Unit 05: Digital Marketing and Social Networking

Content Area: **Business**
Course(s): **Generic Course**
Time Period: **Semester 1 & 2**
Length: **3 weeks**
Status: **Published**

Standards

PFL.9.1.12.E.2	Analyze and apply multiple sources of financial information when prioritizing financial decisions.
PFL.9.1.12.E.3	Determine how objective, accurate, and current financial information affects the prioritization of financial decisions.
PFL.9.1.12.E.4	Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
PFL.9.1.12.E.5	Evaluate business practices and their impact on individuals, families, and societies.
PFL.9.1.12.E.8	Relate consumer fraud, including online scams and theft of employee time and goods, to laws that protect consumers.
CAEP.9.2.12.C.7	Examine the professional, legal, and ethical responsibilities for both employers and employees in the global workplace.
CAEP.9.2.12.C.9	Analyze the correlation between personal and financial behavior and employability.
TECH.8.1.12.B.CS2	Create original works as a means of personal or group expression.
TECH.8.1.12.C.CS1	Interact, collaborate, and publish with peers, experts, or others by employing a variety of digital environments and media.
TECH.8.2.12.A.1	Propose an innovation to meet future demands supported by an analysis of the potential full costs, benefits, trade-offs and risks, related to the use of the innovation.
TECH.8.2.12.B.CS1	The cultural, social, economic and political effects of technology.
TECH.8.2.12.C.2	Analyze a product and how it has changed or might change over time to meet human needs and wants.
TECH.8.2.12.C.CS1	The attributes of design.

Enduring Understanding

Since the 1990's the Internet and information technology have dramatically changed the marketing environments and the strategies that are necessary for marketing success.

Digital media have created exciting opportunities for companies to target specific markets more effectively, develop new marketing strategies and gather more information about customers.

Essential Questions

How does digital marketing differ from traditional marketing?

Why are social networks becoming an increasingly important tool?

Knowledge and Skills

compare and contrast digital media, digital marketing and electronic marketing.

critique the different ways consumers use digital marketing.

summarize the growth and importance of digital marketing.

describe different types of digital media and how they can be used for marketing.

identify legal and ethical considerations in digital marketing.

Transfer Goals

Technology has changed the shape of how commerce works.

Understanding the tools avialble helps to select the most effective tool for a job.

Resources

Textbook

Marketing, 2016. Pride & Ferrell. Cengage Learning

Websites

https://www.w3schools.com/html/

https://learn.shayhowe.com/html-css/building-your-first-web-page/

https://www.getvero.com/resources/email-marketing-guide/

https://www.youtube.com/

Software

Notepad++

Adobe Creative Suite

Microsoft Excel