

Student's Name/Initial:

/

Date:

Teacher's Initials:

Date:

DIGITAL MEDIA MARKETING STUDENT PROFILE

COURSE CODE: 5422

Directions: Evaluate the student using the applicable rating scales below and check the appropriate box to indicate the degree of competency. The ratings 3, 2, 1, and N are not intended to represent the traditional school grading system of A, B, C, and D. The description associated with each of the ratings focuses on the level of student performance or cognition for each of the competencies listed below.

PERFORMANCE RATING

- 3 - Skilled--can perform task independently with no supervision
- 2 - Moderately skilled--can perform task completely with limited supervision
- 1 - Limitedly skilled--requires instruction and close supervision
- N - No exposure--has no experience or knowledge of this task

COGNITIVE RATING

- 3 - Knowledgeable--can apply the concept to solve problems
- 2 - Moderately knowledgeable--understands the concept
- 1 - Limitedly knowledgeable--requires additional instruction
- N - No exposure--has not received instruction in this area

A. SAFETY

3 2 1 N

- ___ ___ ___ ___1. Review school safety policies and procedures.
- ___ ___ ___ ___2. Review classroom safety rules and procedures.
- ___ ___ ___ ___3. Review safety procedures for using equipment in the classroom.
- ___ ___ ___ ___4. Identify major causes of work-related accidents in office environments.
- ___ ___ ___ ___5. Demonstrate safety skills in an office/work environment.

B. STUDENT ORGANIZATIONS

3 2 1 N

- ___ ___ ___ ___1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
- ___ ___ ___ ___2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
- ___ ___ ___ ___3. Explain the benefits and responsibilities of being a member of a CTSO.
- ___ ___ ___ ___4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.

- ___ ___ ___ ___5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE

3 2 1 N

- ___ ___ ___ ___1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
- ___ ___ ___ ___2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
- ___ ___ ___ ___3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
- ___ ___ ___ ___4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
- ___ ___ ___ ___5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other

- ___ ___ ___ ___6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
- ___ ___ ___ ___7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

- ___ ___ ___ ___1. Demonstrate punctuality.
- ___ ___ ___ ___2. Demonstrate self-representation.
- ___ ___ ___ ___3. Demonstrate work ethic.
- ___ ___ ___ ___4. Demonstrate respect.
- ___ ___ ___ ___5. Demonstrate time management.
- ___ ___ ___ ___6. Demonstrate integrity.
- ___ ___ ___ ___7. Demonstrate leadership.
- ___ ___ ___ ___8. Demonstrate teamwork and collaboration.
- ___ ___ ___ ___9. Demonstrate conflict resolution.
- ___ ___ ___ ___10. Demonstrate perseverance.
- ___ ___ ___ ___11. Demonstrate commitment.
- ___ ___ ___ ___12. Demonstrate a healthy view of competition.
- ___ ___ ___ ___13. Demonstrate a global perspective.
- ___ ___ ___ ___14. Demonstrate health and fitness.
- ___ ___ ___ ___15. Demonstrate self-direction.
- ___ ___ ___ ___16. Demonstrate lifelong learning.

E. PROFESSIONAL KNOWLEDGE

- 3 2 1 N
- ___ ___ ___ 1. Demonstrate effective speaking and listening skills.
- ___ ___ ___ 2. Demonstrate effective reading and writing skills.
- ___ ___ ___ 3. Demonstrate mathematical reasoning.
- ___ ___ ___ 4. Demonstrate job-specific mathematics skills.
- ___ ___ ___ 5. Demonstrate critical-thinking and problem-solving skills.
- ___ ___ ___ 6. Demonstrate creativity and resourcefulness.
- ___ ___ ___ 7. Demonstrate an understanding of business ethics.
- ___ ___ ___ 8. Demonstrate confidentiality.
- ___ ___ ___ 9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.
- ___ ___ ___ 10. Demonstrate diversity awareness.
- ___ ___ ___ 11. Demonstrate job acquisition and advancement skills.
- ___ ___ ___ 12. Demonstrate task management skills.
- ___ ___ ___ 13. Demonstrate customer-service skills.

F. MARKETING FUNDAMENTALS

- 3 2 1 N
- ___ ___ ___ 1. Explain the concept of marketing.
- ___ ___ ___ 2. Explain market and examine the seven functions.
- ___ ___ ___ 3. Explain marketing and its importance to the economy.
- ___ ___ ___ 4. Explain the marketing functions and their related activities.
- ___ ___ ___ 5. Explain market identification and marketing mix.
- ___ ___ ___ 6. Develop a SWOT (strength, weaknesses, opportunities, and threats) analysis.
- ___ ___ ___ 7. Describe the elements of a marketing plan.

G. PLANNING

- 3 2 1 N
- ___ ___ ___ 1. Determine the impact of advertising on consumer behavior.
- ___ ___ ___ 2. Define market segmentation.
- ___ ___ ___ 3. Identify how to select a target market.
- ___ ___ ___ 4. Examine the methods of obtaining data.

- ___ ___ ___ 5. Examine how marketing research is used.
- ___ ___ ___ 6. Identify the steps of the research process.
- ___ ___ ___ 7. Explain the impact of technology on the marketing research process.
- ___ ___ ___ 8. Describe the various advertising objectives and their relationship to the message strategy of a campaign.
- ___ ___ ___ 9. Identify the components of the promotional mix.
- ___ ___ ___ 10. Explain the role of promotion as a marketing function.
- ___ ___ ___ 11. Explain the elements of sales promotion and the relationship of sales promotion to the ad campaign.
- ___ ___ ___ 12. Assess the impact of advertising on the elements of the marketing mix.
- ___ ___ ___ 13. Discuss different ways to overcome global cultural barriers.

H. PROMOTION

- 3 2 1 N
- ___ ___ ___ 1. Explain the role of promotion as a marketing function.
- ___ ___ ___ 2. Discuss the types of promotion.
- ___ ___ ___ 3. Identify the elements of the promotional mix.
- ___ ___ ___ 4. Describe the use of business ethics in promotion.
- ___ ___ ___ 5. Explain the use of brands and trademarks.
- ___ ___ ___ 6. Explain the types of advertising media.
- ___ ___ ___ 7. Explain publicity and public relations activities.
- ___ ___ ___ 8. Create a promotional plan.

I. MARKETING DIVERSITY

- 3 2 1 N
- ___ ___ ___ 1. Discuss the cultural considerations and issues that affect marketing.
- ___ ___ ___ 2. Identify and discuss the effects of cultural experiences and background on marketing.

J. DIGITAL MARKETING DEVELOPMENT

- 3 2 1 N
- ___ ___ ___ 1. Define digital marketing.
- ___ ___ ___ 2. Examine current trends in the digital media marketing industry.
- ___ ___ ___ 3. Analyze the technological applications for digital marketing.
- ___ ___ ___ 4. Explain the benefits and advantages of digital marketing.

K. MARKETING CONCEPT CREATION

- 3 2 1 N
- ___ ___ ___ 1. Demonstrate basic digital video camera usage, digital sound basics, and lighting basics.
- ___ ___ ___ 2. Develop a story board (e.g., webbing, story arching, brainstorming).
- ___ ___ ___ 3. Develop a project proposal for approval.

L. MARKETING CONCEPT PRODUCTION

- 3 2 1 N
- ___ ___ ___ 1. Determine the target market.
- ___ ___ ___ 2. Produce a quality product including focus, lighting, camera placement and movement, and audio.

M. EDITING

- 3 2 1 N
- ___ ___ ___ 1. Demonstrate successful logging and capturing of video.
- ___ ___ ___ 2. Demonstrate sorting and reviewing within the interface.
- ___ ___ ___ 3. Construct a finished product aligning with concept creation.

N. FINAL OUTPUT/MARKETING

- 3 2 1 N
- ___ ___ ___ 1. Produce a digital media product.
- a. Podcast
- b. DVD
- c. Blog
- d. Webcast
- ___ ___ ___ 2. Present the final product.