# Digital Marketing and Advertising Course No. 35162 Credit: 0.5

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| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes:Business Management & Entrepreneurship (52.0799); Marketing (52.1402)

Course Description: **Technical Level:** This course combines foundational principles of advertising and digital marketing, preparing students for a variety of roles in the marketing and advertising industries. Students will learn key marketing and advertising principles, understand consumer behavior, and explore modern digital marketing trends and technologies.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Foundations of Marketing and Advertising.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Define advertising and marketing, including how each function fits within the broader business landscape. |  |
| 1.2 | Identify current trends across marketing and advertising industries, including digital innovations. |  |
| 1.3 | Explain the concept of promotion as a marketing function and describe how it drives consumer interest. |  |
| 1.4 | Define digital marketing and its position in the overall marketing mix, distinguishing it from traditional advertising. |  |
| 1.5 | Analyze historical developments in advertising and marketing and their cultural impacts. |  |
| 1.6 | Explore major advertising formats (e.g., TV, radio, social media, print) and compare their uses and effectiveness. |  |

## Benchmark 2: Consumer behavior and psychology.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Describe consumer psychology principles and how they shape marketing and advertising strategies. |  |
| 2.2 | Identify target audience characteristics through demographics, psychographics, and behavior analysis. |  |
| 2.3 | Examine how emotions, perceptions, and attitudes impact consumer responses to advertising. |  |
| 2.4 | Differentiate between various audience segments and explain the importance of targeted advertising. |  |
| 2.5 | Investigate the influence of personal values, culture, and social influences on consumer behavior. |  |
| 2.6 | Evaluate the ethical implications of manipulating consumer behavior in marketing campaigns. |  |

## Benchmark 3: Branding.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Define brand identity and discuss the importance of brand strategy in marketing and advertising. |  |
| 3.2 | Identify key elements of branding (e.g., brand name, logo, tagline) and how they support the brand image. |  |
| 3.3 | Explain the stages of brand loyalty and how branding influences consumer trust and recognition. |  |
| 3.4 | Develop a branding plan for a hypothetical product or service, emphasizing differentiation. |  |
| 3.5 | Analyze real-world examples of strong and weak branding and their effects on consumer perception. |  |
| 3.6 | Discuss the relationship between branding and consumer loyalty. |  |
| 3.7 | Discuss brand reputation management in the digital age, including strategies for handling online feedback. |  |

## Benchmark 4: media and promotion channels.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Identify major digital media channels (e.g., social media, email, video, search engines) and describe their unique advantages for marketing. |  |
| 4.2 | Differentiate between digital, print, and broadcast media, identifying best uses for each. |  |
| 4.3 | Explore the role of social media in building brand awareness, customer engagement, and sales. |  |
| 4.4 | Describe the significance of email marketing as a cost-effective promotional channel. |  |
| 4.5 | Explain how video content and storytelling can enhance marketing campaigns. |  |
| 4.6 | Compare digital and traditional media in terms of reach, interactivity, and user engagement. |  |
| 4.7 | Identify emerging media platforms (e.g., live streaming, influencer partnerships) and assess their impact. |  |

## Benchmark 5: content creation, distribution, and targeting.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Define content marketing and identify various types of content used across digital and traditional platforms. |  |
| 5.2 | Explain the process of developing targeted content strategies based on audience segments. |  |
| 5.3 | Differentiate between original content creation and leveraging trending topics for marketing purposes. |  |
| 5.4 | Demonstrate best practices for distributing content to maximize engagement and reach. |  |
| 5.5 | Discuss international digital platforms and challenges when marketing to global audiences. |  |
| 5.6 | Analyze real-world examples of successful content distribution and targeting strategies. |  |
| 5.7 | Use audience insights to recommend effective marketing channels and distribution methods. |  |

## Benchmark 6: data, measurement, and analytics.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 6.1 | Explain the importance of setting SMART goals in evaluating marketing performance |  |
| 6.2 | Define key digital marketing metrics (e.g., impressions, click-through rates, conversions) and their relevance to performance tracking. |  |
| 6.3 | Identify key metrics used to assess the success of marketing and advertising efforts. |  |
| 6.4 | Explore different data collection methods (e.g., surveys, social media insights) and their applications. |  |
| 6.5 | Explain how A/B testing can refine content and improve marketing outcomes. |  |
| 6.6 | Demonstrate the basics of analyzing data from a sample digital campaign to assess effectiveness. |  |
| 6.7 | Discuss ethical considerations related to data collection, especially concerning consumer privacy. |  |
| 6.8 | Use data insights to make recommendations for improving digital marketing strategies. |  |

## Benchmark 7: using ai in Marketing and advertising.

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 7.1 | Identify ways AI is used in marketing, such as chatbots, personalized content, and predictive analytics. |  |
| 7.2 | Explain the benefits of automation in managing digital campaigns and improving efficiency. |  |
| 7.3 | Demonstrate how machine learning helps in consumer data analysis and segmentation. |  |
| 7.4 | Explore ethical concerns associated with AI and data handling in marketing. |  |
| 7.5 | Identify the skills needed to integrate AI tools into a marketing strategy. |  |
| 7.6 | Identify emerging AI tools and trends relevant to digital marketing and how they may shape future campaigns. |  |

## Benchmark 8: intellectural property, ethical, and legal considerations.

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 8.1 | Explain intellectual property concepts such as trademarks, copyrights, and patents in advertising. |  |
| 8.2 | Identify legal issues in advertising, including false advertising, endorsements, and claims. |  |
| 8.3 | Define federal and state laws governing digital advertising practices. |  |
| 8.4 | Discuss the social and ethical implications of marketing to vulnerable groups, such as children and the elderly. |  |

## Benchmark 9: career opportunities in marketing and advertising

### Competencies

| **#** | **Description** | **Rating** |
| --- | --- | --- |
| 9.1 | Explore career paths within the digital marketing and advertising industries. |  |
| 9.2 | Identify key skills and qualifications needed for marketing and advertising roles growth. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

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