Marketing Career Cluster
Promotion and Digital Marketing
Course Number 08.45100

Course Description:

Promotion and Digital Marketing is the second course in the Marketing Communications and Promotions pathway. This course focuses on the performance of key responsibilities for promotion with a focus on digital marketing concepts. Students develop skills in digital marketing, analytics, branding, advertising, public relations, and special promotions.

In order to increase the number of application experiences, students should participate in (1) Work-Based Learning (WBL) activities in the classroom and perhaps in a formal WBL Program; (2) DECA Career and Technical Student Organization competitive events that are directly aligned with course standards and (3) a School-Based Enterprise. The prerequisite for this course is Marketing Principles.

Course Standard 1

MKT-PDM-1

The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

Standard: Demonstrate employability skills required by business and industry.

The following elements should be integrated throughout the content of this course.

1.1   Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.

Person-to-Person Etiquette	Telephone and Email Etiquette	Cell Phone and Internet Etiquette	Communicating At Work	Listening
Interacting with Your Boss	Telephone Conversations	Using Blogs	Improving Communication Skills	Reasons, Benefits, and Barriers
Interacting with Subordinates	Barriers to Phone conversations	Using Social Media	Effective Oral Communication	Listening Strategies
Interacting with Co-workers	Making and Returning Calls		Effective Written Communication	Ways We Filter What We Hear
Interacting with Suppliers	Making Cold Calls		Effective Nonverbal Skills	Developing a Listening Attitude
	Handling Conference Calls		Effective Word Use	Show You Are Listening

	Handling Unsolicited Calls		Giving and Receiving Feedback	Asking Questions
				Obtaining Feedback
				Getting Others to Listen

Nonverbal Communication	**Written Communication**	**Speaking**	**Applications and Effective Résumés**
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter
Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé
Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

1.2   Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

Teamwork and Problem Solving	**Meeting Etiquette**
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

1.3   Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

Problem Solving	**Customer Service**	**The Application Process**	**Interviewing Skills**	**Finding the Right Job**
Transferable Job Skills	Gaining Trust and Interacting with Customers	Providing Information, Accuracy and Double Checking	Preparing for an Interview	Locating Jobs and Networking
Becoming a Problem Solver	Learning and Giving Customers What They Want	Online Application Process	Questions to Ask in an Interview	Job Shopping Online
Identifying a Problem	Keeping Customers Coming Back	Following Up After Submitting an Application	Things to Include in a Career Portfolio	Job Search Websites
Becoming a Critical Thinker	Seeing the Customer's Point	Effective Résumés:	Traits Employers are Seeking	Participation in Job Fairs

Managing	Selling Yourself and the Company	Matching Your Talents to a Job	Considerations Before Taking a Job	Searching the Classified Ads
	Handling Customer Complaints	When a Résumé Should be Used		Using Employment Agencies
	Strategies for Customer Service			Landing an Internship
				Staying Motivated to Search

1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers
Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss
Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply teamwork skills.

Expected Work Traits	Teamwork	Time Management
Demonstrating Responsibility	Teamwork Skills	Managing Time
Dealing with Information Overload	Reasons Companies Use Teams	Putting First Things First
Transferable Job Skills	Decisions Teams Make	Juggling Many Priorities
Managing Change	Team Responsibilities	Overcoming Procrastination
Adopting a New Technology	Problems That Affect Teams	Organizing Workspace and Tasks
	Expressing Yourself on a Team	Staying Organized
	Giving and Receiving Constructive Criticism	Finding More Time

		Managing Projects
		Prioritizing Personal and Work Life

1.6   Present a professional image through appearance, behavior, and language.

On-the-Job Etiquette	Person-to-Person Etiquette	Communication Etiquette	Presenting Yourself
Using Professional Manners	Meeting Business Acquaintances	Creating a Good Impression	Looking Professional
Introducing People	Meeting People for the First Time	Keeping Phone Calls Professional	Dressing for Success
Appropriate Dress	Showing Politeness	Proper Use of Work Email	Showing a Professional Attitude
Business Meal Functions		Proper Use of Cell Phone	Using Good Posture
Behavior at Work Parties		Proper Use in Texting	Presenting Yourself to Associates
Behavior at Conventions			Accepting Criticism
International Etiquette			Demonstrating Leadership
Cross-Cultural Etiquette			
Working in a Cubicle			

Support of CTAE Foundation Course Standards and Georgia Standards of Excellence
L9-10RST 1-10 and L9-10WHST 1-10:
Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.

Course Standard 2

MKT-PDM-2
Analyze the social and economic impact of the evolving advertising and promotion industry on society.
2.1   Discuss the economic and social effects of advertising/promotion.
2.2   Research and discuss current trends in the evolving advertising and promotion industry.
2.3   Identify factors affecting international marketing communication and promotion.
2.4   Describe the importance of business ethics in promotion.
2.5   Explain the industry regulations, company regulations, and laws affecting promotion.
2.6   Describe the use of technology, social media, and digital advertising in the promotion of products and services.
2.7   Describe the impact of artificial intelligence technology on the promotion industry.

Course Standard 3

MKT-PDM-3
Analyze the role of the promotional mix in a competitive economic environment.
3.1 Identify and define the elements of the promotional mix.
3.2 Distinguish the differences between marketing and promotional strategy.
3.3 Analyze the impact of digital marketing on the elements of the promotional mix.
3.4 Explain the factors used to position products or services and the importance of positioning in marketing communications.
3.5 Analyze the role of branding and trademarks as they relate to the elements of the promotional mix.
3.6 Discuss the impact of branding (e.g., on competition among various products, on customer's perception of products etc.).

Course Standard 4

MKT-PDM-4
Apply marketing information management techniques used to analyze the potential market, customer needs, product utility and promotions.
4.1 Explain the role of ethics in marketing-information management.
4.2 Identify the role that data plays in the evolving media and digital marketing landscape.
4.3 Describe the use of technology in the marketing-information management function.
4.4 Describe the role of social media in marketing research.
4.5 Describe options businesses use to obtain marketing-research data (primary and secondary research).
4.6 Explain characteristics of effective data-collection instruments.
4.7 Analyze techniques for processing marketing data.
4.8 Apply marketing research techniques to identify market segments and select a target market for products.
4.9 Describe how various metrics are utilized to evaluate advertisements and promotions.
4.10 Explain metrics such as reach, engagement, impressions, and followers.
4.11 Identify databases and explain considerations for utilizing them in the advertising industry.

Course Standard 5

MKT-PDM-5
Distinguish and summarize the steps in planning for advertising campaigns.
5.1 Explain the importance of coordinating elements in advertisements.
5.2 Discuss the use of creative briefs in marketing and advertising.
5.3 Identify and compare the advertising reach of different forms of media.
5.4 Recommend and justify the advertising media for a product or service.
5.5 Determine the channels to be used for both business-to-business (B2B) and business-to-consumer (B2C) promotions.
5.6 Choose the promotional mix for a media campaign.
5.7 Compose and present a promotional pitch idea.
5.8 Evaluate and summarize the results achieved from an executed advertising campaign.

Course Standard 6

MKT-PDM-6
Summarize and apply the concepts and strategies needed to communicate information about products, services, images, and ideas to achieve a desired outcome using print and digital media.
 6.1   Identify effective advertising headlines.
 6.2   Describe the nature of effective ad copy for different forms of media (print, digital).
 6.3   Obtain a basic understanding of color relationships on a color wheel (primary, secondary, tertiary).
 6.4   Recognize and explain the difference between tint, hue, shade and tone.
 6.5   Describe digital color concepts [Red-Green-Blue (RGB), Cyan-Magenta-Yellow-Black (CMYK), etc.].
 6.6   Explain the impact of color harmonies (complementary, analogous, and triadic color schemes) on composition.

Course Standard 7

MKT-PDM-7
Construct the concepts and strategies needed to communicate information about products, services, images, and ideas to achieve publicity.
 7.1   Explain the nature of word-of-mouth (WOM) strategies.
 7.2   Determine all the stakeholders that can impact a business either directly or indirectly.
 7.3   Discuss the role of customer voice in word-of-mouth strategies.
 7.4   Explain the nature of buzz marketing and the execution of marketing techniques.
 7.5   Explain the use of celebrities/influencers as a word-of-mouth (WOM) strategy.
 7.6   Explain the impact of digital techniques on public relations practices.

Course Standard 8

MKT-PDM-8
Develop and implement a public relations media campaign.
 8.1   Explain the role of public relations and the importance of media relationships as a component of a promotions mix.
 8.2   Identify objectives and goals for a public relations media plan.
 8.3   Formulate a message for an appropriate target market.
 8.4   Research and plan public relations opportunities and communication vehicles.
 8.5   Compose a press release.
 8.6   Create a schedule for a public relations campaign.
 8.7   Create a digital media press kit.

Course Standard 9

MKT-PDM-9
Calculate media costs that affect the elements of the promotional mix.
 9.1   Identify the factors that affect the costs of all media.
 9.2   Differentiate between the advantages and disadvantages of each type of media based upon costs and effectiveness of the message.
 9.3   Determine the advertising reach of various forms of media.

9.4 Analyze the impact of digital marketing channels by calculating ROI (return-on-investment) and ROAS (return-on-ad-spend).
9.5 Explain the use of PPC (pay-per-click) in digital advertising.
9.6 Examine the importance of co-op advertising to a business.
9.7 Explain considerations used to evaluate whether to participate in trade shows/expositions.
9.8 Examine the factors affecting media choice.
9.9 Compare and contrast reach vs frequency and recommend how each can be used in media planning.

Course Standard 10

MKT-PDM-10
Demonstrate techniques used in executing a promotion plan.
10.1 Create advertising layouts.
10.2 Develop advertising headlines, select illustrations and type-style for advertisements.
10.3 Compose promotional messages that appeal to targeted markets.
10.4 Examine advertising proofs.
10.5 Develop concepts for a broadcast advertisement.
10.6 Explain the use of direct advertising strategies.
10.7 Develop collateral pieces for direct-mail advertising.
10.8 Explain the practice of online advertising in the promotion industry.
10.9 Describe the use of e-mail marketing in the promotion industry.
10.10 Design sales promotion materials.

Course Standard 11

MKT-PDM-11
Design and implement a multi-media branding strategy.

11.1 Determine the target audience for a brand.
11.2 Develop a brand identity (look and feel).
11.3 Identify dimensions of brand personality and voice.
11.4 Articulate a brand story.
11.5 Communicate the importance of having a business presence on social media platforms.
11.6 Research and list best practices in developing content for social media promotion.
11.7 Monitor online brand presence and reputation.

Course Standard 12

MKT-PDM -12
Recognize data measurement tools, analytics, and key performance indicators for advertising and digital marketing.

12.1 Identify various key performance indicators (KPI) utilized to assess marketing objectives.
12.2 Utilize web and social media analytics tools to evaluate a promotion campaign.

12.3 Explain how SEO (search engine optimization) works to increase the effectiveness of digital marketing.

12.4 Make recommendations how a website can improve organic search rankings.

12.5 Describe how a bounce rate is calculated and how it is utilized to measure the effectiveness of a website.

12.6 Explain how CPC (cost-per-click), CPP (cost-per-point) and CPM (cost-per-thousand) are calculated and what they represent.

12.7 Discuss goals for analytics and identify conversion points.

Course Standard 13

MKT-PDM-13

Investigate and explain the concepts and strategies needed to communicate information about products, services, images, and ideas to achieve a desired outcome using digital marketing communications media.

13.1 Explain the nature of online advertising (e.g., social media, online gaming, display ads, pop-up ads, pay-per-click ads, etc.).

13.2 Explain the nature of targeted emails.

13.3 Explain the role of business websites in digital marketing.

13.4 Explain the use of video and images for digital marketing.

13.5 Discuss the role of audio recordings such as podcasts in digital marketing.

13.6 Research and explain OTT (over the top) targeted ad delivery.

Course Standard 14

MKT-PDM-14

Identify potential career opportunities in the Marketing Communications and Promotion pathway with appropriate career path credentials.

14.1 Identify appropriate individual career titles and career paths within the Marketing Communications & Promotion pathway.

14.2 Determine the education, skills, and training needed to enter a selected career in the Marketing Communications & Promotion pathway.

14.3 Conduct a self-assessment of the Marketing Communications & Promotion pathway skill set.

14.4 Create a career plan to obtain the education, skills, and training needed to enter a selected sales or promotion career.

14.5 Explain factors affecting the growth and development of the marketing communications industry including a global perspective.

14.6 Identify requirements for professional certifications in the Marketing Communications and Promotion career pathway.

14.7 Assess the services of professional organizations in the Marketing Communications & Promotion pathway.

Course Standard 15

MKT-PDM-15

Examine how related student organizations are integral parts of career and technology education courses through leadership development, school, and community service projects and competitive events.

15.1 Explain the purpose, mission, objectives, motto, colors, official dress and other distinguishing characteristics of DECA.

15.2 Explain how participation in DECA can promote lifelong responsibility for community service, professional growth and development.

15.3 Explore the impact and opportunities DECA can develop to bring business and industry together with education in a positive working relationship through innovative leadership and career development programs.

15.4 Explore the local, state, and national opportunities available to students through participation in DECA including but not limited to conferences, competitions, community service, philanthropy, and other DECA activities.