

Colorado CTE Course – Scope and Sequence

Course Name	Digital Marketing		Course Details	.5	
			Course = 0.50 Carnegie Unit Credit		
Course Description	Explores the digital marketing environment from both a consumer and business perspective. This course provides an overview of various online business models and delves into digital advertising and social media marketing techniques and technologies. This course applies research and strategic marketing techniques in the digital marketplace to improve customer relationship management.				
Note :	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all essential knowledge and skills are covered. Course aligns to the CCNS (MAR 2055) competencies. This course is built out on the state website. *Please note if you teach this with concurrent or dual enrollment, it may be taught at a level 3 or 4.				
SCED Identification #		Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.			
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills					
Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
Digital Marketing Fundamentals and practice		<ul style="list-style-type: none"> Explain the role of business websites in digital marketing Explain regulations impacting digital marketing 	Discuss various digital methods of marketing skills for online business models.	<ul style="list-style-type: none"> Evaluate a website performance on objectives and identify specific areas of improvement. 	FBLA Website Design

		<ul style="list-style-type: none"> • Explain mobile marketing applications • Discuss the use of search-engine optimization tactics for digital marketing • Understand promotional channels used to communicate with targeted audiences. 	Examine and experiment with web analytics, measurements, and reporting tools.	<ul style="list-style-type: none"> • Validate several design theories and web page elements to increase conversion rates. • Adopt KPI for any website. • Articulate the pros and cons of several attribution methods and make recommendations to identify highest ROI digital marketing channels. 	FBLA Website Design
Digital Marketing Strategy Development and Practice		<ul style="list-style-type: none"> • Identify technologies to improve website ranking/positioning on search engines/directories 	Distinguish the mechanics of search engine optimization on both paid and unpaid engines.	<ul style="list-style-type: none"> • Create and rank a categorized list of keywords on which to advertise on a search engine. • Determine ways to improve an ad's 	FBLA: Business Plan

		<ul style="list-style-type: none"> Explain the use of video/images for digital marketing 		<p>position without increasing the bid.</p>	
		<ul style="list-style-type: none"> Describe mobile marketing tactics Leverage social networks for customer engagement. 	<p>Compare, contrast, and implement best practices for digital marketing platforms.</p>	<ul style="list-style-type: none"> Maximize visibility in your market and incentivize your customers. 	<p>PBL: Strategic Analysis and Decision Making</p>
Digital Marketing Integration and Practice		<ul style="list-style-type: none"> Foster positive relationships with customers to enhance sales Manage risks associated with the content of digital messages 	<p>Compose a plan to identify, establish, and maintain an online reputation and brand management.</p>	<ul style="list-style-type: none"> Integrate action a company can take to address negative criticism online. Determine action to increase a company's positive online content. 	<p>DECA: Business Administration Core</p> <p>Marketing Career Cluster</p>
		<ul style="list-style-type: none"> Select appropriate research techniques for marketing communications Understands the concepts and actions needed to determine client needs and wants 	<p>Develop research techniques to identify and prepare for future digital marketing trends.</p>	<ul style="list-style-type: none"> Evaluate how to allocate marketing resources effectively across channels. 	<p>DECA: Business Administration Core</p> <p>Marketing Career Cluster</p>

		and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities			
		<ul style="list-style-type: none"> • Understand design principles to be able to communicate needs to designers. • Discuss the nature of typography • Explain the use of video/images for digital marketing 	Demonstrate proper integration between company websites and social media platforms.	<ul style="list-style-type: none"> • Interpret several design theories to create and revise web pages to maximize conversation rates • Recognize web page elements and decide which to be included in design. • Access the dimensions of an ad and landing page should align 	<p>FBLA: E-Business, Social, Introduction to Social Media Strategy (9th - 10th) and Social Media Strategies</p> <p>DECA: Integrated Marketing Campaign</p> <p>TSA: Webmaster</p> <p>PBL: Website and Social Media Marketing</p>

		<ul style="list-style-type: none"> • Use digital tools to aid in market segmentation • Explain the use of social media for digital marketing • Measure content marketing results 		<p>to lead to conversion.</p> <ul style="list-style-type: none"> • Adapt the best social media platforms for the target market. • Develop a social media campaign. • Evaluate the measures to Access the results of the social media campaign. 	<p>DECA: Business Administration Core</p> <p>Marketing Career Cluster</p>
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