



Course Proposal for Board Approval

Department: **Business Ed**

The department intends to **add a class** for the upcoming school year.

Course title: **Digital Marketing**

The course will be a(n) **Elective** class that lasts a **Semester**.

Grade levels eligible for enrollment: **Grade 10, Grade 11, Grade 12**

Prerequisites if any: **Either Intro to Marketing or Intro to Business**

Describe how the course aligns with the department's vision and mission: **In this course, students will learn how businesses and individuals integrate digital and social media tools to strengthen a brand and/or grow a business. Students will apply creativity and marketing skills to analyze and produce digital and social media content and promotions using current industry applications. The course will also incorporate a simulation that allows students to practice managing a simulated budget, respond to customers, and plan and analyze the success of a social media campaign.**

Rationale: Digital/Social Media marketing is an essential component of 21st Century learning and skill development in Business and Marketing career clusters. Businesses cannot survive without utilizing this method of marketing. Our students should have the opportunity to learn and practice these real-world/relevant skills in our Marketing career pathway.

This course directly correlates with our goals and vision of career readiness, as well as providing a sound base knowledge of skills for those entering college in the area of business and marketing.

Identify the content standards: **MME.DMKT.1.A.i.1: Discuss the benefits of online reputation management and websites where customers post company and product reviews: Google Search, Yelp, Facebook, etc.**

MME.DMKT.1.A.a.1: Demonstrate strategies to monitor online brand and reputation: check review platforms often, identify and follow industry hashtags, use automated tools, establish management strategy, etc.

MME.DMKT.1.B.a.1: Demonstrate strategies to track analytics: identify the most relevant data, determine metrics, create goals, track progress, identify trends and respond accordingly, report regularly, make informed decisions, etc.

MME.DMKT.1.A.a.2: Distinguish between online reputation-monitoring and online reputation management.

MME.DMKT.1.B.i.2: Identify common analytics tools (e.g., Google Analytics, HubSpot, Marketo, Eloqua, Pardot, etc.) and common digital marketing metrics (e.g., traffic, clickthrough rates, page views, impressions, conversions, etc.).

MME.DMKT.2.A.i.1: Describe common career paths in digital marketing.

MME.DMKT.3.A.a.1: Create appropriate digital marketing strategies.



MME.DMKT.3.A.a.2: Explain the benefits of digital marketing.

MME.DMKT.3.B.i.1: Discuss the ethics of using customer information for targeted online advertising.

MME.DMKT.3.B.b.2: Describe the impact of digital marketing on a company's reputation.

MME.DMKT.3.C.a.1: Describe challenges and factors impacting the effectiveness and success associated with online advertising.

MME.DMKT.4.A.i.2: Identify ways in which potential customers interact with business websites: view products, read reviews, watch informative videos, ask questions, make purchases, etc.

MME.DMKT.4.B.a.1: Differentiate among social media platform-specific strategies in digital marketing efforts: frequency, timing, content, engagement, etc.

MME.DMKT.4.B.a.2: Describe best practices for using social media in digital marketing efforts.

MME.DMKT.4.D.a.1: Explain why businesses should amplify content on various channels, such as social media, blogs, ads, emails, etc.

MME.DMKT.4.D.a.2: Describe the benefits of encouraging consumers to share online content.

MME.DMKT.4.D.i.2: Discuss the importance of conducting research on a target audience

MME.DMKT.5.A.a.1: Demonstrate techniques used to develop a digital marketing campaign: define goals, identify the target market, determine social media channels, build consumer persona, assess budget, determine the call to action, etc.

MME.DMKT.5.A.a.2: Explain the benefits of using a social media content calendar as part of a digital marketing campaign.

MME.DMKT.6.A.a.1: Explain the process of measuring social media success: determine objectives, set metrics and goals, track and measure performance, adjust accordingly, report findings, share insights.

MME.DMKT.6.A.b.3: Determine what makes a social-media post or campaign successful.

MME.DMKT.6.B.i.3: Discuss the importance of real-time data.

MME.DMKT.7.A: Analyze the use of advanced technologies in digital marketing to generate demand.

MME.RMGT.1.D.b.2: Identify types of social media strategies used to obtain customers in a retail setting

Outline the major concepts included in the course: I'm unsure of pacing due to weaving in the Stukent simulation to practice the concepts taught in class. I will be going through the simulation if/once approved to develop a more precise timeline.

-What is Digital Marketing and its purpose/use

-Online Reputation Management

-Social Media, Content and Channels

-Strategy and Campaigns

-Analytics

-Ethics, Careers and the Future

Describe the learning activities: **Discussions**

Presentations

Project Based Learning/Practice/Developing online content fictitious and actual events

Simulation: Practicing the content in a contained/safe digital environment using the Stukent simulation



Describe how the course aligns with the current scope and sequence. **This course would be under our new Marketing Pathway following our intro courses.**

The methods for evaluation include: **Rubrics and skills checklists on presentations and PBL
Exit tickets on learning targets
Simulation paced grading on outcomes outlined**

The criteria for intervention and/or enrichment include: **Intervention: Students falling behind individually or with their teams (by teacher or team observation); lack of contribution, low scores, “basic” projects being developed
Enrichment: If students are finishing projects/content too early with proficiency**

Additional supplies and equipment with an estimate: **Stukent Simulation + Course Material Bundle (includes all bus/mktg courses in the bundle which would add an additional engaging tool to our other curriculum areas and/or could serve as enrichment for students to explore): \$4800
One Course Bundle: \$1495
Microphones: 200
Tripods: 60
Connection Cables: 20
Green Screen + Extra backdrops: 200
Digital Cameras: 600**

Required text for review: **N/A**

Additional information: **No - N/A**

Department Member's Signatures of Support:

Date: