performance.

8.5.8 Maintain knowledge management systems (e.g., incorporate new social networks, identify or create new queries, purge outdated information).