Digital and Social Media Marketing

8125 36 weeks

Table of Contents

Acknowledgments ......................................................................................................................................... 1
Course Description ........................................................................................................................................ 2
Task Essentials Table .................................................................................................................................... 3
Curriculum Framework ................................................................................................................................. 5
Understanding Principles of Marketing ........................................................................................................ 5
Understanding Fundamentals of Digital and Social Media Marketing ....................................................... 13
Understanding Consumers in Digital and Social Media Marketing ........................................................... 16
Exploring Branding in Digital and Social Media Marketing ......................................................................... 19
Exploring the Ethical, Legal, and Security Aspects of Digital and Social Media Marketing ......................... 22
Understanding Tools and Tactics for Digital and Social Media Marketing ............................................... 26
Exploring Strategy as it Relates to Promotions and Advertising .................................................................. 36
Measuring Success in Digital and Social Media Marketing ......................................................................... 41
Understanding Marketing Plans .................................................................................................................. 43
Preparing for a Career in Digital and Social Media Marketing .................................................................... 47
SOL Correlation by Task .............................................................................................................................. 52
DECA, Inc. Information ............................................................................................................................... 55
Related DECA, Inc. Competitive Events ...................................................................................................... 56
Teacher Resources ....................................................................................................................................... 56
Entrepreneurship Infusion Units ................................................................................................................ 57
Appendix: Credentials, Course Sequences, and Career Cluster Information ............................................. 58

Acknowledgments

The components of this instructional framework were developed by the following curriculum development panelists:
Course Description

**Suggested Grade Level:** 9 or 10 or 11 or 12

This course introduces students to digital and social media marketing. Students explore principles, strategies, tools, and tactics related to consumers, branding, advertising, and promotions. Students explore how success is measured in a digital and social media marketing
campaign. This course emphasizes ethics, laws, and security. Students also investigate business and marketing plans as well as careers in digital and social media marketing.

### Task Essentials Table

- Tasks/competencies designated by plus icons (⊕) in the left-hand column(s) are essential
- Tasks/competencies designated by empty-circle icons (⊙) are optional
- Tasks/competencies designated by minus icons (⊖) are omitted
- Tasks marked with an asterisk (*) are sensitive.

<table>
<thead>
<tr>
<th>Task Number</th>
<th>8125</th>
<th>Tasks/Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Understanding Principles of Marketing</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>39</td>
<td>⊕</td>
<td>Identify economic concepts related to marketing.</td>
</tr>
<tr>
<td>40</td>
<td>⊕</td>
<td>Explain the marketing concept and its application in a digital environment.</td>
</tr>
<tr>
<td>41</td>
<td>⊕</td>
<td>Explain the marketing mix.</td>
</tr>
<tr>
<td>42</td>
<td>⊕</td>
<td>Explain the functions of marketing and the application of each in a digital environment.</td>
</tr>
<tr>
<td>43</td>
<td>⊕</td>
<td>Describe channels of distribution.</td>
</tr>
<tr>
<td>44</td>
<td>⊕</td>
<td>Explain the purpose of marketing research.</td>
</tr>
<tr>
<td>45</td>
<td>⊕</td>
<td>Define <em>positioning</em> as it relates to marketing.</td>
</tr>
<tr>
<td>46</td>
<td>⊕</td>
<td>Explain the product life cycle and the importance of developing new products/services to stay competitive.</td>
</tr>
<tr>
<td>47</td>
<td>⊕</td>
<td>Relate traditional marketing strategies to digital marketing.</td>
</tr>
<tr>
<td><strong>Understanding Fundamentals of Digital and Social Media Marketing</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>48</td>
<td>⊕</td>
<td>Explain essential terms and components related to digital and social media marketing.</td>
</tr>
<tr>
<td>49</td>
<td>⊕</td>
<td>Describe the effect of digital and social media marketing on business.</td>
</tr>
<tr>
<td>50</td>
<td>⊕</td>
<td>Examine recent trends in digital and social media marketing.</td>
</tr>
<tr>
<td><strong>Understanding Consumers in Digital and Social Media Marketing</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>51</td>
<td>⊕</td>
<td>Distinguish among market identification, market segmentation, and target marketing.</td>
</tr>
<tr>
<td>52</td>
<td>⊕</td>
<td>Describe the characteristics of consumers.</td>
</tr>
<tr>
<td>53</td>
<td>⊕</td>
<td>Identify the role of customer relationship management (CRM) and database management in acquiring and retaining customers.</td>
</tr>
<tr>
<td><strong>Exploring Branding in Digital and Social Media Marketing</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>54</td>
<td>⊕</td>
<td>Describe branding and its importance in digital and social media marketing.</td>
</tr>
<tr>
<td>55</td>
<td>⊕</td>
<td>Identify the importance of building a brand.</td>
</tr>
<tr>
<td>56</td>
<td>⊕</td>
<td>Demonstrate strategies in brand management.</td>
</tr>
<tr>
<td><strong>Exploring the Ethical, Legal, and Security Aspects of Digital and Social Media Marketing</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>57</td>
<td>⊕</td>
<td>Explain legal issues related to digital and social media marketing.</td>
</tr>
<tr>
<td>58</td>
<td>⊕</td>
<td>Examine ethical issues related to digital and social media marketing.</td>
</tr>
<tr>
<td>Task Number</td>
<td>8125</td>
<td>Tasks/Competencies</td>
</tr>
<tr>
<td>-------------</td>
<td>------</td>
<td>--------------------</td>
</tr>
<tr>
<td>59</td>
<td>☐</td>
<td>Explain how policies influence digital and social media marketing.</td>
</tr>
<tr>
<td>60</td>
<td>☐</td>
<td>Outline cybersecurity issues and strategies related to digital and social media marketing.</td>
</tr>
<tr>
<td>61</td>
<td>☐</td>
<td>Describe the importance of registration and protection of domain names.</td>
</tr>
<tr>
<td>62</td>
<td>☐</td>
<td>Explain how policies influence digital and social media marketing.</td>
</tr>
<tr>
<td>63</td>
<td>☐</td>
<td>Outline cybersecurity issues and strategies related to digital and social media marketing.</td>
</tr>
<tr>
<td>64</td>
<td>☐</td>
<td>Describe the importance of registration and protection of domain names.</td>
</tr>
<tr>
<td>65</td>
<td>☐</td>
<td>Understand Tools and Tactics for Digital and Social Media Marketing</td>
</tr>
<tr>
<td>66</td>
<td>☐</td>
<td>Demonstrate web searching techniques and strategies.</td>
</tr>
<tr>
<td>67</td>
<td>☐</td>
<td>Describe strategies for managing a company’s online presence.</td>
</tr>
<tr>
<td>68</td>
<td>☐</td>
<td>Identify the importance of reputation management in digital and social media marketing.</td>
</tr>
<tr>
<td>69</td>
<td>☐</td>
<td>Describe the components of an online marketing strategy and their uses.</td>
</tr>
<tr>
<td>70</td>
<td>☐</td>
<td>Determine how email can be used for marketing.</td>
</tr>
<tr>
<td>71</td>
<td>☐</td>
<td>Describe social media strategies.</td>
</tr>
<tr>
<td>72</td>
<td>☐</td>
<td>Describe the various social media platforms and the purposes/audiences/roles of each.</td>
</tr>
<tr>
<td>73</td>
<td>☐</td>
<td>Explain the importance of streaming video to digital and social media marketing.</td>
</tr>
<tr>
<td>74</td>
<td>☐</td>
<td>Demonstrate web searching techniques and strategies.</td>
</tr>
<tr>
<td>75</td>
<td>☐</td>
<td>Establish goals and objectives for a website.</td>
</tr>
<tr>
<td>76</td>
<td>☐</td>
<td>Identify criteria for effective and functional web design.</td>
</tr>
<tr>
<td>77</td>
<td>☐</td>
<td>Demonstrate writing strategies in digital and social media marketing.</td>
</tr>
<tr>
<td>78</td>
<td>☐</td>
<td>Describe the elements of the promotional mix and the importance of each in digital and social media marketing.</td>
</tr>
<tr>
<td>79</td>
<td>☐</td>
<td>Explain the concept of search engine marketing (SEM).</td>
</tr>
<tr>
<td>80</td>
<td>☐</td>
<td>Describe partnership opportunities in digital and social media marketing.</td>
</tr>
<tr>
<td>81</td>
<td>☐</td>
<td>Explain the concept of search engine optimization (SEO).</td>
</tr>
<tr>
<td>82</td>
<td>☐</td>
<td>Describe best practices for SEM.</td>
</tr>
<tr>
<td>83</td>
<td>☐</td>
<td>Describe best practices for SEO.</td>
</tr>
<tr>
<td>84</td>
<td>☐</td>
<td>Describe the importance of analytics in social media.</td>
</tr>
<tr>
<td>85</td>
<td>☐</td>
<td>Describe the importance of measuring, monitoring, and evaluating digital and social media marketing performance.</td>
</tr>
<tr>
<td>86</td>
<td>☐</td>
<td>Evaluate the effectiveness of a digital and social media marketing campaign.</td>
</tr>
<tr>
<td>87</td>
<td>☐</td>
<td>Explain the concept of search engine optimization (SEO).</td>
</tr>
<tr>
<td>88</td>
<td>☐</td>
<td>Describe various types of digital advertising.</td>
</tr>
<tr>
<td>89</td>
<td>☐</td>
<td>Identify the purpose and structure of a business plan.</td>
</tr>
<tr>
<td>90</td>
<td>☐</td>
<td>Explain the purpose of a marketing plan and its relationship to a business plan.</td>
</tr>
<tr>
<td>91</td>
<td>☐</td>
<td>Describe the basic structure of a marketing plan.</td>
</tr>
<tr>
<td>92</td>
<td>☐</td>
<td>Develop a digital marketing plan.</td>
</tr>
<tr>
<td>93</td>
<td>☐</td>
<td>Preparing for a Career in Digital and Social Media Marketing</td>
</tr>
</tbody>
</table>


<table>
<thead>
<tr>
<th>Task Number</th>
<th>Tasks/Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>88</td>
<td>Research career opportunities in the field of digital and social media marketing, including entrepreneurship opportunities.</td>
</tr>
<tr>
<td>89</td>
<td>Describe basic strategies for seeking employment.</td>
</tr>
<tr>
<td>90</td>
<td>Describe essential elements of a traditional and an electronic résumé.</td>
</tr>
<tr>
<td>91</td>
<td>Prepare a career portfolio.</td>
</tr>
<tr>
<td>92</td>
<td>Identify options for professional development in the field of digital and social media marketing.</td>
</tr>
</tbody>
</table>

Legend: ☑Essential ○Non-essential ☐Omitted

Curriculum Framework

Understanding Principles of Marketing

Task Number 39

Identify economic concepts related to marketing.

Definition

Identification should include concepts such as

- nature of economics (e.g., the concept of economics involves decisions made by individuals, business, and societies regarding the use of resources)
- economic activities (e.g., production, consumption, distribution and exchange)
- economic resources (e.g., land, labor, and capital)
- supply
- demand (e.g., inelastic/elastic)
- profit (money left over after expenses are paid)
- cost
- opportunity cost
- competition (e.g., indirect/direct, price/non-price)
- goods and services
- needs/wants.

Process/Skill Questions
• Why do individuals, businesses, and societies need to make economic choices?
• How does price affect supply and demand?
• What is the difference between elastic and inelastic demand?
• How does profit drive business?
• What effect does profit have on the survival of a business?
• What is the difference between a good and a service?

National MBA Research Standards - Business Administration

Understand fundamental economic concepts to obtain a foundation for employment in business.

Understand marketing's role and function in business to facilitate economic exchanges with customers.

Task Number 40

Explain the marketing concept and its application in a digital environment.

Definition

Explanation should include

• the basic marketing concept that businesses must create, identify, and satisfy customers' needs and wants in order to make a profit
• examples of how businesses profitably satisfy customers' needs and wants
• the influence of technological advances on establishing and maintaining customer relationships.

Process/Skill Questions

• How does customer orientation differ from company orientation?
• How has the marketing concept evolved over time?
• How does the marketing concept affect customer loyalty?
• What are qualities of a customer-driven business?
• How does an online presence satisfy customers’ needs and wants?
• What are the benefits to customers when businesses use the marketing concept?
• How does the marketing concept benefit business?
• What is the basic question that a business must ask to incorporate the marketing concept?
Understand marketing's role and function in business to facilitate economic exchanges with customers.

National MBAResearch Standards-Marketing

Employ product-mix strategies to meet customer expectations.

---

Task Number 41

Explain the marketing mix.

Definition

Explanation should include

- the traditional elements (i.e., product, price, place, promotion, people) of the marketing mix
- the ways these elements are interrelated to get products from producer to consumer.

Explanation should emphasize the concept that the mix should be tailored to a well-defined target market and decisions that follow will be directed toward that target audience. Consideration should also be given to planning and personality as they relate to the elements of the marketing mix.

Process/Skill Questions

- Traditionally, professionals refer to product, price, place, and promotion as the four "Ps" of marketing. Why do some believe there should be five "Ps"—to include people as the fifth "P" in the marketing mix?
- What role does the marketing mix play in the marketing concept?
- How do the five elements of the traditional marketing mix interconnect (e.g., product and place, price and promotion)?
- Is any one element of the marketing mix more important than the others? Why, or why not?
- How is the marketing mix used to reach a target market?
- What role does profit play in the marketing mix?

National MBAResearch Standards-Business Administration

Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.
Task Number 42

**Explain the functions of marketing and the application of each in a digital environment.**

**Definition**

Explanation should include the following interrelated functions within a digital environment and emphasize their importance to business success:

- Channel management
- Marketing-information management
- Market planning
- Pricing
- Product/service management
- Promotion
- Selling

**Process/Skill Questions**

- How is each function related to digital marketing?
- How does each function affect a business?
- Which function has the greatest impact on a digital marketing business? Why?
- How does product distribution differ for internet-based businesses and for brick-and-mortar businesses?
- What are the similarities and differences between marketing goods and marketing services?
- How are the marketing functions interrelated? What role does each marketing function play in the overall marketing process?
- How do businesses tailor use of the marketing functions to their target market?
- Which of the functions focus on the consumer?
- What might happen if a company neglected one of the functions?
Task Number 43

Describe channels of distribution.

Definition

Description should include distribution channels (paths used to deliver goods from their inception to the end user) for both internet-based and brick-and-mortar businesses, including the following:

- Wholesalers (rack jobbers, drop shippers)
- Retailers (brick-and-mortar and e-tailing)
- Brokers
- Agents
- Other independent manufacturers’ representatives

Description should also include that channels of distribution are classified as direct or indirect and should include examples of each.

Process/Skill Questions

- What are the cost factors involved in various channels?
- How does the distribution channel affect price?
- What is the difference between a direct and an indirect channel of distribution?
- Why are intermediaries used in the distribution of products/services?
• How is the distribution channel for consumer products and services different from the distribution channel for industrial products and services? What is an example path for each?
• How can a product be classified as both a consumer and an industrial product?
• How has digital marketing affected distribution?
• How does a company determine the most efficient method for distributing products?

National MBA Research Standards—Marketing

Acquire foundational knowledge of channel management to understand its role in marketing.

Manage channel activities to minimize costs and to determine distribution strategies.

Task Number 44

Explain the purpose of marketing research.

Definition

Explanation should include

• defining *marketing research* as the marketing function linking the consumer, customer, or public to the market through information by
  o determining consumers' attitudes and preferences
  o testing product features
  o determining market size and growth potential
  o learning about competitive products
  o determining buying cycles
  o understanding how the organization is perceived by the public
• stating that through the process of gathering and analyzing data, marketing research enables the organization to make sound decisions leading to business success
• using social media communities (e.g., Facebook) to interact with customers, share information, or recommend products.

Process/Skill Questions

• What is the difference between primary and secondary marketing research? What is an advantage of using each?
• What are the major forms of primary marketing research? How is each accomplished?
• How is marketing research similar to scientific research? How is it different?
• How do companies use marketing research to remain competitive in a global environment?
• Why should marketing research be an ongoing process?
• What are some limitations of marketing research?

National MBAResearch Standards-Marketing

Evaluate marketing research procedures and findings to assess their credibility.

Interpret marketing information to test hypotheses and/or to resolve issues.

Understand data-collection methods to evaluate their appropriateness for the research problem/issue.

Understand marketing-research activities to show command of their nature and scope.

Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.

Task Number 45

Define *positioning* as it relates to marketing.

Definition

Definition should include the term *positioning* as message development.

Definition should also include the concept that positioning is the image a product or business possesses that differentiates it from its competitors and includes all aspects of the product mix. Once the target market is identified, the business positions itself or its products to most effectively reach the target market.

Process/Skill Questions

• What role does positioning play in an organization’s digital marketing strategy?
• How does an organization establish its position in the marketplace?
• How can an organization change its position in the marketplace? Why might it choose to do so?
• How is price an important factor in determining position in relation to a competitor?
• What makes a company a leader in the marketplace?
• What makes a product a leader in the marketplace?
• What are some products that are currently leaders in the marketplace? Why?

National MBAResearch Standards-Marketing
Employ product-mix strategies to meet customer expectations.

Position company to acquire desired business image.

Position products/services to acquire desired business image.

Task Number 46

Explain the product life cycle and the importance of developing new products/services to stay competitive.

Definition

Explanation should include

- the four stages (e.g., introduction, growth, maturity, and decline) through which products/services move
- reasons why the development and modification of new products/services are essential to meet consumer needs and wants (demand)
- reasons why the product life cycle ensures ongoing demand for new products/services.

Process/Skill Questions

- What are the stages of the product life cycle? What happens to price and profits during each stage of the product life cycle?
- How do marketing costs incurred in each stage of the product life cycle vary?
- Why is it essential to continually develop and modify products and services?
- How can technology developments impact the product life cycle?
- How do marketing strategies differ in each stage of the product life cycle?
- What digital marketing strategies may be helpful during each stage of the product life cycle?

National MBA Research Standards—Marketing

Acquire a foundational knowledge of product/service management to understand its nature and scope.

Generate product ideas to contribute to ongoing business success.

Task Number 47
Relate traditional marketing strategies to digital marketing.

Definition

Relation should include how businesses use traditional and digital marketing strategies, tools, and tactics to meet goals.

Relation should also include how social media is used for promotion, engagement of customers, customer service, brand building, and sales.

Process/Skill Questions

- How are traditional marketing strategies different from those designed for the internet?
- What role should digital marketing and social networking play in a business’ marketing plan?
- Why would a brick-and-mortar business want to integrate technology, such as an app, to promote its business?
- How has digital and social media marketing changed methods for delivering messages to customers?

National MBAResearch Standards-Business Administration

Understand marketing's role and function in business to facilitate economic exchanges with customers.

National MBAResearch Standards-Marketing

Develop marketing strategies to guide marketing tactics.

Understanding Fundamentals of Digital and Social Media Marketing

Task Number 48

Explain essential terms and components related to digital and social media marketing.
**Definition**

Explanation should include defining terms such as the following:

- Key performance indicators (KPIs)
- Impressions
- Landing page
- Display
- Cookies
- Market segmentation
- Retargeting/remarketing
- Conversion rate
- Click-through rate
- Search engine marketing (SEM)
- Search engine optimization (SEO)
- Social media (e.g., Facebook, Twitter)
- Digital marketing
- Enhancement
- Photo sharing sites (e.g., Instagram, Flickr)
- Job/human resources sites (e.g., LinkedIn, Glassdoor)

**Process/Skill Questions**

- For a digital marketing organization, how might the internet, extranet, and intranet work together?
- Why would a digital marketing organization need to protect and restrict access to their internet, extranet, and intranet systems?
- How might a digital marketing business use social media and email in marketing the business?
- What is retargeting and how does it work?
- What is the difference between SEM and SEO?
- How can click-through rate provide valuable information to businesses?

**Task Number 49**

**Describe the effect of digital and social media marketing on business.**

**Definition**

Description should include the effect of digital and social media marketing on

- price and non-price competition
- supply and demand
• direct and indirect competition
• competition in the global economy.

Process/Skill Questions

• Other than in prices, in what ways do organizations compete?
• How does competition affect supply and demand? How do supply and demand affect competition?
• How has digital marketing increased the consumer’s ability to comparison shop thus increasing competition in the global economy?
• What is the role of digital and social media marketing in today’s business environment?
• How might a digital marketing and social media presence create a competitive advantage?
• What is the potential impact on company profits if a business has no presence on social networks?

National MBAResearch Standards-Business Administration

Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.

Understand marketing's role and function in business to facilitate economic exchanges with customers.

Task Number 50

Examine recent trends in digital and social media marketing.

Definition

Examination should include
• explaining why the popularity and influence of trends in digital marketing change relatively rapidly over time
• identifying and reporting on trends, such as
  • display advertising
  • content/native marketing, storytelling
  • social media (e.g., boosted posts vs. paid social vs. page management)
  • email
  • text messaging
  • reputation management (e.g., listening, monitoring)
• streaming video (e.g., YouTube, Instagram Live, Facebook Live, Snapchat)
• targeting (e.g., geotargeting, behavioral, contextual, retargeting, abandon cart)
• websites
• e-commerce
• search engine optimization (SEO)
• search engine marketing (SEM)
• application (app) marketing.

Process/Skill Questions

• How has digital marketing evolved?
• How is social media used in marketing?
• How have businesses embraced trends in social media?
• What are some examples of display advertising?
• How are content marketing and storytelling significant in creating a brand?
• Why are boosted posts used in digital marketing?
• How is live streaming changing marketing?
• How can promotional video be used to optimize exposure for businesses?

National MBAResearch Standards-Business Administration

Acquire information to guide business decision-making.

Understanding Consumers in Digital and Social Media Marketing

Task Number 51

Distinguish among market identification, market segmentation, and target marketing.

Definition

Description should include

• defining
  o market identification
  o market segmentation (e.g., demographic, geographic, psychographic)
• target marketing
• explaining how businesses use market identification and segmentation to respond to customers’ needs and wants
• identifying different types of market segments, such as
  - business-to-business (B2B)
  - business-to-consumer (B2C)
  - business-to-government (B2G)
  - nonprofit
  - association
  - government

Process/Skill Questions

• How can businesses use market segmentation methods to introduce a new product?
• How can market identification help businesses respond to customers’ needs and preferences?
• Why would a company need to identify target markets?
• What questions help identify the target market?
• How are demographic, geographic, psychographic, and behavioral factors relevant to determining the target market?
• Can a product/service have more than one target market? If so, how?
• What are some factors that could cause a target market to change over time?
• How does the concept of target market relate to the marketing concept?
• How is a target market utilized?

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of product/service management to understand its nature and scope.

Position company to acquire desired business image.

Position products/services to acquire desired business image.

---

Task Number 52

Describe the characteristics of consumers.

Definition

Description should include loyal, discount, impulsive, need-based, and wandering consumers. Description should also address level of engagement such as
• disengaged consumers
• partially engaged consumers
• fully engaged consumers (ready to buy).

Process/Skill Questions

• Why is it important to determine customer characteristics?
• Why is product placement important?
• What type of customers will purchase a certain product?
• How does a marketing professional determine to whom the marketing for a given product is targeted?

National MBAResearch Standards-Business Administration

Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.

Task Number 53

Identify the role of customer relationship management (CRM) and database management in acquiring and retaining customers.

Definition

Identification should include

• defining customer relationship management (CRM)
• identifying types of database management
• exploring tools used in database management
• discussing current methods of customer acquisition and retention

and the roles of each in acquiring and retaining customers.

Process/Skill Questions

• Why is database management important?
• Why do companies protect consumers’ information?
• What is the best way to acquire customers?
• What are the consequences of poor database management? Why?

National MBAResearch Standards-Business Administration
Understand the nature of customer relationship management to show its contributions to a company.

**National MBA Research Standards—Marketing**

Understand data-collection methods to evaluate their appropriateness for the research problem/issue.

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

---

**Exploring Branding in Digital and Social Media Marketing**

---

**Task Number 54**

Describe branding and its importance in digital and social media marketing.

**Definition**

Description should include

- defining the term *branding*
- explaining the role branding plays in marketing strategy
- listing types of brands, such as national, private distributor, and generic
- advancing and adding value to one’s own brand through the practice of aligning with trusted or similar brands.

**Process/Skill Questions**

- How is branding beneficial to a business? How might branding become detrimental?
- What circumstances might cause an organization to change its brand?
- What are the characteristics of effective brand names?
- When is it wise to rebrand? Why is rebranding effective?

---

**National MBA Research Standards—Business Administration**
Reinforce company's image to exhibit the company's brand promise.

National MBAResearch Standards-Marketing

Position company to acquire desired business image.

Position products/services to acquire desired business image.

Task Number 55

Identify the importance of building a brand.

Definition

Identification should include the role a brand plays in an organization:

- Builds product recognition
- Creates customer loyalty
- Guides business decisions
- Establishes an image
- Offers a standard of quality and consistency
- Differentiates products from their competitors
- Capitalizes on brand exposure
- Adds value to the product
- Applies branding across digital platforms
- Applies rebranding

Process/Skill Questions

- What are the characteristics of effective brand names?
- What does a brand say about a particular company?
- Why is customer loyalty important to a brand?
- How does branding add value to a product?
- Choose a brand. What are the strengths and weaknesses of that brand?

National MBAResearch Standards-Business Administration

Reinforce company's image to exhibit the company's brand promise.

National MBAResearch Standards-Marketing
Position company to acquire desired business image.

Position products/services to acquire desired business image.

---

**Task Number 56**

**Demonstrate strategies in brand management.**

**Definition**

Demonstration should include

- defining goals and objectives
- integrating branding strategies across the business organization
- following established policies and procedures
- adhering to principles of brand management and loyalty
- utilizing analytics
- understanding the relationship between image/perception and brand.

**Process/Skill Questions**

- What is brand management?
- Why is brand management a necessary component of digital and social media marketing?
- How does an established brand evolve? How does a company adapt its product line within an established brand?
- How does one evaluate the effectiveness of brand management?

**National MBAResearch Standards-Business Administration**

Reinforce company's image to exhibit the company's brand promise.

**National MBAResearch Standards-Marketing**

Develop marketing strategies to guide marketing tactics.

Position company to acquire desired business image.

Position products/services to acquire desired business image.
Exploring the Ethical, Legal, and Security Aspects of Digital and Social Media Marketing

Task Number 57

Explain legal issues related to digital and social media marketing.

Definition

Explanation should include the following:

- Copyright
- Patent
- Trademark
- Intellectual property
- Domain name protection ([Internet Corporation for Assigned Names and Numbers](https://www.icann.org) [ICANN] policy)
- Privacy
- Truth in advertising
- Licensure
- Uniform Commercial Code (UCC)
- Accessibility ([Americans with Disability Act](https://www.ada.gov) [ADA] guidelines)
- [Controlling the Assault of Non-Solicited Pornography And Marketing (CAN-SPAM) Act of 2003](https://www.can-spa.gov)
- Purpose of a secure server certificate (e.g., VeriSign Secured Seal, PayPal)
- Compliance with [PCI Security Council](https://www.pcisecuritycouncil.org) standards
- Regulation of content (especially in the international arena)
- Regulation to prevent fraud
- Resources for keeping current with major legal issues related to digital marketing
- Customer communication (e.g., promotional offerings vs. informational communications)

Process/Skill Questions

- What resources can be used to acquire information on legal issues related to digital marketing?
- What are some current legal issues impacting the internet?
- How do these current legal issues affect the digital marketing of businesses?
- How can legal issues be minimized?
• Why should legal issues be addressed in the branding process?
• What are potential consequences of using an established brand without permission? Explain.

National MBAResearch Standards-Business Administration

Acquire foundational knowledge of business laws and regulations to understand their nature and scope.

National MBAResearch Standards-Marketing

Understand responsibilities in marketing to demonstrate ethical/legal behavior.

Task Number 58

Examine ethical issues related to digital and social media marketing.

Definition

Examination should include

• defining the term ethics
• explaining the difference between what is legal and what is ethical
• describing ethical issues, such as those relating to the protection of data, the use of data, and truth in advertising
• explaining the role of a privacy policy for digital and social media marketing.

Process/Skill Questions

• What are the differences between something being illegal vs. unethical?
• Is it possible for a marketing management decision to be legal but not ethical? Explain.
• What is the current role of ethics surrounding digital media?
• What are major ethical issues related to digital and social media marketing?
• What ethical issues are associated with mobile marketing?

National MBAResearch Standards-Business Administration

Understand the nature of business to show its contributions to society.
Task Number 59

Explain how policies influence digital and social media marketing.

Definition

Explanation should include

- government policies related to digital marketing at the international, national, state, and local levels, such as those concerning taxation, regulation, sweepstakes, customs laws, and official statements (e.g., U.S. Framework for Global Electronic Commerce, CAN-SPAM)
- policies specific to various marketing and social media platforms (e.g., a company cannot market firearms via Facebook)
- policies of different companies as they relate to digital marketing (e.g., social media policy).

Process/Skill Questions

- What are some current legislative issues impacting digital marketing?
- What role does the U.S. government play in regulating internet content?
- What impact do foreign government regulations have on internet content?
Outline cybersecurity issues and strategies related to digital and social media marketing.

Definition

Identification should include

- security issues that a business or organization needs to address, such as protection of customer data (e.g., names, addresses, credit card numbers), protection of software, and protection from malware
- strategies that a business or organization needs to employ, such as use of firewalls, filters, encryption, and CAPTCHA (Completely Automated Public Turing test to tell Computers and Humans Apart)
- ways to address consumer concerns relating to internet security, such as provision of privacy protection policies and security protection information
- responsible use of tracking tools across devices and platforms.

Process/Skill Questions

- What are some common consumer concerns and fears about internet security related to digital marketing?
- What measures can businesses take to address those concerns and fears?
- What are some common internet security concerns of businesses?
- What strategies can businesses use to improve online security?
- What methods can businesses use to stay current with security issues affecting digital marketing?

National MBA Research Standards-Business Administration

Acquire foundational knowledge of business laws and regulations to understand their nature and scope.

National MBA Research Standards-Marketing

Understand responsibilities in marketing to demonstrate ethical/legal behavior.

Task Number 61

Describe the importance of registration and protection of domain names.
Definition

Description should include

- defining the term *domain name*
- explaining the importance of registering and protecting domain names
- summarizing strategies for registering and protecting domain names, including the
  - steps for registering a domain name
  - reasons for registering several variations of a name (e.g., providing for spelling mistakes)
  - reasons for registering for a variety of domains (e.g., .com, .net, .org, .edu)
  - importance of automatic renewal of domain name registration
- explaining the risks of not protecting domain names.

Process/Skill Questions

- What is the role of the Internet Corporation for Assigned Names and Numbers (ICANN) in the domain registration process?
- What is the role of the domain name in establishing recognition?
- What do each of the web domain extensions .com, .net, .edu, .org, and .gov indicate?
- How does a business register a domain name?
- Why would a business register a domain name?
- What considerations related to search engines should be taken when registering a domain name?

National MBAResearch Standards-Business Administration

Acquire foundational knowledge of business laws and regulations to understand their nature and scope.

Acquire information to guide business decision-making.

Utilize information-technology tools to manage and perform work responsibilities.

National MBAResearch Standards-Marketing

Understand responsibilities in marketing to demonstrate ethical/legal behavior.

Understanding Tools and Tactics for Digital and Social Media Marketing
Task Number 62

Demonstrate web searching techniques and strategies.

Definition

Demonstration should include

- using search engines, web directories, links, keywords, advanced search features, and strategies appropriate to each search tool
- defining and performing vertical searches.

Process/Skill Questions

- What is the difference between a web directory and a search engine? Why is each important?
- What are some examples of vertical search engines?
- What are some important or most-used keywords?
- How does an advanced search feature help with web browsing?

National MBA Research Standards—Business Administration

Utilize information-technology tools to manage and perform work responsibilities.

Task Number 63

Describe strategies for managing a company’s online presence.

Definition

Description should include the concept that all companies have an online presence; e.g., even if a company doesn’t have a website, customers may be rating it on Yelp.

Process/Skill Questions

- Why should a business create an online presence in today’s market?
- Why should a business monitor the internet for its name (e.g. reviews, images, and social media accounts)?
• How can a business get information removed from the internet (e.g. outdated information, fake sites, or a bad review)?

National MBAResearch Standards-Business Administration

Utilize information-technology tools to manage and perform work responsibilities.

---

Task Number 64

Identify the importance of reputation management in digital and social media marketing.

Definition

Identification should include

• claiming business identity on listing/review sites
• monitoring digital presence across platforms (including listing/review platforms)
• responding to customer feedback (including negative feedback) using the brand’s voice
• engaging customers across various platforms.

Identification should include an awareness that certain platforms (e.g., TripAdvisor, Angie’s List) require payment for enhanced visibility.

Process/Skill Questions

• How does a company ensure that its brand name is not used by other companies for their web and/or social media pages? (Answers include protecting domain names in any variety of the business name and registering all variations of name on all social media platforms, even if not using them.)
• What are the tools for managing multiple platforms? (e.g., HootSuite, HubSpot, Tweetdeck)
• Why is it important to engage with customers who leave both positive and negative feedback online?
• How does a company ensure a brand tops the list in searches on review sites?

Task Number 65

Describe the components of an online marketing strategy and their uses.
Definition

Description should include identifying the following components and the uses of each:

- Websites
- Email
- Social media
- Blogs
- Search engine marketing (SEM)
- Search engine optimization (SEO)
- Digital advertising
- Communications and public relations
- Content marketing
- Streaming video
- Mobile marketing

Process/Skill Questions

- Are websites still the most important component of a digital marketing strategy? Why or why not?
- How can blogs be used for digital marketing? How can SEM and SEO be used for digital marketing?
- How can social media be used for digital marketing? How can businesses improve communication and public relations through digital marketing?
- How can streaming videos be used for digital marketing?
- What is content marketing and how is it used for digital marketing?
- What are mobile marketing strategies to enhance customer interaction?

National MBA Research Standards-Business Administration

Utilize information-technology tools to manage and perform work responsibilities.

Task Number 66

Determine how email can be used for marketing.

Definition

Determination should address the following:

- The components of email messages
- The importance of the subject line in an email
- The importance of opt-in/opt-out as a way to avoid intrusive email practices
• Ways to evaluate the effectiveness of email as a marketing tool
• The importance of A/B testing, deliverability, and quality assurance
• The use of online newsletter templates (e.g., Constant Contact, MailChimp)
• Outsourcing of email management
• Customer relationship management (CRM)
• Integration with social media and mobile technology

Process/Skill Questions

• What makes an effective email? How is the effectiveness of email measured?
• What is permission marketing? What is its impact on digital marketing?
• What is spam? What is its impact on digital marketing?
• How can email be used for customer acquisition? Customer retention? How are these the same/different?
• What are some options for outsourcing email management?
• How can social media and mobile technology be used in conjunction with email marketing?

National MBAResearch Standards-Business Administration

Utilize information-technology tools to manage and perform work responsibilities.

Write internal and external business correspondence to convey and obtain information effectively.

Task Number 67

Describe social media strategies.

Definition

Description should include uses of the following social media activities for marketing:

• Communicating with customer base
• Establishing a voice for a brand
• Maintaining brand loyalty
• Staying top-of-mind
• Getting new customers through paid or boosted social media posts/ads

Description may also address the rule of thirds in social media:

• 1/3 of a company’s posts should brand the company as an expert
• 1/3 of a company’s posts should promote brand identity/engagement
• 1/3 of a company’s posts should be geared toward selling (ads/promotions)

Process/Skill Questions

• What are some emerging popular social networking sites? Why are they popular? With whom are they popular?
• What social networking sites are appropriate for use in promoting a company? Why?
• What are some examples of companies that use social networking sites?
• How does a company set up a paid or boosted post/ad?
• What is an example of a post showing the company as an expert?
• What is an example of a post promoting brand identity/management?
• What is an example of a post geared toward selling (e.g., ads or promotions with links)?

National MBA Research Standards-Business Administration

Use social media to communicate with a business's stakeholders.

Task Number 68

Describe the various social media platforms and the purposes/audiences/roles of each.

Definition

Description should include audience demographics, social media habits, as well as the purposes and uses of various platforms (e.g., Instagram, Facebook, LinkedIn, and Google+).

Process/Skill Questions

• What platform is best suited for placing advertisements?
• What platform is best suited for reaching business contacts?

National MBA Research Standards-Business Administration

Use social media to communicate with a business's stakeholders.

Task Number 69
Explain the importance of streaming video to digital and social media marketing.

Definition
Explanation should include

- user-generated content (how-to videos)
- ads (video placement on Facebook)
- streaming television
- pre-roll/mid-roll/post-roll advertising (i.e., advertising content that plays before the video, midway through the video, or after the video)
- various platforms/interfaces.

Process/Skill Questions

- What are some of the social media platforms for streaming videos? How do they work?
- How has streaming video positively impacted social media marketing?
- How does a company go about placing advertisements in video streaming?

National MBA Research Standards-Business Administration

Utilize information-technology tools to manage and perform work responsibilities.

Task Number 70

Explain the concept of search engine marketing (SEM).

Definition
Explanation should include

- defining the term search engine marketing (SEM)
- identifying major search engines
- analyzing the importance of web page titles and descriptions in SEM.

Process/Skill Questions

- What is paid traffic?
- What are the components of SEM?
- Why is it important to appear in the top two tiers of a search result? How is it possible to achieve this position?
• What considerations related to search engines should be taken when registering a domain name?

National MBAResearch Standards-Business Administration

Utilize information-technology tools to manage and perform work responsibilities.

Task Number 71

Explain the concept of search engine optimization (SEO).

Definition

Explanation should include

• defining the term search engine optimization (SEO)
• summarizing the fundamentals of how search engines work
• analyzing the importance of web page titles and descriptions in SEO.

Process/Skill Questions

• How is SEO different from SEM?
• What is organic traffic?
• What tools can be used to ensure that a website is recognized by a search engine?

National MBAResearch Standards-Business Administration

Utilize information-technology tools to manage and perform work responsibilities.

Task Number 72

Describe best practices for SEM.

Definition

Description should include

• the difference between organic search listings and paid search listings
  o advantages of paid search (e.g., greater reliability, rapid inclusion)
disadvantages of paid search (e.g., limited exposure [not offered by all search engines], lack of credibility of listing, generally higher cost)

- the fundamental elements of obtaining favorable search engine ranking, including internal factors, external factors, and algorithms.

### Process/Skill Questions

- What is pay-per-click (PPC) advertising?
- How do algorithms affect search engine marketing?
- When is it most advantageous to use a paid search?
- What are the ethical considerations of paid searches?
- What role does paid search play in digital marketing?
- How can paid searches increase traffic on one’s website?

### National MBAResearch Standards-Business Administration

**Acquire information to guide business decision-making.**

**Utilize information-technology tools to manage and perform work responsibilities.**

### National MBAResearch Standards-Marketing

**Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.**

### Task Number 73

**Describe best practices for SEO.**

**Definition**

Description should include

- advantages of organic search (e.g., credibility of listing, generally lower cost, positive branding effect of high ranking [people associate high ranking with high quality])
- disadvantages of organic search (e.g., investment in time spent optimizing listing for search engine and waiting for site to be indexed, necessity of ongoing search engine optimization, increased cost if professional search engine optimization performed)
- the fundamental elements of obtaining favorable search engine ranking, including internal factors, external factors, and algorithms
- the roles of metadata, titles, descriptions, keywords, and headers
- the role of blogs in SEO
• linking strategies.

Process/Skill Questions

• When is it most advantageous to use an organic search?
• What are the ethical considerations of organic searches?
• What role does organic search play in digital marketing?
• How are linking strategies critical to digital marketing effectiveness?
• How can organic searches increase traffic on one’s website?
• What are keyword search strategies?
• How does the negative keyword tool work?
• How can one increase the visibility of a blog using SEO?

National MBA Research Standards-Business Administration

Acquire information to guide business decision-making.

National MBA Research Standards-Marketing

Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.

Task Number 74

Explain partnership opportunities in digital and social media marketing.

Definition

Explanation should include

• describing types and examples of partnerships such as blogger outreach, influencer engagement, and professional organizations
• summarizing the benefits and liabilities of partnerships.

Process/Skill Questions

• What is the difference between affiliate marketing and partnership, as the two relate to digital marketing?
• Why are partnerships useful? How can they be harmful?
• How are affiliates used?
Exploring Strategy as it Relates to Promotions and Advertising

Task Number 75

Describe the purposes of an online presence.

Definition

Description should include the following purposes:

- To describe what it means to have an online presence
- To provide information about why keywords are important and how to choose the best keywords
- To present information about the business
- To gather and analyze data
- To transact online sales
- To build and manage relationships with customers and other businesses
- To attract new and continuing customers
- To provide services, such as interactive or customized services for customers
- To recruit employees
- To increase traffic

Process/Skill Questions

- What does it mean to have an online presence?
- Can a business have an online presence and not be active on the internet?
- When developing a website, why is it important to first establish a site schematic?
- When is it important that users have the ability to search within the site? Explain.
- How does a business enhance its web presence to boost exposure, reputation, and to market itself online?
- Why are keywords important?
Task Number 76

Establish goals and objectives for a website.

Definition

Establishing goals and objectives involves selecting the major characteristics and purposes desired that meet the following criteria:

- Appeal to the target audience
- Elicit a measurable response from the target audience
- Be informative and/or promotional in nature
- Be easy for visitors to navigate and use
- Be secure in the transmission and storage of data

Process/Skill Questions

- What is the difference between a goal and an objective for a website?
- What considerations should be taken when determining the goals of a website?
- What considerations should be taken when determining the objectives of a website?
- How does one write SMART (i.e., specific, measurable, attainable, relevant, and timely) goals and objectives for a website? What are some examples of these?
- How does a business determine if their goals and objectives were met?

National MBAResearch Standards-Marketing

Develop marketing strategies to guide marketing tactics.

Employ marketing-information to plan marketing activities.

Task Number 77

Identify criteria for effective and functional web design.

Definition

Identification of design criteria should include the following:
- Involves key organizational decision makers
- Appeals to target audience(s)
- Utilizes a storyboard design process to develop ideas that match the business plan
- Utilizes design components (e.g., colors, fonts, headings, text, graphics) that are appropriate to the brand
- Leverages imagery/video
- Has appropriately placed and functional links, navigation bar, and icons
- Loads within a reasonable amount of time
- Uses SEO best practices (e.g., site map, metadata)
- Integrates with social media platforms
- Provides satisfactory user experience
- Able to handle different screen sizes (e.g. computer, mobile phone)

Process/Skill Questions

- Why should a website have a consistent design for all pages?
- Why is it important to make sure all the links on the website work properly?
- What happens when download time is too long (e.g., in sites incorporating multimedia elements)?
- Why is it important to design a website to handle different screen sizes?
- What are the design components to create an effective website?

National MBAResearch Standards-Business Administration

Utilize information-technology tools to manage and perform work responsibilities.

National MBAResearch Standards-Marketing

Develop marketing strategies to guide marketing tactics.

Task Number 78

Demonstrate writing strategies in digital and social media marketing.

Definition

Demonstration should include strategies for effective writing, such as

- writing for the target audience
- writing succinctly (briefly and clearly)
• establishing a brand voice
• using effective formatting (e.g., bulleted lists, subheadings, white space, hyperlinks)
• maintaining style consistency (e.g., grammatical structures, tone, active voice)
• using images and videos to enhance the written word.

Demonstration should also include an awareness of and adherence to platform-specific writing conventions (e.g., character count, tagging, and use of hashtags in text).

**Process/Skill Questions**

• How and why is writing for websites different from standard writing?
• What is the typical audience for each social media site?
• Why should bulleted lists, icons, pictures, highlighting, and mouse-overs be used to convey information on websites?
• What techniques can the writer use to help the visitor skim the site quickly for relevant content?
• How do writing strategies vary across digital platforms?
• What kind of images/videos are effective in digital and social media marketing?
• What are examples of effective writing strategies in digital and social media marketing?

**National MBAREsearch Standards-Business Administration**

Write internal and external business correspondence to convey and obtain information effectively.

**National MBAREsearch Standards-Marketing**

Develop marketing strategies to guide marketing tactics.

---

**Task Number 79**

Describe the elements of the promotional mix and the importance of each in digital and social media marketing.

**Definition**

Description should include

• defining the promotional mix as the interaction of five basic types of promotion
  - advertising
  - sales promotion
explaining each type of promotion and its importance in digital and social media marketing.

Process/Skill Questions

• How effective is social media in promoting a business or product/service?
• How is a social media platform chosen when promoting a particular product?
• Why is it important to consider the target market when developing the promotional mix?
• How does publicity differ from advertising?
• How do internet technologies impact the promotional mix?
• What are the similarities and differences between promotional mixes for an internet-based business and those for a brick-and-mortar business?

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of promotion to understand its nature and scope.

Acquire a foundational knowledge of selling to understand its nature and scope.

Understand promotional channels used to communicate with targeted audiences.

Understand the use of an advertisement's components to communicate with targeted audiences.

Understand the use of public-relations activities to communicate with targeted audiences.

Task Number 80

Describe various types of digital advertising.

Definition

Description should include types of advertising such as the following:

• Display ads (retargeting)
• Referral sites and/or reciprocal links
• Search engine placement
• Email
• Directories
• Affiliate programs
• Social media
• Local search
• Streaming video
• Content marketing
• Viral marketing
• Influencer marketing

Process/Skill Questions

• How is digital advertising different from traditional advertising? How is it the same?
• What are the advantages of digital advertising over traditional advertising?
• What are the disadvantages of digital advertising? How can these disadvantages be overcome?
• What are the advantages and disadvantages of the various digital advertising methods?
• What is the cost structure for each type of digital advertising?
• What is content marketing, viral marketing and influencer marketing? How can a business utilize these types of marketing?

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of promotion to understand its nature and scope.

Understand promotional channels used to communicate with targeted audiences.

Understand the use of an advertisement's components to communicate with targeted audiences.

Understand the use of public-relations activities to communicate with targeted audiences.

Measuring Success in Digital and Social Media Marketing

Task Number 81

Describe the importance of measuring, monitoring, and evaluating digital and social media marketing performance.

Definition
Description should include

- ways to establish benchmarks
- tools for measuring and monitoring (e.g., HootSuite, Google Analytics)
- methods for evaluating return-on-investment (ROI)/return-on-marketing-investment (ROMI).

**Process/Skill Questions**

- How is digital marketing performance measured?
- What benefits does an internet-based business derive from constant monitoring of marketing performance?
- How often should an evaluation take place?

**National MBAResearch Standards-Marketing**

Acquire foundational knowledge of marketing-information management to understand its nature and scope.

---

**Task Number 82**

**Describe the importance of analytics in social media.**

**Definition**

Description should include how social media marketing strategies adjust in response to analytics data.

**Process/Skill Questions**

- How can analytics drive a company’s social media strategy?
- What is meant by the terms *impression* and *reach* in social media analytics?
- What is an example of a company changing a marketing strategy in response to social media analytics?

**National MBAResearch Standards-Marketing**

Acquire foundational knowledge of marketing-information management to understand its nature and scope.
Task Number 83

Evaluate the effectiveness of a digital and social media marketing campaign.

Definition

Evaluation should include

- applying the criteria for judging the effectiveness of a given campaign, including
  - attractiveness and simplicity of design elements
  - design and content appropriate to target audience
  - close relationship to branding/positioning
  - user-friendly interface/experience
  - reasonable load time
  - establishment of credibility/trust
  - simplicity of procedures for placing orders and making payments
  - ease of access to customer service prior to and after the sale
- identifying and applying external analytic tools for KPIs
- integrating systems for tracking analytics (e.g., Google Analytics, Adobe SiteCatalyst).

Process/Skill Questions

- How can businesses determine the effectiveness of their websites?
- To what extent do sales indicate the effectiveness of an e-commerce site?
- How important is it for a website to closely reflect the positioning/brand identity of a business?

National MBAResearch Standards-Marketing

Assess marketing strategies to improve return on marketing investment (ROMI).

Employ marketing-information to plan marketing activities.

Understanding Marketing Plans

Task Number 84
Identify the purpose and structure of a business plan.

Definition

Identification should include

- the purposes of a business plan
  - to provide the detailed information needed for acquiring capital
  - to lay the foundation for business development and expansion
  - to serve as a road map for the business to follow
- the structural components of a business plan and their importance
  - executive summary
  - type of business
  - business philosophy
  - product and service plan
  - self-analysis
  - trading area analysis
  - market segment analysis
  - operational plan
  - organizational plan
  - marketing plan
  - financial plan.

Process/Skill Questions

- What are the main sections of a business plan?
- What is the function of each section of the business plan?
- How does each section relate to the overall purpose of the plan?
- What preparation should be done prior to developing the business plan?
- Why does one need to conduct research to write a business plan?
- Why might the executive summary be more important than the body of the business plan?
- Should a business plan for an internet-based business differ from one for a brick-and-mortar business? Why or why not?

National MBAResearch Standards-Business Administration

Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.

Control an organization's/department's activities to encourage growth and development.

Develop concept for new business venture to evaluate its success potential.

Understand marketing's role and function in business to facilitate economic exchanges with customers.
Utilize planning tools to guide organization's/department's activities.

Task Number 85

Explain the purpose of a marketing plan and its relationship to a business plan.

Definition

Explanation should include

- a definition of the term *marketing plan*
- reasons why a marketing plan is an integral part of a business plan
- the concept that the function of a marketing plan within the business plan is to outline how to attract and retain customers and sell them a product or service
- ways the marketing plan provides details about the contributions marketing can make to the success of the business.

Process/Skill Questions

- What are some typical components of a marketing plan? (e.g., market niche, pricing, marketing tactics)
- How does a marketing plan relate to the marketing concept for the business?
- Why is a marketing plan essential to a business plan?
- Is it possible to have a business plan without thinking about marketing? Why or why not?
- Which comes first: the business plan or the marketing plan? Explain.

National MBAResearch Standards-Business Administration

Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.

Understand marketing's role and function in business to facilitate economic exchanges with customers.

National MBAResearch Standards-Marketing

Assess marketing strategies to improve return on marketing investment (ROMI).

Develop a foundational knowledge of pricing to understand its role in marketing.
Task Number 86

Describe the basic structure of a marketing plan.

Definition

Description should include a company overview, mission and goals, core competencies, situation analysis, competitors, target market, marketing mix, budget, scheduling, and monitoring in the following components:

- Executive summary
- Situation analysis
- Objectives
- Marketing strategies
- Implementation
- Evaluation
- Control
- Appendix (if needed)

Process/Skill Questions

- How can a small business benefit from writing a marketing plan?
- What are the key components of a marketing plan? Why is each important?
- How would an internet-based business’ marketing plan differ from that of a brick-and-mortar business? How would it be similar?
- Why is it important to study competitors before writing the marketing plan?
- What is the purpose of the executive summary?
- Can each part of the marketing plan stand independently? Explain.

National MBAResearch Standards-Business Administration

Understand marketing's role and function in business to facilitate economic exchanges with customers.

National MBAResearch Standards-Marketing

Employ marketing-information to plan marketing activities.
Task Number 87

Develop a digital marketing plan.

Definition

Development should include

- formulating an overview of the business
- determining the marketing budget
- researching and defining the market
- creating communication strategies
- generating marketing strategies
- defining benchmarks for evaluation
- presenting the marketing plan in written format.

Process/Skill Questions

- What research is essential in the development of a digital marketing plan? Why?
- What communication strategies might be included in a digital marketing plan? Why?
- What writing skills are important in composing a digital marketing plan? How are those skills different?
- Should a digital marketing plan be separated from the normal marketing plan? Explain.

National MBAResearch Standards-Marketing

Employ marketing-information to plan marketing activities.

Preparation for a Career in Digital and Social Media Marketing

Task Number 88

Research career opportunities in the field of digital and social media marketing, including entrepreneurship opportunities.
Definition

Research should include

- an annotated list of careers available within the field, to include careers requiring creativity, technological expertise, marketing expertise, and entrepreneurship expertise
- the preparation required for each career, including education, on-the-job experience, training, and/or certification
- opportunities for advancement in each career
- employment trends in the field
- the use of job databases
- ways to match personal abilities, skill sets, aptitudes, interests, and job expectations with industry standards and expectations
- potential growth of this field.

Process/Skill Questions

- What are some of the major career clusters and positions related to digital marketing?
- What is a digital marketing analyst? What is a director of social media? What is a brand manager? What is an engagement coordinator? Why are each of these jobs important?
- How can job search engines be used to identify career trends in digital marketing?
- What are the keywords to use when searching for social media marketing jobs?

National MBAResearch Standards-Business Administration

Participate in career planning to enhance job-success potential.

Task Number 89

Describe basic strategies for seeking employment.

Definition

Description should include

- seeking a mentor
- networking
- participating in a work-based learning experience
- joining a business association
- obtaining industry certification in chosen area
- investing in personal branding
  - creating a personal web page
  - creating a professional online profile (e.g., LinkedIn, Facebook)
monitoring personal digital presence, to include social media sites (e.g., students should Google themselves and understand that employers and postsecondary institutions will do the same)

- identifying available jobs
- using job search engines
- matching personal qualifications with available jobs
- gathering information about prospective employers from websites and other data sources
- tailoring a cover letter to match a desired position
- determining whether a traditional or electronic résumé is most appropriate for matching a desired position
- determining when to use email and when to use traditional written correspondence
- deciding when to post an electronic résumé online, weighing the risk of online postings
- submitting an application, résumé, and references, as applicable
- preparing for an interview.

**Process/Skill Questions**

- How can a person build an effective professional network?
- How does a job-seeker use existing job leads to produce new leads?
- Why is it important to research a prospective employer before submitting a job application?
- What should be included in the cover letter?
- What social media marketing job skills may assist in advancing one’s career?
- What is the best way to get these skills?

**National MBAResearch Standards-Business Administration**

*Implement job-seeking skills to obtain employment.*

*Participate in career planning to enhance job-success potential.*

---

**Task Number 90**

**Describe essential elements of a traditional and an electronic résumé.**

**Definition**

Description should incorporate the concept that both résumé types should include information that is

- complete
• accurate
• effectively organized.

Description should also include the concept that the electronic résumé should include

• attention to security concerns
• keywords
• use of scanner-friendly format
• consideration of file type.

Process/Skill Questions

• What are some challenges in responding to a job opening electronically?
• Is one type of résumé more effective than the other? Why or why not?
• What is the importance of having both a traditional and an electronic résumé?
• What are alternative forms that some résumés may take?
• How does one determine whether a traditional or an electronic résumé is appropriate for a given situation?
• When might a traditional résumé be the best choice?
• What are some methods for identifying the most effective key words to include in an electronic résumé?
• Why should résumés posted on the internet have a keywords section?
• How can an online resume builder help?

National MBAResearch Standards-Business Administration

Implement job-seeking skills to obtain employment.

Participate in career planning to enhance job-success potential.

Task Number 91

Prepare a career portfolio.

Definition

Preparation should include creating and/or gathering a résumé and a variety of electronic and non-electronic documents (e.g., a personal statement, short-term and long-term goals, work samples, letters of recommendation, skills and abilities sheets) representative of the student’s qualifications. Documents that reflect the student’s knowledge, skills, and abilities should be selected.

Process/Skill Questions
• What is the purpose of a portfolio?
• What items should be included in a portfolio?
• Should potential employers have access to an applicant’s work history? Explain.
• Why is it important to know who is the target audience for the portfolio?
• What are the advantages/disadvantages of creating a paper vs. online portfolio? When might one type be preferable over another?

National MBAResearch Standards-Business Administration

Implement job-seeking skills to obtain employment.

Participate in career planning to enhance job-success potential.

Task Number 92

Identify options for professional development in the field of digital and social media marketing.

Definition

Identification should include options such as

• education (both traditional and online)
• training (both traditional and online)
• work-based learning (e.g., job shadowing, mentorship)
• co-curricular student organization activities (e.g., DECA)
• certification
• professional associations
• vendor materials and training
• professional/trade shows
• professional publications.

Process/Skill Questions

• What professional associations exist for digital marketers?
• How can attending a conference and/or meetings of a professional organization help a person build a network?
• What are the advantages and disadvantages of traditional vs. online training?
• Why is lifelong professional development essential for digital marketers?
• What is the “Journal of Digital & Social Media Marketing?” How can someone wanting to join this career field use this journal?
• How can the American Marketing Association help with professional development?
National MBA Research Standards-Business Administration

Participate in career planning to enhance job-success potential.

Utilize career-advancement activities to enhance professional development.

## SOL Correlation by Task

<table>
<thead>
<tr>
<th>Task</th>
<th>History and Social Science: GOVT.1, GOVT.12, GOVT.13, GOVT.14, GOVT.15, VUS.3, VUS.4, VUS.8, VUS.10, VUS.11, WG.1, WG.4, WG.5, WG.6, WG.7, WG.9, WG.14, WG.17, WG.18, WHI.1, WHI.12, WHI.13, WHII.1, WHII.4, WHII.6, WHII.8, WHII.9, WHII.13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify economic concepts related to marketing.</td>
<td>History and Social Science: VUS.1, VUS.8, VUS.13, VUS.14, WG.1, WG.4, WG.9, WG.15, WG.17, WHI.1, WHII.1, WHII.14</td>
</tr>
<tr>
<td>Explain the marketing concept and its application in a digital environment.</td>
<td>History and Social Science: GOVT.14, GOVT.15, VUS.10, WG.9</td>
</tr>
<tr>
<td>Explain the marketing mix.</td>
<td>History and Social Science: GOVT.14, GOVT.15, VUS.13, VUS.14, WG.5, WG.11, WG.12</td>
</tr>
<tr>
<td>Explain the functions of marketing and the application of each in a digital environment.</td>
<td>English: 9.5, 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Describe channels of distribution.</td>
<td>History and Social Science: VUS.1, VUS.13, VUS.14, WG.5, WG.11, WG.14, WG.15, WG.17</td>
</tr>
<tr>
<td>Explain the purpose of marketing research.</td>
<td>English: 9.5, 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Define <em>positioning</em> as it relates to marketing.</td>
<td>English: 9.5, 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Explain the product life cycle and the importance of developing new products/services to stay competitive.</td>
<td>English: 9.5, 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Relate traditional marketing strategies to digital marketing.</td>
<td>History and Social Science: GOVT.1, GOVT.6, GOVT.9, GOVT.16, VUS.1, VUS.13, VUS.14, WG.1, WG.16, WHII.1, WHII.14</td>
</tr>
<tr>
<td>Explain essential terms and components related to digital and social media marketing.</td>
<td>English: 9.3, 10.3, 11.3, 12.3</td>
</tr>
<tr>
<td>Task</td>
<td>Description</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Describe the effect of digital and social media marketing on business.</td>
<td>English: 9.5, 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Examine recent trends in digital and social media marketing.</td>
<td>English: 9.5, 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Distinguish among market identification, market segmentation, and target marketing.</td>
<td>English: 9.3, 10.3, 11.3, 12.3</td>
</tr>
<tr>
<td>Describe the characteristics of consumers.</td>
<td>History and Social Science: GOVT.15</td>
</tr>
<tr>
<td>Identify the role of customer relationship management (CRM) and database management in acquiring and retaining customers.</td>
<td></td>
</tr>
<tr>
<td>Describe branding and its importance in digital and social media marketing.</td>
<td>English: 9.8, 10.8, 11.8, 12.8</td>
</tr>
<tr>
<td>Identify the importance of building a brand.</td>
<td></td>
</tr>
<tr>
<td>Demonstrate strategies in brand management.</td>
<td></td>
</tr>
<tr>
<td>Explain legal issues related to digital and social media marketing.</td>
<td>English: 9.5, 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Examine ethical issues related to digital and social media marketing.</td>
<td>English: 9.5, 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Explain how policies influence digital and social media marketing.</td>
<td>History and Social Science: GOVT.9, GOVT.15, VUS.1, VUS.13, VUS.14</td>
</tr>
<tr>
<td>Outline cybersecurity issues and strategies related to digital and social media marketing.</td>
<td>History and Social Science: GOVT.1, GOVT.9, GOVT.11, GOVT.15, VUS.14</td>
</tr>
<tr>
<td>Describe the importance of registration and protection of domain names.</td>
<td>English: 9.8, 10.8, 11.8, 12.8</td>
</tr>
<tr>
<td>Demonstrate web searching techniques and strategies.</td>
<td>English: 9.8, 10.8, 11.8, 12.8</td>
</tr>
<tr>
<td>Describe strategies for managing a company’s online presence.</td>
<td></td>
</tr>
<tr>
<td>Identify the importance of reputation management in digital and social media marketing.</td>
<td>History and Social Science: VUS.14</td>
</tr>
</tbody>
</table>
| Describe the components of an online marketing strategy and their uses. | English: 9.8, 10.8, 11.8, 12.8  
History and Social Science: GOVT.1, GOVT.7, GOVT.8, VUS.13, VUS.14 |
| Determine how email can be used for marketing. | English: 9.8, 10.8, 11.8, 12.8  
History and Social Science: GOVT.6, VUS.13 |
| Describe social media strategies. | History and Social Science: GOVT.1, GOVT.8, GOVT.9, VUS.13, VUS.14, WHII.14 |
| Describe the various social media platforms and the purposes/audiences/roles of each. | History and Social Science: GOVT.9, VUS.13, VUS.14 |
| Explain the importance of streaming video to digital and social media marketing. |  |
| Explain the concept of search engine marketing (SEM). | English: 9.5, 10.5, 11.5, 12.5 |
| Explain the concept of search engine optimization (SEO). | English: 9.5, 10.5, 11.5, 12.5 |
| Describe best practices for SEM. | English: 9.5, 10.5, 11.5, 12.5 |
| Describe best practices for SEO. | English: 9.5, 10.5, 11.5, 12.5 |
| Explain partnership opportunities in digital and social media marketing. | English: 9.5, 9.6, 10.5, 10.6, 11.5, 11.6, 12.5, 12.6  
History and Social Science: VUS.1, WG.1 |
<p>| Describe the purposes of an online presence. |  |
| Establish goals and objectives for a website. |  |
| Identify criteria for effective and functional web design. |  |
| Demonstrate writing strategies in digital and social media marketing. | English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7, 12.6, 12.7 |
| Describe the elements of the promotional mix and the importance of each in digital and social media marketing. | English: 9.3, 10.3, 11.3, 12.3 |
| Describe various types of digital advertising. | History and Social Science: VUS.13, VUS.14, WHII.14 |
| Describe the importance of measuring, monitoring, and evaluating digital and social media marketing performance. |  |
| Describe the importance of analytics in social media. |  |
| Evaluate the effectiveness of a digital and social media marketing campaign. | English: 9.5, 10.5, 11.5, 12.5 |</p>
<table>
<thead>
<tr>
<th>Task</th>
<th>English: 9.5, 10.5, 11.5, 12.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify the purpose and structure of a business plan.</td>
<td></td>
</tr>
<tr>
<td>Explain the purpose of a marketing plan and its relationship to a business plan.</td>
<td></td>
</tr>
<tr>
<td>Describe the basic structure of a marketing plan.</td>
<td></td>
</tr>
<tr>
<td>Develop a digital marketing plan.</td>
<td>English: 9.5, 9.8, 10.5, 10.8, 11.5, 11.8, 12.5, 12.8</td>
</tr>
<tr>
<td>Research career opportunities in the field of digital and social media marketing, including entrepreneurship opportunities.</td>
<td>English: 9.8, 10.8, 11.8, 12.8</td>
</tr>
<tr>
<td>Describe basic strategies for seeking employment.</td>
<td>English: 9.5, 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>Describe essential elements of a traditional and an electronic résumé.</td>
<td></td>
</tr>
<tr>
<td>Prepare a career portfolio.</td>
<td>English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7, 12.6, 12.7</td>
</tr>
<tr>
<td>Identify options for professional development in the field of digital and social media marketing.</td>
<td></td>
</tr>
</tbody>
</table>

### DECA, Inc. Information

DECA, the co-curricular student organization for Marketing, provides many opportunities through its program of work for students to apply the knowledge, skills, and processes learned in a variety of courses. The purposes of DECA's program of competitive events are as follows:

- To contribute to the development of skills necessary for careers in marketing, merchandising, management, and entrepreneurship
- To evaluate student achievement of the skills through careful measurement devices (performance indicators)
- To provide opportunities for student and team recognition
- To provide constructive avenues for individual or team expression, initiative, and creativity
- To motivate students to assume responsibility for self-improvement and self-discipline
- To provide a vehicle for students to demonstrate (via performance indicators) their acquired skills through individual or team activities
- To assist students in acquiring a realistic self-concept through individual and team activities
- To help students participate in an environment of cooperation and competition
- To provide visibility for the educational goals and objectives of marketing education.

For additional information about the student organization, contact DECA, Inc., 1908 Association Drive, Reston, VA 20191, phone (703) 860-5000, FAX (703) 860-4013. See the DECA, Inc. home page at [http://www.deca.org](http://www.deca.org) and the Virginia DECA home page at [http://www.vadeca.org](http://www.vadeca.org).
Common Skills Developed When Participating in DECA Events

- Communication skills—The ability to exchange information and ideas with others through writing, speaking, reading, or listening
- Analytical skills—The ability to derive facts from data, findings from facts, conclusions from findings, and recommendations from conclusions
- Critical thinking and problem-solving skills
- Production skills—The ability to take a concept from an idea and make it real
- Teamwork—The ability to plan, organize, and conduct a group project
- Priorities/time management—The ability to determine priorities and manage time commitments
- Assessment skills—The ability to evaluate presentations

Related DECA, Inc. Competitive Events

CTE student organization information correlates to course content. These DECA, Inc. competitive events available in Virginia enable students to apply and practice tasks they have mastered within the course. Other events may be applicable upon instructor discretion. Refer to the Chapter Management Guide for more information.

Teacher Resources

The resources below may be helpful to teachers and students in Digital and Social Media Marketing.

- Americans with Disabilities Act [ADA]
- Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003 (CAN-SPAM Act)
- Internet Corporation for Assigned Names and Numbers [ICANN]
- Journal of Digital & Social Media Marketing
- Kosloski, Mickey and Sharon Davis. Retailing and E-tailing. Goodheart-Willcox Publisher, 2015. New textbook that integrates the four Ps of marketing into the operations of retail and e-tail businesses, and explores the difference between traditional retail operations and e-tailing. http://www.g-w.com/retailing-etailing-2015.
- PCI Security Standards Council: a global forum for the ongoing development, enhancement, storage, dissemination and implementation of security standards for account data protection
Entrepreneurship Infusion Units

Entrepreneurship Infusion Units may be used to help students achieve additional, focused competencies and enhance the validated tasks/competencies related to identifying and starting a new business venture. Because the unit is a complement to certain designated courses and is not mandatory, all tasks/competencies are marked “optional.”
Appendix: Credentials, Course Sequences, and Career Cluster Information

Industry Credentials: Only apply to 36-week courses

- A*S*K Fundamental Marketing Concepts Assessment
- Business of Retail: Operations & Profit Examination
- College and Work Readiness Assessment (CWRA+)
- Customer Service and Sales Certification Assessment
- National Career Readiness Certificate Assessment
- Workplace Readiness Skills for the Commonwealth Examination

Concentration sequences: A combination of this course and those below, equivalent to two 36-week courses, is a concentration sequence. Students wishing to complete a specialization may take additional courses based on their career pathways. A program completer is a student who has met the requirements for a CTE concentration sequence and all other requirements for high school graduation or an approved alternative education program.

- Entrepreneurship (9093/36 weeks)
- Entrepreneurship, Advanced (9094/36 weeks)
- Fashion Marketing (8140/36 weeks)
- Fashion Marketing, Advanced (8145/36 weeks)
- Introduction to Fashion Careers (8248/36 weeks)
- Introduction to Fashion Careers (8247/18 weeks)
- Introduction to Marketing (8110/36 weeks)
- Introduction to Marketing (8111/18 weeks)
- Lodging Management (formerly Hotel Management and Operations) (8159/36 weeks)
- Marketing (8120/36 weeks)
- Marketing Management (8132/36 weeks)
- Marketing, Advanced (8130/36 weeks)
- Opportunities in Global Trade (8135/36 weeks)
- Opportunities in Global Trade, Advanced (8136/36 weeks)
- Principles of Business and Marketing (6115/36 weeks)
- Principles of Business and Marketing (6116/18 weeks)
- Real Estate (8191/36 weeks)
- Sports and Entertainment Management (8177/36 weeks)
- Sports and Entertainment Marketing (8175/36 weeks)
- Travel and Tourism Marketing (formerly Opportunities in Hospitality and Tourism) (8139/36 weeks)
- Travel, Tourism, and Destination Marketing (formerly Travel and Tourism Marketing and Sales) (8169/36 weeks)
## Career Cluster: Marketing

<table>
<thead>
<tr>
<th>Pathway</th>
<th>Occupations</th>
</tr>
</thead>
</table>
| Marketing Communications     | Art Director  
                             | Copy Writer  
                             | Marketing Manager  
                             | Multimedia Artist, Animator  
                             | Public Relations Manager  
                             | Web Developer |
| Marketing Management         | Brand Manager  
                             | Entrepreneur  
                             | General Manager  
                             | Internet Entrepreneur  
                             | Marketing Manager |
| Marketing Research           | Database Administrator  
                             | Market Research Analyst  
                             | Product Planner |
| Merchandising                | Account Executive  
                             | Merchandise Buyer  
                             | Merchandise Displayer, Window Trimmer  
                             | Merchandise Manager  
                             | Merchandising Coordinator  
                             | Retail Manager |
| Professional Sales           | Account Executive  
                             | Manufacturer's Sales Representative  
                             | Sales Manager  
                             | Salesperson  
                             | Wholesale and Manufacturing, Technical and Scientific Products  
                             | Sales Representative |