

# Introduction to Digital Marketing

## Your School Name Here

Powered by Hello Digital Ed<sup>SM</sup>



**Your Teacher's name:**

**Your Teacher's Email:**

**Your Teacher's Phone:**

**Your Teacher's LinkedIn Address(if applicable):**

**Classroom(if applicable):**

**Class hours(if applicable):**

**Office hours(if applicable):**

### **Required Resources:**

- 1) Hello Digital's Introduction to Digital Marketing online course
- 2) High-Speed Internet Access (Over 1.5Mbps)
- 3) Desktop or Laptop computer

A desktop or laptop will provide you the best learning experience for this course. A tablet computer will provide you an acceptable viewing experience but you will need an attached keyboard to effectively engage in exercises. Utilizing a smartphone will not create an ideal viewing experience and will make it impossible to engage in exercises.

## Hello Digital Ed Lead Instructor Background



Your Hello Digital Ed lead instructor for this course is Hello Digital Ed CEO & Founder, Dave Gee. Dave has over 20 years of leadership positions at Fortune 500 firms including Humana, BellSouth, TDS & U.S. Cellular. He has held various sales, sales management, and marketing leadership roles at all of these firms. Dave has launched multiple startup companies, has written three Amazon Best Selling books on Entrepreneurship including the Amazon Best Seller The College Student Startup Guide. He developed and taught the first digital marketing for the University of Wisconsin MBA program and has created this course to help high school students learn the fundamentals of digital marketing. You can learn more about Dave here: <https://www.linkedin.com/in/davidrgee/>

This course is provided by Hello Digital. You can learn more about Hello Digital here: <https://hellodigitaled.com/>

### Course Overview:

Introduction to Digital Marketing is a fun, hands-on, powerful course where you will not only acquire new knowledge in the area of digital marketing but you will acquire digital marketing skills to help you secure marketing internships, marketing jobs, develop your own startups and excel at college.

You will learn about the “what” and “why” behind all of the core elements of digital marketing. You will also learn the “how” so you can actually build a digital marketing presence for a company that you will create. You will build real websites, eCommerce stores, Google Ads, Facebook Ads, company YouTube channels/Facebook pages/Twitter pages and more.

### There are 6 core modules in this course:

- Module 1: Digital Marketing Strategies
- Module 2: Website Development, Management & SEO
- Module 3: Paid Search Advertising
- Module 4: Social Media
- Module 5: Ecommerce
- Module 6: Marketing Automation

## What will you learn?

Upon completion of the course, you will learn the following and much more!

- Define digital marketing and differentiate it from traditional marketing
- Identify the various digital marketing methods
- Determine the availability of website and social media addresses
- Develop your own website
- Develop a company Facebook page
- Develop a company Twitter page
- Develop a company LinkedIn page
- Develop a company YouTube channel
- Design a Google Ad
- Design a Facebook Ad
- Develop an Ecommerce store
- Create a Social Media Streaming Channel
- Identify the facets of CRM and Marketing Automation

## How will this course be taught?

Unlike a traditional course where most of the instruction takes place in the classroom this course is delivered to you in a self-directed learning method. This means that you will learn from these subject matter experts on your schedule independently(outside of classroom).

You will watch the videos within the Hello Digital Ed website. You can play, rewind, pause, speed-up and see your progress.

## There are two types of videos:

- 1) Instructional Videos - In these videos you will learn strategies.
- 2) Demo Videos - In these videos you will learn how to create your digital marketing presence with click-by-click demonstration.

Throughout the course we will be demonstrating how to build a digital marketing presence(including a website, company Facebook page, Twitter page, YouTube channel and much more) for a fictional coffee shop called the Maple Mocha Cafe' with click-by-click video demonstrations.

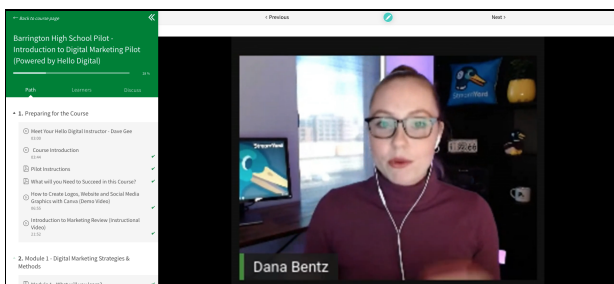
Then you will create your digital marketing presence for a fictional business (that you develop) or your own startup. These will be your "Digital Builds." Digital Builds include engaging, fun, real-world opportunities to create Websites, Company Twitter/Facebook pages, YouTube channels, Ecommerce store your own personal LinkedIn page and more. After you create

these Digital Builds you will submit these assignments via screenshots or links to your teacher via your school's learning management system.

**Warning: Self-directed learning is not a good fit for everyone.** It requires focus, discipline and staying on schedule. We have found that students that don't stay on schedule, watch all of the videos, take all of the quizzes and do all of the exercises "Digital Builds" will not learn digital marketing skills, will create stress for themselves and receive poor grades.

## Who will teach the course?

This course will be taught in a team-based model. Your main teacher is [\[teacher name here\]](#). Think of your teacher as the course manager. Your teacher is supported by instructors from Hello Digital Ed. The field of digital marketing is literally changing by the day. It is one of the reasons that teaching it effectively requires having a team of subject matter experts as instructors. That is why we have chosen Hello Digital Ed to provide us this course. They select subject matter experts in the fields of social media marketing, website development, Google Ads, Facebook Ads, LinkedIn and marketing automation.



Subject Matter Expert, Social Media Simulcasting - Dana Bentz, Streamyard

## How current is this digital marketing course?

Teaching digital marketing effectively is very difficult. It requires constant updates to keep current with the changes in technology. One of the reasons we chose Hello Digital Ed is because they are constantly monitoring changes in digital marketing and will even make changes during the semester to keep you up-to-date with the latest knowledge (so you might learn about great new knowledge even during the semester). Your teacher will notify you of updates.

## How are you graded?

[Teacher Grading Scale Here](#)

### Assignments(In points adjust to letter grades as necessary):

|  |              |
|--|--------------|
| 1) <b>Digital Builds (10 @ 100 points per build)</b> | 1,000        |
| 2) <b>Quizzes (5 quizzes @ 20 points per quiz)</b>   | 100          |
| 3) <b>Social Media Quiz (1 quiz at 50 points)</b>    | 50           |
| 4) <b>Exams (2 @ 100 points per exam)</b>            | 200          |
| <b>Total Points</b>                                  | <b>1,350</b> |

#### Digital Build Rubrics:

Rubrics for each of the Digital Builds are located within the Hello Digital Ed course.

#### Exams:

Exams will consist of knowledge acquired through the instructional videos, demo videos, quizzes and creating your digital builds. The exam format will be multiple-choice and true false questions. You cannot use videos or any outside materials when taking the exam. The exam format will consist of multiple-choice and true/false and will be taken in class. The exams will be provided by your teacher within your school's \_\_\_\_\_[[learning management system name](#)].

## YOUR COURSE SCHEDULE:

| Week Number (Date) | Course Section   | Assignments  | Quiz/Exam     |
|--------------------|--|--|---------------|
| Week 1             | Preparing for the Course   | Class preparation sessions for course overview and Q&A   |               |
| Week 2             | Module 1 - Digital Marketing Methods and Strategies              | Watch all Module 1 instructional and demo videos<br><br>Digital Build #1 - Conduct a website address and social media brand search   | Quiz 1        |
| Week 3             | Module 2 - Website Development, Website Management and SEO       | Watch all Module 2 instructional and demo videos<br><br>Digital Build #2 - Create an automated real-time assessment of a website   |               |
| Week 4             | Module 2 Website Development, Website Management and SEO         | Digital Build #3 - Build a website   | Quiz 2        |
| Week 5             | Website Feedback from class                                      | Prepare to share your website with your classmates for feedback.   |               |
| Week 6             | Website Feedback from class (2nd week - depending on class size) | Prepare to share your website with your classmates for feedback  |               |
| Week 7             | Module 3 - Paid Search Advertising                               | Watch all Module 3 instructional and demo videos<br><br>Digital Build #4 - Create a Google Ad  | Quiz 3        |
| Week 8             | Module 4 - Social Media  | Watch Facebook instructional and demo videos.<br><br>Digital Build #5 - Create a Facebook Business Page<br><br>Digital Build #6 - Create a Facebook Ad.                    |               |
| Week 9             | Module 4 - Social Media  | Watch Twitter and YouTube instructional and demo videos<br><br>Digital Build #7 - Create a Company Twitter page<br><br>Digital Build #8 - Create a Company YouTube channel | Mid-Term Exam |
| Week 10            | Module 4 - Social Media  | Watch LinkedIn instructional and demo videos<br><br>Digital Build #9 - Create your LinkedIn  |               |

|         |   |   |            |
|---------|---|---|------------|
|         |   | profile page<br>Share your LinkedIn profiles with class for feedback.   |            |
| Week 11 | Module 4 - Social Media   | Watch social media simulcast demo videos.<br>Create a Streamyard account and create a video and post to your YouTube account.   | Quiz 4     |
| Week 12 | Social Media Marketing Presentations                              | Present your social media marketing presence to your class for feedback   |            |
| Week 13 | Social Media Marketing Presentations                              | Present your social media marketing presence to your class for feedback   |            |
| Week 14 | Module 5 - Ecommerce  | Digital Build #10 - Create an Ecommerce Store   |            |
| Week 15 | Ecommerce Store Presentations                                     | Share Ecommerce stores with class for feedback  | Quiz 5     |
| Week 16 | Module 6 - Marketing Automation & Emerging Technology             | Watch marketing automation & emerging technology instructional and demo videos.   | Quiz 6     |
| Week 17 | Discuss Next Steps with Your Business (if you desire to continue) |   |            |
| Week 18 | Wrap-up and Final Exam  | Opportunity to become a “ <b>Hello Digital Ed Certified Digital Marketer</b> ” (Requires 85% or higher on Final Exam) and submission of Website and LinkedIn Profile to Hello Digital Ed for professional review. | Final Exam |

\* Course content subject to change if the teacher deems necessary