# Internet Marketing Course No. 12162 Credit: 0.5

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

Pathways and CIP Codes:Web & Digital Communications (11.1004)

Course Description: **Technical Level:** Internet Marketing covers the principles and functions of marketing from the standpoint of conducting business on the internet. Typically, students develop such skills as using the internet as a marketing tool, conducting a marketing analysis via the internet, planning marketing support activities, managing an electronic marketing campaign, managing/owning a business via the internet, and analyzing the impact of the internet on global marketing.

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: Principles & functions.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Demonstrate knowledge of cultural implications on design and deployment of digital communication products. |  |
| 1.2 | Demonstrate knowledge of Web Accessibility Initiative priorities. |  |
| 1.3 | Engage in user testing throughout the design and development process. |  |
| 1.4 | Identify optimal strategies for successful interactions with clients and team members. |  |
| 1.5 | Determine client needs and expected outcomes. |  |
| 1.6 | Determine client’s privacy policy and expectations. |  |
| 1.7 | Determine the digital communication elements to be used. |  |
| 1.8 | Determine the purpose of the digital communication project. |  |
| 1.9 | Determine the target audience. |  |
| 1.10 | Evaluate requirements data that has been collected from customers and competing web sites. |  |
| 1.11 | Identify and evaluate risks. |  |
| 1.12 | Identify and obtain tools and resources to create a project plan. |  |
| 1.13 | Identify interdependencies. |  |
| 1.14 | Collect and analyze usage statistics. |  |
| 1.15 | Explain the importance of ethical behaviors and legal issues. |  |
| 1.16 | Assess product effectiveness. |  |
| 1.17 | Perform usability tests. |  |
| 1.18 | Define scope of work to achieve individual and group goals. |  |
| 1.19 | Use available reference tools as appropriate. |  |

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

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

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