



<i>Unit</i>	<i>Essential Questions</i>	<i>Content</i>	<i>Skills</i>	<i>Vocabulary</i>	<i>Formative &amp; Summative Assessments</i>
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<p><b>What is Digital Marketing?</b> (Week 1, 1 Week)</p>	<p>What is Digital Marketing and why is it important in a global economy? How do businesses use Digital Marketing to market their businesses/products?</p>	<p>Students will understand what Digital Marketing is, its role in a global economy, and how businesses use it to market themselves as well as their products.</p>	<p>Students will be able to recognize real-life examples of Digital Marketing.</p>	<p>Marketing eCommerce Media Planning Branding On-Line Advertising Display Advertising Digital Campaigns Social Media Marketing Mobile Media</p>	<p><b>Marketing Awareness</b> <b>Formative:</b> <b>Performance:</b> <b>Authentic Task</b> Students will consider various businesses/products which they are familiar with and discuss the various ways these businesses/products market themselves using traditional as well as digital marketing.</p>
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<b>Brand and Positioning</b> (Week 2, 16 Weeks)	What is a brand? What is a logo? What is branding? How is branding used to position and market a business and/or product?	Students will understand how the marketing industry works through branding and positioning of products.	Students will be able to: 1) define various marketing terms including: brand, brand name, brand mark/logo, generic brand, brand recognition, brand preference, private/store brand, licensing, and the role of psychology in consumerism; 2) list the characteristics of a good brand image; 3) describe the branding and licensing process; 4) explain how branding helps consumers identify products and how marketers differentiate products; 5) explain the difference between brand name & trade name; 6) explain the importance of logos, slogans, color, lighting, music and emotion and the part they play in consumer psychology; 7) understand market segmentation; and 8) describe how industry rivals, threat of new entrants, bargaining power of suppliers, threat of substitutes, and bargaining power of buyers effects position of products.	brand brand name brand mark logos trade name private/store brand generic brand brand recognition slogans brand preference licensing psychology of consumerism image branding and licensing process market segmentation (behavioristic, psychographic, demographic, geographic)	<b>Branding Activity</b> <b>Formative: Performance: Authentic Task</b> Students will research a business and identify its brand, logo, and slogan and identify how marketing is used differentiate and identify its products. <b>Note: this is 1 of 4 required performance objectives for the course.</b>  <b>Unit Exam Summative: Test: Common</b> Unit Exam
<b>E-Commerce Basics</b> (Week 3, 3 Weeks)	How do businesses use social networks such as Facebook and Google + to market themselves and/or their products? Why would businesses include social media sites in their marketing plans/budgets?	Students will: 1) gain an understanding of the basics of e commerce; 2) understand how domain names work; 3) understand measurement tools used by e-commerce websites; and 4) grasp the importance of e commerce for a business.	Students will be able to: 1) identify and describe the four major types of e commerce that are used today; 2) understand what a domain name is and what types of Top Level Domains (TLDs) exist (.com, .org, .net, .gov, .net, .edu, etc.); 3) describe basic measurement tools that are used by e commerce sites to track and improve website functionality; 4) analyze the importance of e commerce on a business entity; 5) name and describe important elements of an e commerce websites; 6) explain the importance of a landing page for a company; and 7) identify	Business to Business (B2B) Business to Consumer (B2C) Consumer to Consumer(C2C) Consumer to Business (C2B) Top Level Domains (TLDs) (.com, .org, .net, .gov, .net, .edu, etc.) measurement tools	<b>e Commerce Research Project</b> <b>Formative: Performance: Authentic Task</b> Using the internet, research and identify four types businesses that use e commerce today (B2B, B2C, C2C, and C2B). Identify

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			the major types of payment options that an e-commerce website could use.	<p>website functionality (bounce rate, conversion rate, conversions,</p> <p>conversion funnel, cart abandonment rate, page views, click path, unique visitors, repeat visits, exit pages) elements of an e-commerce website (logical layout or road map, crucial business information, clear website navigation, security, social media integration, mobile friendly version, website branding, Call to Action (CTA), customer reviews, electronic shopping cart, etc.)</p> <p>an e-commerce landing page</p> <p>payment options (Square, PayPal, Google Wallet, Apple Pay, Amazon Payments, Dwolla, BitCoin, credit cards, etc.)</p>	<p>the elements that create success for these businesses from their website.</p> <p><b>Note: this is the 2nd of 4 Performance Objectives that are required for the course.</b></p> <p><b>Unit Exam Summative:</b> <b>Test: Common</b> Unit Exam</p>

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<p><b>Content Creation</b> (Week 6, 3 Weeks)</p>	<p>How important is "Content Marketing" in the function of a business? What makes good content? How does a business analyze its content?</p>	<p>Students will understand the role and importance of content creation. They will be able to name different types of content, basics of good content, and explain how content "goes viral."</p>	<p>Students will be able to: 1) define content marketing and explain its importance in e commerce; 2) name twelve types of content that are used today (email, spam, opt in email, opt out email, Listserv, Social Media, Video, Infographic, Lists, Podcasts, How to Guides, MEME, Image, Newsletter, Webinar); 3) describe a content audit and analyze basic tactics to create good content; 4) explain how content "goes viral" and list four factors that can help content spread: a. positive content is more viral than negative b. if content evokes emotion it is more likely to go viral c. Useful content gets shared and d. people love a visual link to content; and 5) <b>optional</b> students will create a basic webpage using web coding/CSS or use WordPress/Weebly/Square space create a webpage with appropriate content as defined above.</p>	<p>content marketing content creation (email, spam, opt in email, opt out email, Listserv, Social Media, Video, Infographic, Lists, Podcasts, How to Guides, MEME, Image, Newsletter, Webinar) a content audit "going viral" web coding/CSS WordPress/Weebly/Square space</p>	<p><b>Webpage Creation</b> <b>Formative:</b> <b>Performance:</b> <b>Authentic Task</b> Students will create a basic webpage with appropriate content using web coding/CSS or WordPress/Weebly/Square space. <b>Note: this is an optional activity but would fulfill 1 of the 4 Performance Objectives for the course.</b>  <b>Unit Exam</b> <b>Summative:</b> <b>Test: Common</b></p>

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<p><b>Digital Advertising</b> (Week 9, 3 Weeks)</p>	<p>What are some different digital advertising techniques used? How is this type of advertising paid for? How do marketers get their advertisements seen online and how do they assure that their ads reach their target markets?</p>	<p>Students will understand different digital advertising techniques, payment methods for advertising, ways to get advertisements seen online, and different ways that ads are targeted towards users.</p>	<p>Students will 1) understand the role of advertising and describe the types of ads used by a company; 2) be able to identify seven payment methods for online advertising; 3) be able to describe the different tactics (SEO, PPC, Adwords, Retargeting) a company can use to get its ads to appear in front of a user; and 4) characterize six different types of ad targeting techniques that are used online.</p>	<p>advertising types of ads payment methods for online advertising advertising tactics (SEO, PPC, Adwords, and Retargeting) online ad targeting techniques</p>	<p><b>Online Advertising Research Project</b> <b>Formative:</b> <b>Performance:</b> <b>Authentic Task</b> Using the internet, students will research existing online advertisements identifying advertisement targeting technique characteristics. <b>Note: this is the third of four Performance Objectives that are required for the course.</b>  <b>Unit Exam</b> <b>Summative:</b> <b>Test: Common</b></p>

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<p><b>Social Media</b> (Week 12, 2 Weeks)</p>	<p>How do businesses use Social Media to market their products? How does one reach its target market using social media marketing? How can social media marketing compliment other marketing strategies incorporated by a business?</p>	<p>Students will understand the uses of social media in marketing and how it integrates with traditional marketing.</p>	<p>Students will be able to: 1) define the most popular and most current social media outlets (Snapchat, Instagram, Facebook, Tumblr, MySpace, LinkedIn, etc.) and understand the role that each plays in the digital marketing of products and services; 2) describe how social media is used for promotion, engagement of customers, customer service, brand building, item research, and sales; 3) explain how social media communities can be used for market research. (ie. customer interaction, sharing information, product recommendations); 4) list how social media provides brand visibility and authority; 5) explain how brand influence and promotion of products and services is done through social media; and 6) describe and define how social media drives traffic for advertisement revenue.</p>	<p>social media outlets -Snapchat -Instagram -Facebook -Tumblr -MySpace -LinkedIn -photo sharing sites promotion customer service branding building item research sales market brand visibility brand influence brand authority promotion promotional mix (advertising, personal selling, publicity, and sales promotion) products (goods and services) advertisement revenue distribution channels of distribution</p>	<p><b>Social Media Research Assignment</b> <b>Formative:</b> <b>Performance:</b> <b>Authentic Task</b> Locate a current article/event on the following topic: Business using social media marketing to promote products. Describe how the business uses social media to promote products and sales, engage customers, provide customer service, and build branding. <b>Note: this is the final Performance Objective required for the course.</b></p> <p><b>Unit Exam</b> <b>Summative:</b> <b>Test: Common</b></p>
<p><b>App Marketing</b> (Week 14, 2 Weeks)</p>	<p>What is an app? How are apps used to market goods and services?</p>	<p>Students will understand the different elements of app marketing including both pre and post launch.</p>	<p>Students will be able to: 1) define common terminology as it relates to apps; 2) list and define the various types of hashtags; 3) understand pre-launch activities; 4) list and understand the different elements of a press</p>	<p>ASO growth hacking Call-to-Action (CTA) landing page social pluggins</p>	<p><b>New app Press Release</b> <b>Formative:</b> <b>Performance:</b> <b>Authentic Task</b></p>

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release; 5) explain the importance of a promotional video and where and how it can be utilized in order to optimize exposure; 6) understand the importance of marketing within the publication of your app; 7) list and define different publishing elements; 8) understand various post-launch activities; 9) define: push notifications PNs and how are they're best used, cross-promotion and cross-promotion networks and how they're best used, analytic tools and the advantages and disadvantages of using free vs. paid sites, PIRATE METRICS (Acquisition, Activation, Retention, Referral, Revenue); and 9) list various online ways to obtain the pulse of your consumer (app store, social media sites).

key influencers  
brand advocates  
online communities  
hashtags (brand, campaign, trending, content, product, location).  
press releases (header, subject line, introduction, screenshots, body, key facts, website, about, ###, contact details).  
promotional videos  
App Stores (Apple, Amazon, and Google Play)  
YouTube  
Website  
Facebook  
publishing elements (name, keywords, description, screenshots, icon, category).  
post-launch activities  
push notifications (PNs) a  
cross-promotion  
cross-promotion networks  
analytic tools  
free vs. paid sites.  
PIRATE METRICS (Acquisition, Activation, Retention, Referral, Revenue)  
consumer pulse

Students will create a press release for a new app to generate awareness and create "buzz".

**Unit Exam Summative: Test: Common**

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<b>Digital Marketing Careers</b> (Week 16, 2 Weeks)	What kind of jobs/careers exist in the Digital Marketing Industry? Are there opportunities for advancement in this career pathway? How does one prepare for a career in the Digital Marketing Industry?	Students will understand careers available in the digital marketing industry.	Students will: 1) identify and classify career opportunities in digital marketing; 2) determine personal traits and characteristics that support these types of jobs; 3) understand Career and Technical Education (CTE) high school to college & Career Pathways that relate to careers in marketing and other classes related to these pathways; 4) identify secondary certifications and/or degrees needed for these types of careers; 5) be able to explain common human resources practices in regards to employees; and 6) understand the importance of personal marketing pertaining to career opportunities.	Career opportunities in digital marketing -PPC Manager -Content Manager -SEO -Social Media Manager -Web Analyst -others Career and Technical Education (CTE) Career Pathways Secondary Certifications and/or college degrees (Associate, Bachelor, Master, and Doctorate) human resources practices (resumes, career portfolios, job interview skills, dress for success, etc.) personal marketing	<b>Career Research Project</b> <b>Formative: Oral: Oral Report</b> Students will research various careers in the Digital Marketing Industry and report their findings to the class.
<b>State Exam Review and Exam</b> (Week 18, 1 Week)					

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