Virginia CTE

Dual Enrollment Sales and Marketing Management (8125)

Understanding Principles of Marketing DESMM.1	**1** Identify economic concepts related to marketing. DESMM.1.1
	2 Explain the marketing concept and its application in a digital environment. DESMM.1.2
	3 Explain the marketing mix. DESMM.1.3
	4 Explain the functions of marketing and the application of each in a digital environment. DESMM.1.4
	5 Describe channels of distribution. DESMM.1.5
	6 Explain the purpose of marketing research. DESMM.1.6
	7 Define positioning as it relates to marketing. DESMM.1.7
	8 Explain the product life cycle and the importance of developing new products/services to stay competitive. DESMM.1.8
	9 Relate traditional marketing strategies to digital marketing. DESMM.1.9
	10 Identify technology used in marketing tasks. DESMM.1.10
	11 Analyze the impact of technology on marketing. DESMM.1.11
Understanding Fundamentals of Digital and Social Media Marketing DESMM.2	**1** Describe the different types of social media platforms and how to navigate them. DESMM.2.1
	2 Explain essential terms and components related to digital and social media marketing. DESMM.2.2
	3 Describe outbound and inbound marketing. DESMM.2.3
	4 Describe the effects of digital and social media marketing on business. DESMM.2.4
	5 Examine recent trends in digital and social media marketing. DESMM.2.5

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Understanding Consumers in Digital and Social Media Marketing DESMM.3	1	**Distinguish among market identification, market segmentation, and target marketing.** DESMM.3.1
	2	**Describe the characteristics of consumers.** DESMM.3.2
	3	**Identify the role of customer relationship management (CRM) and database management in acquiring and retaining customers.** DESMM.3.3
Exploring Branding in Digital and Social Media Marketing DESMM.4	1	**Describe branding and its importance in digital and social media marketing.** DESMM.4.1
	2	**Identify the importance of building a brand.** DESMM.4.2
	3	**Demonstrate strategies in brand management.** DESMM.4.3
Exploring the Ethical, Legal, and Security Aspects of Digital and Social Media Marketing DESMM.5	1	**Explain legal issues related to digital and social media marketing.** DESMM.5.1
	2	**Examine ethical issues related to digital and social media marketing.** DESMM.5.2
	3	**Explain how policies influence digital and social media marketing.** DESMM.5.3
	4	**Outline cybersecurity issues and strategies related to digital and social media marketing.** DESMM.5.4
	5	**Describe the importance of registration and protection of domain names.** DESMM.5.5
Understanding Tools and Tactics for Digital and Social Media Marketing DESMM.6	1	**Demonstrate web searching techniques and strategies.** DESMM.6.1
	2	**Identify the importance of reputation management in digital and social media marketing.** DESMM.6.2
	3	**Describe the components of an online marketing strategy and their uses.** DESMM.6.3
	4	**Determine how email can be used for marketing.** DESMM.6.4
	5	**Describe social media strategies.** DESMM.6.5
	6	**Describe the importance of using a scheduling tool for social media marketing.** DESMM.6.6
	7	**Explain the importance of streaming video to digital and social media marketing.** DESMM.6.7
	8	**Explain the concept of search engine marketing (SEM).** DESMM.6.8
	9	**xplain the concept and best practices of search engine optimization SEO).** DESMM.6.9

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	10	**Explain partnership opportunities in digital and social media marketing.** DESMM.6.10
Exploring Strategy as it Relates to Promotions and Advertising DESMM.7	1	**Describe the purposes of an online presence.** DESMM.7.1
	2	**Establish goals and objectives for a website.** DESMM.7.2
	3	**Identify criteria for effective and functional web design.** DESMM.7.3
	4	**Demonstrate writing strategies in digital and social media marketing.** DESMM.7.4
	5	**Describe the elements of the promotional mix and the importance of each in digital and social media marketing.** DESMM.7.5
	6	**Describe various types of digital advertising.** DESMM.7.6
Measuring Success in Digital and Social Media Marketing DESMM.8	1	**Describe the importance of measuring, monitoring, and evaluating digital and social media marketing performance.** DESMM.8.1
	2	**Create a plan for measuring and monitoring digital and social media activity.** DESMM.8.2
	3	**Explain a business's digital ecosystem.** DESMM.8.3
	4	**Describe the importance of analytics in social media.** DESMM.8.4
	5	**Evaluate the effectiveness of a digital and social media marketing campaign.** DESMM.8.5
Understanding Marketing Plans DESMM.9	1	**Identify the purpose and structure of a business plan.** DESMM.9.1
	2	**Explain the purpose of a marketing plan and its relationship to a business plan.** DESMM.9.2
	3	**Describe the basic structure of a marketing plan.** DESMM.9.3
	4	**(Optional) Develop a digital marketing plan.** DESMM.9.4
Preparing for a Career in Digital and Social Media Marketing DESMM.10	1	**Research career opportunities in the field of digital and social media marketing, including entrepreneurship opportunities.** DESMM.10.1
	2	**(Optional) Describe basic strategies for seeking employment.** DESMM.10.2
	3	**Describe essential elements of a traditional and an electronic résumé.** DESMM.10.3
	4	**(Optional) Prepare a career portfolio.** DESMM.10.4

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5 **(Optional) Identify options for professional development in the field of digital and social media marketing.** DESMM.10.5