Digital and Social Media Marketing

8125 36 weeks

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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. This course reinforces mathematics, science, English, and history and social science Standards of Learning. Computer/technology applications and DECA activities enhance the course. DECA, the co-curricular student organization, offers opportunities in leadership, community, and competitive events.

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.

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<td>Identify options for professional development in the field of digital and social media marketing.</td>
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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, capital, entrepreneurship)
- 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 MBAResearch 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 to make a profit in a digital environment
• examples of how businesses in a digital environment 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 having an online presence help a business 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?

National MBAResearch Standards-Business Administration

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, and 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 market. 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?
- How does the marketing mix influence consumer behavior?

**National MBA Research Standards-Business Administration**

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

**National MBA Research Standards-Marketing**

Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

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**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 and 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 online vs. 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?

National MBAResearch Standards-Business Administration

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

National MBAResearch Standards-Marketing

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

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

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

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

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

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

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

Description should also include classifications of channels of distribution as direct or indirect and 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 MBAResearch 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.

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**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 reach the target market effectively.

**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.**

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**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 (i.e., introduction, growth, maturity, and decline) through which products/services move
- the importance of the development and modification of new products/services to meet consumer needs and wants (demand)
- the role of the product life cycle in ensuring 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?
• 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 technological developments affect 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 MBAResearch 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 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 MBA Research Standards-Marketing

Develop marketing strategies to guide marketing tactics.

Task Number 48

Identify technology used in marketing tasks.

Definition

Identification may include

- project-management tools (e.g., Google Workspace, Microsoft 365)
- databases
- simulations
- graphics and design tools
- desktop publishing
- website management
- email marketing
- social media
- analytics
- bundled and independent services (e.g., Square, Shopify, MailChimp)
- cameras
- computers
- notes tool or other apps on phone for scanning
- QR codes
- app development tools
- algorithms.

Resource: Marketing Technology Landscape infographic from chiefmartec.com

Process/Skill Questions

- How could a database program help a business gather large quantities of data?
- What are examples of general computer applications used in marketing? What are examples of specialized computer applications?
- What are the differences in function among the types of software tools?
- What are appropriate circumstances to use technology and software tools for various marketing tasks?
- When might a business find presentation software helpful?
- What are the strengths and weaknesses of bundled services?
- How can multiple tools be utilized in the daily operations of a business?
- How does the use of technological tools affect customer service and vice versa?
Utilize information-technology tools to manage and perform work responsibilities.

National MBAResearch Standards-Marketing

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

Task Number 49

Analyze the impact of technology on marketing.

Definition

Analysis should include

- e-commerce (globalization of the marketplace)
- digital marketing (e.g., retargeting, geotargeting, search engine marketing [SEM] and search engine optimization [SEO], social media)
- consumer advantages (e.g., a wide selection of products and prices, information resources) and disadvantages (e.g., privacy concerns, information overload, identity theft)
- business advantages (e.g., a wider customer base, online reviews, immediate customer feedback, data analytics) and disadvantages (e.g., the need for ongoing technological expertise, intellectual property rights issues, online reviews)
- tools and apps for marketing
- the effects of technology on marketing (e.g., offers additional avenues for promotion, services, sales, information about the business and the products, mobile, interactive, social media).

Process/Skill Questions

- What recent technological advances have affected marketing?
- How has technology improved customer service and business operations?
- How has e-commerce changed the marketing process?
- How do technological advances help the consumer?
- How can marketers respond to consumers increasingly ignoring mass emails?
- When are computer-assisted transactions and programmable decision making not suitable for customers?
- How has digital marketing affected print marketing?
- What are the implications of increased technology on marketing budgets?
- What kind of impact has e-commerce had on brick-and-mortar stores?

National MBAResearch Standards-Business Administration

Utilize information-technology tools to manage and perform work responsibilities.
Understanding Fundamentals of Digital and Social Media Marketing

Task Number 50

Describe the different types of social media platforms and how to navigate them.

Definition

Description should include audience demographics, social media habits, as well as the purposes and uses of

- social networking platforms (e.g., LinkedIn, Facebook)
- media-sharing platforms (e.g., Instagram, Snapchat, TikTok)
- interest-based platforms (e.g., Flickr, Twitch)
- social publishing platforms (e.g., Blogger, WordPress)
- bookmarking platforms (e.g., Pinterest).

Process/Skill Questions

- What platform is best suited for placing advertisements?
- What platform is best suited for reaching business contacts?
- How can each platform produce content for the intended consumer?
- How do you know which platforms are best to use for your consumer?

National MBA Research Standards-Business Administration

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

Task Number 51
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
- Interactions
- Landing page
- Display
- Cookies
- Market segmentation
- Retargeting/remarketing
- Influencer marketing
- Content marketing
- 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)
- Hashtags
- Emojis
- Filter bubble

Process/Skill Questions

- How would KPIs be incorporated into creating a digital campaign?
- 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?

National MBA Research Standards-Business Administration

Use social media to communicate with a business’s stakeholders.
Task Number 52

Describe outbound and inbound marketing.

Definition

Description should include the following definitions and examples:

• Outbound marketing—the traditional approach of sending marketing materials to the customer; sometimes referred to as *push*
  ▪ press releases
  ▪ printed brochures
  ▪ mailers
  ▪ email marketing

• Inbound marketing—methods of attracting the customer to you; sometimes referred to as *pull*
  ▪ social media optimization (SMO)
  ▪ SEO
  ▪ blogging
  ▪ social media advertising
  ▪ social media influencers
  ▪ word of mouth.

Resource: Socialnomics Blog

Process/Skill Questions

• What is the difference between inbound and outbound marketing?
• What are inbound marketing channels?
• Why might customers consider outbound marketing practices intrusive?
• How can social media attract a broad range of customers?
• How is organic reach different from paid reach?

National MBAResearch Standards-Business Administration

Use social media to communicate with a business’s stakeholders

National MBAResearch Standards-Marketing

Understand promotional channels used to communicate with targeted audiences.

Understand the use of an advertisement’s components to communicate with targeted audiences.
Task Number 53

Describe the effects of digital and social media marketing on business.

Definition

Description should include the effects 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?
- 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.

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

Task Number 54

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)
  - 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 MBA Research Standards-Business Administration
Acquire information to guide business decision-making.

Understanding Consumers in Digital and Social Media Marketing

Task Number 55
Distinguish among market identification, market segmentation, and target marketing.

**Definition**

Description should include

- defining
  - market identification
  - 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?
- 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 MBA Research Standards—Marketing**

Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

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**Task Number 56**

**Describe the characteristics of consumers.**
Definition

Description should include loyal, discount, impulsive, need-based, and wandering consumers. Description should also address levels 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?
- How can a brand differentiate in a market to a variety of consumers?
- Why is product placement important?
- How does a brand maintain brand loyalty with its consumers?

National MBA Research Standards - Business Administration

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

Foster positive relationships with customers to enhance company image.

Task Number 57

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 are some of the types of databases used in CRM today?
• What are the consequences of poor database management? Why?

National MBA Research 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 58

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
Why is social media branding important?
What circumstances might cause an organization to change its brand?
How is a social media branding strategy created?
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 MBA Research Standards - Marketing

Position company to acquire desired business image.
Position products/services to acquire desired business image.

Task Number 59

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?
- Why is the brand more important than the product?
- Choose a brand. What are the strengths and weaknesses of that brand?
Task Number 60

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?
- What are some steps to successful brand management?
- How does an established brand evolve? How does a company adapt its product line within an established brand?
- What are some branding strategies?
Position products/services to acquire desired business image.

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

Task Number 61

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 [ICANN] policy)
- Privacy
- Truth in advertising
- Licensure
- Uniform Commercial Code (UCC)
- Accessibility (Americans with Disability Act [ADA] guidelines)
- Controlling the Assault of Non-Solicited Pornography And Marketing (CAN-SPAM) Act of 2003
- Purpose of a secure server certificate (e.g., VeriSign Secured Seal, PayPal)
- Compliance with PCI Security Council 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 involving the Internet? How do these current legal issues affect the digital marketing of businesses?
• How can legal problems be avoided?
• Why should legal issues be addressed in the branding process?
• What are potential consequences of using an established brand without permission?
• What are the potential consequences of not adhering to the Federal Trade Commission’s Truth in Advertising policies?

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 62

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
• identifying ethical and unethical uses of algorithms (e.g., filter bubble).

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?
• How does using algorithms benefit marketers?
• How can a consumer alter the filter bubble?

National MBAResearch Standards-Business Administration

Understand the nature of business to show its contributions to society.

National MBAResearch Standards-Marketing

Understand responsibilities in marketing to demonstrate ethical/legal behavior.

Task Number 63

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, General Data Protection Regulation [GDPR], California Consumer Protection Act [CCPA])
• 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)
• global policies and their influence on U.S. policy.

Process/Skill Questions

• What are some current legislative issues affecting digital marketing?
• What role does the U.S. government play in regulating internet content?
• What impact do foreign government regulations have on Internet content?
• How might policies differ from state to state?

National MBAResearch Standards-Business Administration

Acquire foundational knowledge of business laws and regulations to understand their nature and scope.
Task Number 64

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?
- 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 MBAResearch Standards-Business Administration

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

Comply with security rules, regulations, and codes (e.g. property, privacy access, confidentiality) to protect customer and company information, reputations, and image.
National MBA Research Standards-Marketing

Understand responsibilities in marketing to demonstrate ethical/legal behavior.

Task Number 65

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?
- What are the risks of not protecting domain names?

National MBA Research 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.

Comply with security rules, regulations, and codes (e.g. property, privacy access, confidentiality) to protect customer and company information, reputations, and image.

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 66

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?
- Why should one use a variety of search engines?
- What are search operators? How do they work?

National MBAResearch Standards-Business Administration

Utilize information-technology tools to manage and perform work responsibilities.
Task Number 67

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
- strategies for managing a company’s online presence.

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

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)?
- Why should a business have a social media policy for employees?
- How can a business design its digital and social media content to match the desired reputation?
- How does a company ensure that its brand name is not used by other companies for their web and/or social media pages?
- What are the tools for managing multiple platforms?
- 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?

National MBAResearch Standards-Business Administration

Comply with security rules, regulations, and codes (e.g. property, privacy access, confidentiality) to protect customer and company information, reputations, and image.
Task Number 68

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

Definition

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

- Website
- Email
- Social media
- Blogs
- Search engine marketing (SEM)
- Search engine optimization (SEO)
- Digital advertising
- Communications and public relations
- Content marketing
- Streaming video
- Mobile marketing
- PESO (paid, earned, shared, and owned) media model

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?
- What is the PESO media model and how is it used?
- How is digital advertising different than traditional advertising?
- What are the major types of digital advertising?

National MBAResearch Standards-Business Administration

Utilize information-technology tools to manage and perform work responsibilities.
Task Number 69

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 personalization and why is it effective in email marketing?
- What are ways to seek feedback from recipients, and why is it important?
- 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 70

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
- Harnessing pop culture trends and memes
- Developing and building an influencer network

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?
- What are social media communities, and how can companies use them for marketing?
- What are strategies for becoming an influencer? Using an influencer?
- What are current or rising trends in social media? How can they be used for marketing?
- What are trends in social media marketing?

National MBAResearch Standards-Business Administration

Use social media to communicate with a business's stakeholders.
Task Number 71

Describe the importance of using a scheduling tool for social media marketing.

Definition

Description should include
- calendars
- scheduling applications (e.g., HootSuite)
- ideal posting times for various audiences.

Process/Skill Questions

- Why is it important to create a posting calendar?
- What are the best times to post to reach various audiences?
- What are popular scheduling applications? What do they do for businesses?
- What makes a scheduling tool more effective than scheduling and posting manually?

National MBAResearch Standards-Business Administration

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

Utilize project-management skills to improve workflow and minimize costs.

Task Number 72

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?
- Why is video content essential to digital and social media marketing?
- How does a company go about placing advertisements in video streaming?
- What are best practices for each of the video content platforms? Why is it important to know how they differ?
- How can a company use live video to stream content? When should they use it?

National MBA Research Standards-Business Administration

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

Task Number 73

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
- the difference between organic search listings and paid search listings
  - 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 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?
- Why is it beneficial to small businesses to use SEM?
- 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 MBA Research Standards - Business Administration

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

Task Number 74

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
• describing how to remain current with search algorithms
• 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

• 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?
• Why is it beneficial to small businesses to use SEO?
• 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?
• What is linking? 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?
• How can one obtain a favorable search ranking using SEO analytics?
• What is metadata, and why is it important?

National MBAResearch Standards-Business Administration

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

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Task Number 75

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 partnership marketing? How can it be used in digital or social media marketing?
• What are some important things to consider when choosing a marketing partner?
• 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?

National MBAResearch Standards-Business Administration

Manage internal and external business relationships to foster positive interactions.

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Exploring Strategy as it Relates to Promotions and Advertising
Task Number 76

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?
- 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?
- How does a business enhance its online presence to boost exposure, reputation, and to market itself online?
- Why are keywords important?
- How can businesses use their online presence to build relationships with customers?
- In what ways can a business use its online presence to attract and recruit employees?

National MBA Research Standards - Marketing

Develop marketing strategies to guide marketing tactics.

Task Number 77

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 and 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?
- What objectives would a business need to set to ensure the security of data on their website?
- How would a business measure the effectiveness of the ease of use and navigation of the website?

**National MBAResearch Standards-Marketing**

**Develop marketing strategies to guide marketing tactics.**

**Employ marketing-information to plan marketing activities.**

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**Task Number 78**

**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, smartphone, tablet)
• Tests for function with target audience (test, learn, and optimize)

**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?
• How can a business use SEO best practices to be successful with its web design?
• Why is it important for a business to test the function of the website with its target audience?

**National MBA Research Standards-Business Administration**

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

**National MBA Research Standards-Marketing**

Develop marketing strategies to guide marketing tactics.

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**Task Number 79**

**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
• using hashtags effectively.

Demonstration should also include an awareness of and adherence to platform-specific writing conventions (e.g., character count, tagging, 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?
• Why are hashtags important? How can they be used effectively in digital and social media marketing?
• Why is it important to address dissatisfied customers and negative comments in a timely and effective manner?
• What are ways to effectively address customer complaints online?

**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.

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**Task Number 80**

**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
o sales promotion
o public relations
o publicity
o personal selling

• 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?
• What is the difference between advertising and sales promotion in relation to the promotional mix?
• In what ways has the internet changed the way marketers use the promotional mix?

National MBA Research 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 advertisement's components to communicate with targeted audiences.

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

Task Number 81

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
• OTT (over the top)
• 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 are content marketing, viral marketing, and influencer marketing? How can a business utilize these types of marketing?
• What is OTT advertising? What are some advantages and disadvantages of this type of advertising?
• What is the importance of influencer marketing? What are examples of brands that use this strategy?

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 82

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

Definition

Description should include

- ways to establish benchmarks
- ways to establish goals
- 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.

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

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

Task Number 83

Create a plan for measuring and monitoring digital and social media activity.

Definition

Creation should include
• creating a matrix of various platforms
• writing performance reports
• establishing KPIs.

Process/Skill Questions

• What are the steps for measuring and monitoring digital and social media activity?
• What are some ways to create a social media strategy?

National MBAResearch Standards-Marketing

Employ marketing-information to plan marketing activities.

Task Number 84

Explain a business’s digital ecosystem.

Definition

Explanation should include

• understanding what competitors (direct and adjacent) are doing
• monitoring the various platforms with appropriate tools (e.g., TweetDeck, HootSuite).

Process/Skill Questions

• What is the digital ecosystem?
• How does it work?
• What are some examples of digital ecosystems?

National MBAResearch Standards-Business Administration

Understand economic systems to be able to recognize the environments in which businesses function.

Task Number 85

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

• Why is social media analytics important?
• How can analytics drive a company’s social media strategy?
• What is meant by the terms impression and reach in social media analytics?
• What are some examples of social media analytics tools?

National MBAResearch Standards-Marketing

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

Task Number 86

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
  o attractiveness and simplicity of design elements
  o design and content appropriate to target audience
  o close relationship to branding/positioning
  o user-friendly interface/experience
  o reasonable load time
  o establishment of credibility/trust
  o simplicity of procedures for placing orders and making payments
  o 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 Analytics).

Process/Skill Questions

• How is social media helpful for digital marketing? Why is it so important?
• To what extent do sales indicate the effectiveness of an e-commerce site?
National MBA Research Standards-Marketing

Employ marketing-information to plan marketing activities.

Understanding Marketing Plans

Task Number 87

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?
- Should a business plan for an internet-based business differ from one for a brick-and-mortar business? Why or why not?
• Does a business need a business plan in order to start?
• What business opportunities require a business to have a business plan?

National MBAResearch Standards-Business Administration

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

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

Utilize planning tools to guide organization's/department's activities.

Task Number 88

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

• How does a marketing plan relate to the marketing concept for the business?
• Is a marketing plan essential to a business plan? Explain.
• 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.
• Should a marketing plan for an internet-based business differ from one for a brick-and-mortar business? Explain.
• How often should a business update its marketing plan?

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 MBA Research Standards - Marketing

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

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

Employ marketing-information to plan marketing activities.

---

**Task Number 89**

**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 (S.M.A.R.T. goals)
- Marketing strategies
- Marketing budget
- 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?
- Can each part of the marketing plan stand independently? Explain.
- Why is conducting a SWOT analysis important for the writing of the marketing plan?
- Why is a marketing budget important for the success of the marketing plan?

National MBA Research 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 90

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?
- Should a digital marketing plan be separated from the normal marketing plan? Explain.
- Should a marketer use a different marketing plan for each digital campaign? Explain.
- What must be added to the traditional marketing plan to make it relevant for a digital marketing plan?

National MBAResearch Standards-Marketing

Employ marketing-information to plan marketing activities.

Preparing for a Career in Digital and Social Media Marketing
Task Number 91

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?
• 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?
• What are the top five careers within the digital and social media marketing career field?
• What are the top five skills trends in the digital and social media marketing field?
• What are three opportunities for entrepreneurship within the digital and social media marketing field?
• What are three opportunities for intrapreneurship within the digital and social media marketing field?

National MBA Research Standards-Business Administration

Participate in career planning to enhance job-success potential.

Task Number 92

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
  o creating a personal web page
  o creating a professional online profile (e.g., LinkedIn, Facebook)
  o 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?
• Why is it important to research a prospective employer before submitting a job application?
• What social media marketing job skills may assist in advancing one’s career?
• What is the best way to get these skills?
• What are top five soft skills employers are seeking in this field?
• What are top five hard skills employers are seeking in this field?

National MBAResearch Standards-Business Administration

Implement job-seeking skills to obtain employment.

Participate in career planning to enhance job-success potential.
Task Number 93

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

- 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?
- 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?
- What document types are accepted for electronic resumes?

National MBAResearch Standards-Business Administration

Implement job-seeking skills to obtain employment.

Participate in career planning to enhance job-success potential.

Task Number 94
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?
- 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?
- What digital platforms can host e-portfolios?
- What digital programs can be used to create a digital portfolio of works?

National MBAResearch Standards-Business Administration

Implement job-seeking skills to obtain employment.

Participate in career planning to enhance job-success potential.

Task Number 95

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 (e.g., Google Analytics)
- micro-credentialing
- 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 meetings of a professional organization help a person build a network?
• 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?
• What are the top industry certifications employers look for in the digital and social media marketing field?
• What digital platforms are available for digital training and 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**

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| 43 Describe channels of distribution. | English: 9.5, 10.5, 11.5, 12.5  
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| 53 | Describe the effects of digital and social media marketing on business. | English: 9.5, 10.5, 11.5, 12.5  
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**Measuring Success in Digital and Social Media Marketing**

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**Understanding Marketing Plans**

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<th>Identify the purpose and structure of a business plan.</th>
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<td>87</td>
<td>Explain the purpose of a marketing plan and its relationship to a business plan.</td>
<td>English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5</td>
</tr>
<tr>
<td>88</td>
<td>Describe the basic structure of a marketing plan.</td>
<td>English: 9.5, 10.5, 11.5, 12.5</td>
</tr>
<tr>
<td>89</td>
<td>Develop a digital marketing plan.</td>
<td>English: 9.1, 9.5, 9.8, 10.1, 10.5, 10.8, 11.1, 11.5, 11.8, 12.1, 12.5, 12.8</td>
</tr>
</tbody>
</table>

**Preparing for a Career in Digital and Social Media Marketing**

<table>
<thead>
<tr>
<th></th>
<th>Research career opportunities in the field of digital and social media marketing, including entrepreneurship opportunities.</th>
<th>English: 9.5, 9.8, 10.5, 10.8, 11.5, 11.8, 12.5, 12.8</th>
</tr>
</thead>
<tbody>
<tr>
<td>91</td>
<td>Describe basic strategies for seeking employment.</td>
<td>English: 9.5, 10.5, 11.5, 12.5</td>
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<tr>
<td>94</td>
<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>95</td>
<td>Identify options for professional development in the field of digital and social media marketing.</td>
<td>English: 9.5, 10.5, 11.5, 12.5</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/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
• The ability to evaluate presentations
Related DECA, Inc. Competitive Events

Career and Technical Education student organization information correlates to course content. As an integral part of the classroom curriculum, DECA’s industry-validated competitive events apply learning, connect to business and promote competition. DECA’s competitive events program is aligned to National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism.

The Virginia DECA events are designed to assist students in the preparation of potential career areas within Marketing, Management, Finance, and Hospitality. DECA members currently affiliated at the state and national level are encouraged to take part in competitive events by beginning competition at the district level.
There are a variety of competitive events that students can participate in but this is a decision that should be made between the student and instructor depending upon the student’s career interest and path *. Refer to the Chapter Management Guide at [http://vadeca.org](http://vadeca.org) for further details of Virginia events.

Please use the model below provided by DECA Inc. to guide student placement in appropriate competitive events.

Suggested Grade Levels:

- Freshman year: **Principles of Business Administration Events** are designed for first-year DECA members who are enrolled in introductory-level principles of marketing/business courses. Students were previously members of DECA are not eligible for these events.

- Sophomore year: **Team Decision Making Events** measure students’ ability to analyze one or a combination of elements essential to the effective operation of a business in specific career area.

**Business Operations Research Events** provide an opportunity for participants to demonstrate knowledge and skills needed by management personnel through the preparations of a detailed written strategic plan and presentation based on the results of a
research study.

- Junior year: **Prepared Presentation Events** and **Individual Series Events** effectively measure the student’s proficiency in the knowledge and skills identified by occupational practitioners as essential to success in a given career. The student is given a description of a specific situation that measures skills, knowledge, and attitudes in a given career. Roles in these events could be content area expert, client, customer, employee, supervisor, manager, or entrepreneur.

- Senior year: **Project Management Events**, **Business Plans**, **Integrated Marketing**, **Professional Selling** and **Consulting Events**, and **Online Events** (Stock Market Game and Virtual Business Challenge)

- **Tier 1—Business Administration Core**: Consists of 12 instructional areas each with foundational knowledge and skills common to the four career clusters that DECA supports. Performance indicators in this tier are used in the Business Administration Core exam and the four Career Cluster exams. Performance indicators in this tier are used in role-plays for Principles of Business Administration Events, case studies for Team Decision Making Events and role-plays for Individual Series Events.

- **Tier 2—Career Clusters**: Each career cluster has its own set of instructional areas and knowledge and skills unique to careers within that cluster. Performance indicators in this tier are used in Career Cluster exams. Performance indicators in this tier are used in case studies for Team Decision Making Events and role-play for Individual Series Events.
• **Tier 3—Career Pathways:** Career Clusters are then separated into career pathway, grouping similar careers together in broad based pathways representing knowledge and skills unique to the pathway. Performance indicators in this tier are not used in exams. The performance indicators in the respective pathway are used in role-plays for Individual Series Events.

• **Tier 4—Specialties:** The specialty level addresses knowledge and skills needs for each specific career within a pathway. For example, in professional selling, some job opportunities are pharmaceutical sales, real estate sales and advertising sales. Because they are so specialized, performance indicators from this tier are not used in DECA’s competitive events.
PERFORMANCE INDICATORS

Performance indicators for **PRINCIPLES OF BUSINESS ADMINISTRATION** role-plays and exams will be selected from the business administration core.

Performance indicators for **TEAM DECISION MAKING** case studies and exams will be selected from the business administration core and appropriate career cluster.

Performance indicators for **INDIVIDUAL SERIES** exams will be selected from the business administration core, appropriate career cluster and appropriate pathway.

Performance indicators for the **ENTREPRENEURSHIP INDIVIDUAL SERIES EVENT** and **ENTREPRENEURSHIP TEAM DECISION MAKING EVENT** will be selected from the Entrepreneurship Performance Indicator list, which comprises related knowledge and skills from the business administration core, business management and administration career cluster, finance career cluster and marketing career cluster.

Performance indicators for the exam and role-plays used for the **PERSONAL FINANCIAL LITERACY EVENT** will be selected from the National Standards in K-12 Personal Finance Education, created and maintained by the JumpStart Coalition® for Personal Financial Literacy.

Performance indicators for the exams used for **INTEGRATED MARKETING CAMPAIGN EVENTS** and **PROFESSIONAL SELLING AND CONSULTING EVENTS** will be selected from the business administration core and appropriate career cluster.

DECA Competitive Events Listing

**Principles of Business Administrative Events**

- Principles of Business Management and Administration (PBM)
- Principles of Finance (PFN)
- Principles of Hospitality and Tourism (PHT)
- Principles of Marketing (PMR)

**Individual Series Events**

- Accounting Applications (ACT)
- Apparel and Accessories Marketing Series (AAM)
- Automotive Services Marketing Series (ASM)
- Business Finance Series (BFS)
- Business Services Marketing Series (BSM)
- Entrepreneurship Series (ENT)
- Food Marketing Series (FMS)
- Hotel and Lodging Management Series (HLM)
• Human Resources Management Series (HRM)
• Marketing Communications Series (MCS)
• Quick Service Restaurant Management Series (QRSM)
• Restaurant and Food Service Management Series (RFSM)
• Retail Merchandising Series (RMS)
• Sports and Entertainment Marketing Series (SEM)

Personal Financial Literacy Event

• Personal Financial Literacy (PFL)

Team Decision Making Events

• Business Law and Ethics Team Decision Making (BLTDM)
• Buying and Merchandising Team Decision Making (BTDM)
• Entrepreneurship Team Decision Making (ETDM)
• Financial Services Team Decision Making (FTDM)
• Hospitality Services Team Decision Making (HTDM)
• Marketing Management Team Decision Making (MTDM)
• Sports and Entertainment Marketing Team Decision Making (STDM)
• Travel and Tourism Team Decision Making (TTDM)

Business Operations Research Events

• Business Services Operations Research (BOR)
• Buying and Merchandising Operations Research (BMOR)
• Finance Operations Research (FOR)
• Hospitality and Tourism Operations Research (HTOR)
• Sports and Entertainment Marketing Operations Research (SEOR)

Entrepreneurship Events

• Innovation Plan (EIP)
• Start-Up Business Plan (ESB)
• Independent Business Plan (EIB)
• International Business Plan (IBP)
• Business Growth Plan (EBG)
• Franchise Business Plan (EFB)

Integrated Marketing Campaign Events

• Integrated Marketing Campaign – Event (IMCE)
• Integrated Marketing Campaign – Product (IMCP)
• Integrated Marketing Campaign – Service (IMCS)
Professional Selling and Consulting Events

- Financial Consulting (FCE)
- Hospitality and Tourism Professional Selling (HTPS)
- Professional Selling (PSE)

Project Management Events

- Business Solutions Project (PMBS)
- Career Development Project (PMCD)
- Community Awareness Project (PMCA)
- Community Giving Project (PMCG)
- Financial Literacy Project (PMFL)
- Sales Project (PMSP)

Online Events

- Stock Market Game (SMG)
- Virtual Business Challenge Accounting (VBCAC)
- Virtual Business Challenge Fashion (VBCFA)
- Virtual Business Challenge Hotel Management (VBCHM)
- Virtual Business Challenge Personal Finance (VBCPF)
- Virtual Business Challenge Restaurant (VBCRS)
- Virtual Business Challenge Retail (VBCRT)
- Virtual Business Challenge Sports (VBCSP)

Other Events

- SBE Certification

*Other events may also be relevant predicated on career interests and the synthesis of multiple tasks listed in the curriculum. Students may also opt to spend time outside of class in occupationally specific skills so that curriculum tasks may be applied to occupationally specific events.

Teacher Resources

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

- Americans with Disabilities Act [ADA]
- “Authenticating Information.” Resources from Media Smarts on topics including how to verify online news, the impact of misinformation on democracy, the ethics of sharing information online, and more
• **Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003 (CAN-SPAM Act)**
• **Google Privacy & Terms.** Outlines Google’s own privacy policies
• **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. 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
• “**Marketing and sales.**” A guide from the Small Business Administration on making a marketing plan to persuade consumers to buy your products or services and to decide how you’ll accept payment when it’s time to make a sale
• **Marketing Teacher.com.** Offers a free *Marketing Toolkit* containing more than 300 marketing and management tutorials. Web site also features free marketing and management videos and other resources
• **Marketing Today.** An online marketing newsletter
• “**Online Marketing.**” Resources for teachers from Media Smarts
• **PCI Security Standards Council:** a global forum for the ongoing development, enhancement, storage, dissemination and implementation of security standards for account data protection
• **Virginia Career View.** Virginia-based online career resource for occupations
• **Virginia Electronic Commerce Technology Center (Vectec).** Christopher Newport University
• “**Winning the Cyber Security Game.**” Lesson plan from Media Smarts

**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>
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<tr>
<th>Pathway</th>
<th>Occupations</th>
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</thead>
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### 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 |