

INTERNET MARKETING

Internet Marketing is a one-credit course which focuses on applying tools, strategies and processes to communicate digitally with targeted customers. Emphasis is placed on creating, implementing, and critiquing online advertising, email marketing, websites, social media, mobile marketing, search-engine optimization, video/images, and podcasts/webcasts. Students will apply project management techniques to guide and control digital communications efforts. They will also create and repurpose content for use in digital environments. Technology, employability skills, leadership and communications will be incorporated in classroom activities. Internet Marketing can be taught in Grades 9-12. It is recommended that students enroll in an introductory marketing course prior to taking Internet Marketing.

Career and technical student organizations are integral, co-curricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

Students will:

Career Readiness Skills

1. **Develop career awareness and employability skills (e.g., face-to-face, online) needed for gaining and maintaining employment in diverse business settings.**
 - a. **Identify the scope of career opportunities and the requirements for education, training, certification, licensure, and experience.**
 - b. **Utilize websites and social media to build, maintain, and promote personal brand.**

Leadership and Communications

2. **Process, maintain, evaluate and disseminate information in a business. Develop leadership and team building to promote collaboration.**
 - a. **Deliver formal and informal presentations.**
 - b. **Use negotiation and conflict-resolution skills to reach solutions.**
 - c. **Communicate information (e.g., directions, ideas, vision, workplace expectations for an intended audience and purpose).**
 - d. **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).**
 - e. **Use interpersonal skills to productively lead and work in a team.**
 - f. **Use technical writing skills to complete forms and create reports.**
 - g. **Identify stakeholders and solicit their opinions.**

Knowledge Management and Information Technology

3. **Demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations.**
 - a. **Select and use software applications to locate, record, analyze and present information (e.g., word processing, e-mail, spreadsheet, databases, presentation, Internet search engines).**

Customer Relations

4. Apply techniques, strategies and tools to develop, maintain and grow positive internal and external customer, or client, relationships.
 - a. Build, maintain, and improve relationships with customers or clients; and promote brand and solicit new ideas and solutions using social media.
 - b. Identify opportunities to use crowdsourcing to engage customers or clients, improve customer or client relationships, promote brand, and solicit new ideas and solutions.

Business Communications Management

5. Apply strategies and procedures to plan, create, implement, and evaluate internal and external company communications.
 - a. Explain how the content of written communications (e.g., email, text messages, chats) create reputational, legal and regulatory exposure for organizations and describe how to manage the risk individually and collectively.
 - b. Implement strategies to solicit feedback.
 - c. Develop, implement, monitor, and adjust communication plans to meet the information needs of internal and external customers.
 - d. Collaborate on and aggregate complex internal documents to create a common voice that is vision, mission and brand-consistent.
 - e. Develop a crisis-management plan to control communications and mitigate damage to a company's image.
 - f. Develop an integrated approach for social media content creation that provides for consistent branding and messaging across channels for original and repurposed content.

Fundamentals of Marketing in a Digital World

6. Compare the marketing concept and marketing mix in a digital environment.
 - a. Explain the differences between traditional, digital, and social media marketing.
 - b. Explain the functions of marketing and the application of each in a digital environment.
 - c. Explain essential terms and components related to digital and social media marketing.
 - d. Distinguish among market identification, market segmentation, and target marketing as it relates to digital and social media marketing.
 - e. Evaluate how diverse economic systems and cultures impact digital marketing.
 - f. Describe branding and its importance in digital and social media marketing.
7. Explain the product life cycle and the importance of developing new products/services to stay competitive.
 - a. Identify the four stages through which products/services move.
 - b. Identify reasons why the development and modification of new products/services are essential to meet consumer needs and wants.
 - c. Implement techniques to increase customer exposure to products/services.
8. Examine recent trends in digital and social media marketing.
 - a. Demonstrate Web searching techniques and strategies.
 - b. Create a business/marketing plan for an Internet-based business.

Marketing Information Management

9. Apply the concepts, systems and tools needed to gather, synthesize, evaluate and disseminate marketing information for use in making business decisions that achieve organizational goals and objectives.
 - a. Identify challenges associated with determining the relevance and usability of data in a globally connected, digital society (i.e., unstructured data).

Marketing Research

10. Apply qualitative and quantitative research methods, techniques and tools to gather, synthesize, evaluate and disseminate information about a specified problem, issue or opportunity for use in making business decisions that achieve organizational goals and objectives.

Branding

11. Apply branding techniques and methods to acquire position in the minds of internal and external customers that is consistent with organizational goals and objectives.
 - a. Identify types of brands, such as manufacturers' brands, intermediaries' brands, national brands, private brands, and generic brands.
 - b. Describe the role and importance of customer voice in branding and how this voice may vary across media and channels.
 - c. Develop and implement strategies to build brand by creating relevant, personalized experiences for customers.

Tools and Tactics for Internet Marketing

12. Analyze the purposes and objectives of an organization's Web site.
 - a. Describe the essential resources and explore the tools that can be used to create a web site.
 - b. Describe the importance of registration and protection of domain names.
 - c. Apply writing strategies for the Web.
 - d. Identify the steps for designing a Web site.
 - e. Evaluate data collection and payment options for Web sites.
 - f. Evaluate the effectiveness of a Web site.
13. Apply tools, strategies and processes to plan, create, implement, monitor and evaluate social media communications to support corporate brand and strategy.
 - a. Determine how email can be used for marketing.
 - b. Describe types of digital advertising.
 - c. Describe uses of social media for marketing activities.
 - d. Evaluate the impact of mobile-device capabilities and usage patterns on social media effectiveness.
 - e. Establish and implement approaches to grow following and engagement, both paid and organic.

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- f. Maintain a consistent brand voice in social content that resonates with the community and fits the platform.
 - g. Develop and package content for social distribution, showcase articles, video, galleries and shows.
 - h. Monitor daily social media analytics to gauge success of social media efforts and initiatives.
 - i. Identify opportunities and trends in the social media space (e.g. demographic preferences).
 - j. Implement an integrated social media strategy that complies with legal requirements and company policy.
 - k. Identify emerging customer trends through social networking.
14. Analyze the importance of measuring, monitoring, and evaluating digital and social media marketing performance.

Marketing Communications

15. Apply the concepts and determine the strategies needed to communicate information about products, services, images or ideas to achieve desired outcomes that support organizational goals and objectives.
- a. Explain types of media used in advertising (e.g., print, broadcast, digital, out-of-home, specialty, direct mail, product placement) and the types of advertisements used by those media.
 - b. Critique advertisements to ensure achievement of goals or objectives.
 - c. Explain considerations affecting global marketing communications.
 - d. Identify product-placement opportunities, and use them to promote products.
 - e. Execute direct marketing strategies to attract attention and build brand (e.g., direct mail, online advertising, email marketing, websites, social media, podcasts and webcasts, videos and images, mobile, search engine optimization, crowdsourcing).
 - f. Employ sales-promotion activities to inform or remind customers of business or product (e.g., signage, slogans and taglines, brand identifiers, frequency or loyalty programs, specialty promotions, special events, trade shows or expositions, web games).

Exploring the Historical, Ethical, Legal, and Security Aspects and Trends of Digital and Social Media Marketing

- 16. Examine the historical and recent trends of digital and social media marketing.
- 17. Explain and examine legal, ethical, governmental, and security issues related to digital and social media marketing.
- 18. Identify and research top digital and social media influencers.

Preparing for a Career in Digital Marketing and Social Media Marketing

- 19. Research career opportunities in the field of digital and social media marketing, including entrepreneurship opportunities.
 - a. Describe the basic strategies for seeking employment.

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- b. Identify options for career development and professional growth in the field of digital and social media marketing.
20. Prepare and enhance a resume' and career portfolio.
 21. Explain partnership opportunities in digital and social media marketing.

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