Unit 14 Direct, Online, Social Media and Mobile Marketing

Content Area: **Business**
Course(s): **Generic Course**
Time Period: **Semester 2**
Length: **2 Weeks**
Status: **Published**

Standards

CAEP.9.2.12.C.1	Review career goals and determine steps necessary for attainment.
CAEP.9.2.12.C.3	Identify transferable career skills and design alternate career plans.
CAEP.9.2.12.C.4	Analyze how economic conditions and societal changes influence employment trends and future education.
CAEP.9.2.12.C.9	Analyze the correlation between personal and financial behavior and employability.

Enduring Understandings

Spurred by the surge in internet usage and buying as well as rapid advances in digital technologies, direct marketing has undergone a dramatic transformation.

Evaluate direct and online marketing and how they make up the communication and distribution channels all rolled into one

Essential Questions

How has the direct marketing model changed?

How has social media marketing changed the marketing landscape?

Are traditional direct marketing forms still valuable?

Knowledge and Skills

1. Define direct and digital marketing and discuss their rapid growth and benefits to customers and companines

2. Identify and discuss the major forms of direct and digital marketing

3. Explain how companies have responded to the Internet and the digital age with various online marketing strategies

4. Disucss how companies use social media and mobile marketing to engage consumers and create brand

community

5. Identify and discuss the traditional direct marekting forms and overview public policy and ethical issues presented by direct marketing

Transfer Goals

Some marketting is broad and others are directly targetted to the end user.

Data on customers is a powerful commodity.

Resources

Marketing, An Introduction by Armstrong and Kotler

Google Doc

Sway