Georgia CTAE

# Promotion and Digital Marketing (8.451)(2021)

Adopted 2021

**Promotion and Digital Marketing (8.451)**

**MKT-PDM-1. Demonstrate employability skills required by business and industry.** MKT-PDM-1

1. Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities. MKT-PDM-1.1
2. 1.3 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods. MKT-PDM-1.2
4. Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity. MKT-PDM-1.4
5. Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills. MKT-PDM-1.5
6. Present a professional image through appearance, behavior and language. MKT-PDM-1.6

**MKT-PDM-2. Analyze the social and economic impact of the evolving advertising and promotion industry on society.** MKT-PDM-2

1. Discuss the economic and social effects of advertising/promotion. MKT-PDM-2.1
2. Research and discuss current trends in the evolving advertising and promotion industry. MKT-PDM-2.2
3. Identify factors affecting international marketing communication and promotion. MKT-PDM-2.3
4. Describe the importance of business ethics in promotion. MKT-PDM-2.4
5. Explain the industry regulations, company regulations, and laws affecting promotion. MKT-PDM-2.5
6. Describe the use of technology, social media, and digital advertising in the promotion of products and services. MKT-PDM-2.6
7. Describe the impact of artificial intelligence technology on the promotion industry. MKT-PDM-2.7

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**MKT-PDM-3.** **Analyze the role of the promotional mix in a competitive economic environment.** MKT-PDM-3

1. Identify and define the elements of the promotional mix. MKT-PDM-3.1
2. Distinguish the differences between marketing and promotional strategy. MKT-PDM-3.2
3. Analyze the impact of digital marketing on the elements of the promotional mix. MKT-PDM-3.3
4. Explain the factors used to position products or services and the importance of positioning in marketing communications. MKT-PDM-3.4
5. Analyze the role of branding and trademarks as they relate to the elements of the promotional mix. MKT-PDM-3.5
6. Discuss the impact of branding (e.g., on competition among various products, on customer's perception of products etc.). MKT-PDM-3.6

**MKT-PDM-4.** **Apply marketing information management techniques used to analyze the potential market, customer needs, product utility and promotions.** MKT-PDM-4

1. Explain the role of ethics in marketing-information management. MKT-PDM-4.1
2. Identify the role that data plays in the evolving media and digital marketing landscape. MKT-PDM-4.2
3. Describe the use of technology in the marketing-information management function. MKT-PDM-4.3
4. Describe the role of social media in marketing research. MKT-PDM-4.4
5. Describe options businesses use to obtain marketing-research data (primary and secondary research). MKT-PDM-4.5
6. Explain characteristics of effective data-collection instruments. MKT-PDM-4.6
7. Analyze techniques for processing marketing data. MKT-PDM-4.7
8. Apply marketing research techniques to identify market segments and select a target market for products. MKT-PDM-4.8
9. Describe how various metrics are utilized to evaluate advertisements and promotions. MKT-PDM-4.9
10. Explain metrics such as reach, engagement, impressions, and followers. MKT-PDM-4.10
11. Identify databases and explain considerations for utilizing them in the advertising industry. MKT-PDM-4.11

**MKT-PDM-5.** **Distinguish and summarize the steps in planning for advertising campaigns.** MKT-PDM-5

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1. Explain the importance of coordinating elements in advertisements. MKT-PDM-5.1
2. Discuss the use of creative briefs in marketing and advertising. MKT-PDM-5.2
3. Identify and compare the advertising reach of different forms of media. MKT-PDM-5.3
4. Recommend and justify the advertising media for a product or service. MKT-PDM-5.4
5. Determine the channels to be used for both business-to-business (B2B) and business-to- consumer (B2C) promotions. MKT-PDM-5.5
6. Choose the promotional mix for a media campaign. MKT-PDM-5.6
7. Compose and present a promotional pitch idea. MKT-PDM-5.7
8. Evaluate and summarize the results achieved from an executed advertising campaign. MKT-PDM-5.8

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**MKT-PDM-6. Summarize and apply the concepts and strategies needed to communicate information about products, services, images, and ideas to achieve a desired outcome using print and digital media.** MKT-PDM-6

1. Identify effective advertising headlines. MKT-PDM-6.1
2. Describe the nature of effective ad copy for different forms of media (print, digital). MKT-PDM-6.2
3. Obtain a basic understanding of color relationships on a color wheel (primary, secondary, tertiary). MKT-PDM-6.3
4. Recognize and explain the difference between tint, hue, shade and tone. MKT-PDM-6.4
5. Describe digital color concepts [e.g., Red-Green-Blue (RGB), Cyan-Magenta-Yellow-Black (CMYK)]. MKT-PDM-6.5
6. Explain the impact of color harmonies (complementary, analogous, and triadic color schemes) on composition. MKT-PDM-6.6

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**MKT-PDM-7. Construct the concepts and strategies needed to communicate information about products, services, images, and ideas to achieve publicity.** MKT-PDM-7

1. Explain the nature of word-of-mouth (WOM) strategies. MKT-PDM-7.1
2. Determine all the stakeholders that can impact a business either directly or indirectly. MKT-PDM-7.2
3. Discuss the role of customer voice in word-of-mouth strategies. MKT-PDM-7.3
4. Explain the nature of buzz marketing and the execution of marketing techniques. MKT-PDM-7.4
5. Explain the use of celebrities/influencers as a word-of-mouth (WOM) strategy. MKT-PDM-7.5

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6. Explain the impact of digital techniques on public relations practices. MKT-PDM-7.6

**MKT-PDM-8. Develop and implement a public relations media campaign.** MKT-PDM-8

1. Explain the role of public relations and the importance of media relationships as a component of a promotions mix. MKT-PDM-8.1
2. Identify objectives and goals for a public relations media plan. MKT-PDM-8.2
3. Formulateamessageforanappropriatetargetmarket. MKT-PDM-8.3
4. Research and plan public relations opportunities and communication vehicles. MKT-PDM-8.4
5. Compose a press release. MKT-PDM-8.5
6. Create a schedule for a public relations campaign. MKT-PDM-8.6
7. Create a digital media press kit. MKT-PDM-8.7

**MKT-PDM-9. Calculate media costs that affect the elements of the promotional mix.** MKT-PDM-9

1. Identifythefactorsthataffectthecostsofallmedia. MKT-PDM-9.1
2. Differentiate between the advantages and disadvantages of each type of media based upon costs and effectiveness of the message. MKT-PDM-9.2
3. Determinetheadvertisingreachofvariousformsofmedia. MKT-PDM-9.3
4. Analyze the impact of digital marketing channels by calculating ROI (return-on-investment) and ROAS (return-on-ad-spend). MKT-PDM-9.4
5. Explain the use of PPC (pay-per-click) in digital advertising. MKT-PDM-9.5
6. Examine the importance of co-op advertising to a business. MKT-PDM-9.6
7. Explain considerations used to evaluate whether to participate in trade shows/expositions. MKT-PDM-9.7
8. Examine the factors affecting media choice. MKT-PDM-9.8
9. Compare and contrast reach vs frequency and recommend how each can be used in media planning. MKT-PDM-9.9

**MKT-PDM-10. Demonstrate techniques used in executing a promotion plan.** MKT-PDM-10

1. Create advertising layouts. MKT-PDM-10.1
2. Develop advertising headlines, select illustrations and typestyle for advertisements. MKT-PDM-10.2
3. Compose promotional messages that appeal to targeted markets. MKT-PDM-10.3
4. Examine advertising proofs. MKT-PDM-10.4

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5. Develop concepts for a broadcast advertisement. MKT-PDM-10.5
6. Explain the use of direct advertising strategies. MKT-PDM-10.6
7. Develop collateral pieces for direct-mail advertising. MKT-PDM-10.7
8. Explain the practice of online advertising in the promotion industry. MKT-PDM-10.8
9. Describe the use of e-mail marketing in the promotion industry. MKT-PDM-10.9
10. Design sales promotion materials. MKT-PDM-10.10

**MKT-PDM-11. Design and implement a multi-media branding strategy.** MKT-PDM-11

1. Determine the target audience for a brand. MKT-PDM-11.1
2. Develop a brand identity (look and feel). MKT-PDM-11.2
3. Identify dimensions of brand personality and voice. MKT-PDM-11.3
4. Articulate a brand story. MKT-PDM-11.4
5. Communicate the importance of having a business presence on social media platforms. MKT-PDM-11.5
6. Research and list best practices in developing content for social media promotion. MKT-PDM-11.6
7. Monitor online brand presence and reputation. MKT-PDM-11.7

**MKT-PDM-12. Recognize data measurement tools, analytics, and key performance indicators for advertising and digital marketing.** MKT-PDM-12

1. Identify various key performance indicators (KPI) utilized to assess marketing objectives. MKT-PDM-12.1
2. Utilize web and social media analytics tools to evaluate a promotion campaign. MKT-PDM-12.2
3. Explain how SEO (search engine optimization) works to increase the effectiveness of digital marketing. MKT-PDM-12.3
4. Make recommendations how a website can improve organic search rankings. MKT-PDM-12.4
5. Describe how a bounce rate is calculated and how it is utilized to measure the effectiveness of a website. MKT-PDM-12.5
6. Explain how CPC (cost-per-click), CPP (cost-per-point) and CPM (cost-per-thousand) are calculated and what they represent. MKT-PDM-12.6
7. Discuss goals for analytics and identify conversion points. MKT-PDM-12.7

**MKT-PDM-13. Investigate and explain the concepts and strategies needed to communicate information about products, services, images, and ideas to achieve a desired outcome using digital marketing communications media.** MKT-PDM-13

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1. Explain the nature of online advertising (e.g., social media, online gaming, display ads, pop- up ads, pay-per-click ads). MKT-PDM-13.1
2. Explain the nature of targeted emails. MKT-PDM-13.2
3. Explain the role of business websites in digital marketing. MKT-PDM-13.3
4. Explain the use of video and images for digital marketing. MKT-PDM-13.4
5. Discuss the role of audio recordings such as podcasts in digital marketing. MKT-PDM-13.5
6. Research and explain OTT (over the top) targeted ad delivery. MKT-PDM-13.6

**MKT-PDM-14. Identify potential career opportunities in the Marketing Communications and Promotion pathway with appropriate career path credentials.** MKT-PDM-14

1. Identify appropriate individual career titles and career paths within the Marketing Communications & Promotion pathway. MKT-PDM-14.1
2. Determine the education, skills, and training needed to enter a selected career in the Marketing Communications & Promotion pathway. MKT-PDM-14.2
3. Conduct a self-assessment of the Marketing Communications & Promotion pathway skill set. MKT-PDM-14.3
4. Create a career plan to obtain the education, skills, and training needed to enter a selected sales or promotion career. MKT-PDM-14.4
5. Explain factors affecting the growth and development of the marketing communications industry including a global perspective. MKT-PDM-14.5
6. Identify requirements for professional certifications in the Marketing Communications and Promotion career pathway. MKT-PDM-14.6
7. Assess the services of professional organizations in the Marketing Communications & Promotion pathway. MKT-PDM-14.7

**MKT-PDM-15. Examine how related student organizations are integral parts of career and technology education courses through leadership development, school, and community service projects and competitive events.** MKT-PDM-15

1. Explain the purpose, mission, objectives, motto, colors, official dress, and other distinguishing characteristics of DECA. MKT-PDM-15.1
2. Explain how participation in DECA can promote lifelong responsibility for community service, professional growth, and development. MKT-PDM-15.2

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3. Explore the impact and opportunities DECA can develop to bring business and industry together with education in a positive working relationship through innovative leadership and career development programs. MKT-PDM-15.3
4. Explore the local, state, and national opportunities available to students through participation in DECA including but not limited to conferences, competitions, community service, philanthropy, and other DECA activities. MKT-PDM-15.4