

DIGITAL MEDIA MARKETING
COURSE CODE: 5422

COURSE DESCRIPTION: This course examines all aspects of advertising and digital media marketing. Students will creatively plan, design, and develop an advertising campaign for a product or service using real-world applications and considerations. Students will integrate technology commonly used in the advertising industry.

OBJECTIVE: Given the appropriate technology, equipment, supplies and facilities, the students will be able to successfully complete all of the following core competencies of this course in order to be granted one unit of credit.

RECOMMENDED GRADE LEVEL: 11 - 12

COURSE CREDIT: 1 unit (120 hours)

PREREQUISITE: Marketing

COMPUTER REQUIREMENT: one computer per student with internet access

RECOMMENDED SOFTWARE:

Adobe Creative Suite (most current version)
Other Digital Desktop Publishing software

RESOURCES: [MySCTextbooks](#)

A. SAFETY

Effective professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

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

Effective professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

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

Effective professionals know the academic subject matter, including the ethical use of technology as needed in their role. The following accountability criteria are considered essential for students in any program of study.

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; cyberbullying; 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 elements for personal use.
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

Effective professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

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

Effective professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

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 customer-service skills.

F. CAREER DEVELOPMENT

Effective marketing professionals demonstrate appropriate professional development in their field. The following accountability criteria are considered essential for students in the Marketing programs of study.

1. Identify careers in advertising and digital media marketing.
2. Determine the education, skills, characteristic traits, and training necessary for employment.

G. MARKETING FUNDAMENTALS REVIEW

Effective marketing professionals demonstrate fundamental knowledge in marketing. The following accountability criteria are considered essential for students in the Marketing programs of study.

1. Describe the seven functions of marketing.
2. Explain the marketing mix and its importance to the economy.
3. Distinguish among marketing identification, market segmentation, and target marketing.
4. Explain the product life cycle and the importance of developing new products/services to stay competitive.
5. Describe the importance of a SWOT (strength, weaknesses, opportunities and threats) analysis.
6. Identify the elements of the promotional mix and the importance of each in marketing.
7. Describe branding and its importance in marketing.
8. Describe the importance of positioning in marketing.
9. Analyze the elements of a marketing plan.

H. ADVERTISING

Effective marketing professionals demonstrate fundamental knowledge in advertising. The following accountability criteria are considered essential for students in the Marketing programs of study.

1. Define advertising and its benefits and advantages.
2. Examine the origin of advertising and past and current trends in the advertising and promotion industry.
3. Describe the various advertising objectives and their relationship to the message strategy of a campaign (i.e. inform, persuade).
4. Determine the impact of advertising on consumer behavior.
5. Identify ethical considerations that should be used in advertising and public relations.
6. Examine domestic and international governmental laws/regulations and penalties that impact advertising and public relations.
7. Examine global and cultural differences that effect advertising.
8. Inspect the elements of sales promotion and its relationship to the ad campaign.
9. Assess the impact of advertising on the elements of the marketing mix.
10. Analyze technology related to advertising by exploring applications for a variety of media.
11. Identify target audience.

I. DIGITAL MEDIA MARKETING

Effective marketing professionals demonstrate fundamental knowledge in advertising. The following accountability criteria are considered essential for students in the Marketing programs of study.

1. Define digital media marketing and its benefits and advantages.
2. Examine past and current trends in the digital media marketing industry.
3. Examine the social, ethical, and regulatory aspects of digital media marketing (e.g., clicks, walls, phish, etc.)
4. Demonstrate appropriate project management competencies in the creation of digital media projects. The student is expected to:

- a) Initiate a project, including identifying the purpose, audience, and audience needs for design plans;
- b) Develop a plan for a digital media project such as a storyboard, stage development, and identification of equipment and resources;
- c) Execute, monitor and control a project along its timeline and make suggested revisions until project completion; and
- d) Close a project, including identifying lessons learned.

J. THE CREATIVE CONCEPT

Effective marketing professionals understand the importance of creativity in advertising. The following accountability criteria are considered essential for students in the Marketing programs of study.

- 1. Explain why creativity is important in advertising and digital media marketing.
- 2. Explain how the creative process supports an existing brand.
- 3. Describe the creative process involved in an ad campaign.
- 4. Compare the relationship between the creative process and the structural guidelines when choosing media for advertising.

K. BUDGETARY CONSIDERATIONS

Effective marketing professionals demonstrate appropriate budgeting skills used in advertising. The following accountability criteria are considered essential for students in the Marketing programs of study.

- 1. Identify types of goals for successful advertising campaign.
- 2. Explain the basic ways in which companies determine their promotional budgets.
- 3. Examine costs associated with different forms of media.
- 4. Evaluate criteria for selecting/purchasing different forms of media.
- 5. Demonstrate how to calculate media costs.
- 6. Identify the different forms of measurement for audience ratings/reach.
- 7. Describe the benefits of advertising campaign activities.
- 8. Analyze advertising goals as they relate to profitability and/or effectiveness.
- 9. Demonstrate how to effectively reach target market by using the most cost-effective form of media.
- 10. Demonstrate how to calculate Return on Investment (ROI).

L. FORMS OF MEDIA

Effective marketing professionals demonstrate knowledge of the different forms of media used in marketing. The following accountability criteria are considered essential for students in the Marketing programs of study.

- 1. Media Overview
 - a. Define the following terms: advertising media, broadcast media, print media, direct-

- mail media, outdoor/transit media, electronic/internet media, story boards, and specialty media.
 - b. Describe advantages and disadvantages associated with each form of media.
 - c. Select appropriate media for a target market.
2. Print an Outdoor/Transit Advertising
- a. Define the following terms: billboard, copy, font, headline, illustration, layout, proof, resolution, Rule of Thirds, signature, substrate, and white space.
 - b. Explain the purpose of each element in an advertisement.
 - c. Demonstrate appropriate use of headlines, color & font in a layout.
 - d. Explain the importance of coordinating the elements in advertising and techniques to attract readers focus.
 - e. Design and create an outdoor/transit advertisement by implementing project management methodologies and utilizing computer graphics, layout, storyboards, etc.
 - f. Review, edit, and finalize the outdoor/transit advertisement.
 - g. Design and create a print advertisement utilizing computer graphics, layout, storyboards, etc.
 - h. Review, edit, and finalize the print advertisement.
3. Broadcast Media
- a. Define the following terms: advertising agencies, budget, talent and modeling agencies, types of auditions, copy, scripts, vouchers, imagery transfer, rates and buying time, and preemption rates.
 - b. Explain the different types/timing of broadcast media such as 10/30/60 second spots, donuts, sign-outs, etc.
 - c. Explain the formats for radio and television (audio & camera) commercials.
 - d. Compare and contrast the advantages of radio and television advertising.
 - e. Explain how audience viewership/listenership affects advertising rates.
 - f. Demonstrate planning and time management skills such as storyboarding and project management (including initiate, plan, execute, monitor, and control, and close a project) to design and create a video broadcast media advertisement
 - g. Review, edit, and finalize the video broadcast media advertisement.
 - h. Design and create an audio broadcast media advertisement utilizing computer graphics, layout, storyboards, etc.
 - i. Review, edit, and finalize the audio broadcast media advertisement.
4. Electronic/Internet advertising
- a. Define the following terms: apps, mobile, blogs, content, email, instant messaging, links, podcast, RSS, social media, social networking, domain name, geo targeting, hits, online community, SEM (search engine marketing), search engine optimization, tags, widgets, webinar, and wiki.
 - b. Explain different types of social media marketing.
 - c. Explain the impact of social media on promoting business.
 - d. Compare social networking sites to determine the most effective sites for promoting business.
 - e. Discuss the strengths and weaknesses of various company web sites.
 - f. Discuss the strengths and weaknesses of email marketing (i.e., spam, phishing).
 - g. Use planning and project management tools to collaboratively design and create an electronic/internet advertisement to introduce or enhance a business's current

promotional programs and activities utilizing computer graphics, layout, storyboards, etc.

h. Review, edit, and finalize the electronic/internet advertisement project.

M. ADVERTISING CAMPAIGN

Effective marketing professionals prepares an effective advertising campaign used in marketing. The following accountability criteria are considered essential for students in the Marketing programs of study.

1. Create a cohesive advertising campaign that includes a budget and at least three different forms of media for a product or service.
2. Demonstrate effective communication skills by delivering a presentation on the advertising campaign.

[Course Materials and Resources](#)

[Course Academic Standards and Indicators](#)