

Digital Marketing

Marketing-Information Management **IM**

Collect marketing information to ensure accuracy and adequacy of data for decision-making in marketing communications.

- 1 Manage online brand and reputation **IM:430**

Information Management **NF**

Utilize information-technology tools to manage and perform marketing-communications responsibilities.

- 1 Use analytics tracking tools for marketing communications **NF:208**

Professional Development **PD**

Acquire information about the digital marketing industry to aid in making career choices.

- 1 Discuss career opportunities in digital marketing **PD:421**

Utilize career-advancement activities to enhance professional development in digital marketing.

- 2 Describe certifications available in digital marketing **PD:422**

Promotion **PR**

Acquire a foundational knowledge of digital marketing to understand its nature and scope.

- 1 Discuss the nature of digital marketing **PR:462**
- 2 Explain ethical considerations in digital marketing **PR:463**

Understand the use of direct marketing to attract attention and to build brand.

- 3 Explain the nature of online advertising (e.g., email, search, social media, display, mobile, etc.) **PR:164**
- 4 Explain the role of business websites in digital marketing **PR:364**
- 5 Explain the use of social media for digital marketing **PR:365**
- 6 Discuss the use of search-engine optimization tactics for digital marketing **PR:299**

Develop content for use in marketing communications to create interest in product/business/idea.

- 7 Repurpose content for use in multiple platforms **PR:373**

Understand how a website presence can be used to promote business/product.

- 8 Identify strategies for attracting targeted audience to website **PR:333**

Plan marketing communications to maximize effectiveness and to minimize costs.

9 Develop digital marketing campaign [PR: 382](#)

Implement and monitor promotional activities to maximize return on promotional efforts.

10 Implement digital marketing campaign [PR: 381](#)

Evaluate long-term and short-term results of promotional efforts.

11 Quantify contribution of social media (metrics and goals, finding what is good, measuring and adjusting on fly, reporting and sharing insights) [PR: 386](#)

12 Evaluate digital marketing efforts [PR: 306](#)