

**DIGITAL MEDIA MARKETING**  
**COURSE CODE: 5422**

**COURSE DESCRIPTION:** This course is an overview of techniques in digital marketing media, including non-linear editing introducing students to the primary feature set and basic interface of industry standard editing software. Students will plan and execute a storyboard for producing their final product, to include podcasts, DVDs, video blogs, and webcasts. Students learn to demonstrate basic digital video camera technique, digital sound, and lighting. In addition, students will perform basic editing functions while familiarizing themselves with the software's user interface. Topics include basic setup, adjusting and customizing preferences and settings, capturing video and audio, various editing and trimming techniques, audio editing and audio creation, finishing and final output.

**OBJECTIVE:** Given the appropriate technology, equipment, supplies and facilities, the students will be able to successfully complete all of the following core competencies of this course in order to be granted a unit of credit.

**RECOMMENDED GRADE LEVEL:** 11-12

**COURSE CREDIT:** 1 unit

**PREREQUISITE:** Computer Applications or Integrated Business Applications I

**COMPUTER REQUIREMENT:** one computer per student

**RECOMMENDED SOFTWARE:**

Adobe Premiere (PC)  
Final Cut Pro (Apple)  
Sony Vegas (PC)

**RESOURCES:**

[www.mysctextbooks.com](http://www.mysctextbooks.com)

**A. SAFETY**

1. Review school safety policies and procedures.
2. Review classroom safety rules and procedures.
3. Review safety procedures for using equipment in the classroom.
4. Identify major causes of work-related accidents in office environments.
5. Demonstrate safety skills in an office/work environment.

## **B. STUDENT ORGANIZATIONS**

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
3. Explain the benefits and responsibilities of being a member of a CTSO.
4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.
5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

## **C. TECHNOLOGY KNOWLEDGE**

1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
4. Explain the consequences of social, illegal, and unethical uses of technology, e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment.
5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other elements for personal use.
6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

## **D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS**

1. Demonstrate punctuality.
2. Demonstrate self-representation.
3. Demonstrate work ethic.
4. Demonstrate respect.
5. Demonstrate time management.
6. Demonstrate integrity.
7. Demonstrate leadership.
8. Demonstrate teamwork and collaboration.
9. Demonstrate conflict resolution.
10. Demonstrate perseverance.
11. Demonstrate commitment.
12. Demonstrate a healthy view of competition.
13. Demonstrate a global perspective.
14. Demonstrate health and fitness.

15. Demonstrate self-direction.
16. Demonstrate lifelong learning.

#### **E. PROFESSIONAL KNOWLEDGE**

1. Demonstrate effective speaking and listening skills.
2. Demonstrate effective reading and writing skills.
3. Demonstrate mathematical reasoning.
4. Demonstrate job-specific mathematics skills.
5. Demonstrate critical-thinking and problem-solving skills.
6. Demonstrate creativity and resourcefulness.
7. Demonstrate an understanding of business ethics.
8. Demonstrate confidentiality.
9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.
10. Demonstrate diversity awareness.
11. Demonstrate job acquisition and advancement skills.
12. Demonstrate task management skills.
13. Demonstrate customer-service skills.

#### **F. MARKETING FUNDAMENTALS**

1. Explain the concept of marketing.
2. Explain market and examine the seven functions.
3. Explain marketing and its importance to the economy.
4. Explain the marketing functions and their related activities.
5. Explain market identification and marketing mix.
6. Develop a SWOT (strength, weaknesses, opportunities and threats) analysis.
7. Describe the elements of a marketing plan.

#### **G. PLANNING**

1. Determine the impact of advertising on consumer behavior.
2. Define market segmentation.
3. Identify how to select a target market.
4. Examine the methods of obtaining data.
5. Examine how marketing research is used.
6. Identify the steps of the research process.
7. Explain the impact of technology on the marketing research process.
8. Describe the various advertising objectives and their relationship to the message strategy of a campaign.
9. Identify the components of the promotional mix.
10. Explain the role of promotion as a marketing function.
11. Explain the elements of sales promotion and its relationship to the ad campaign.
12. Assess the impact of advertising on the elements of the marketing mix.
13. Discuss different ways to overcome global cultural barriers.

## **H. PROMOTION**

1. Explain the role of promotion as a marketing function.
2. Discuss the types of promotion.
3. Identify the elements of the promotional mix.
4. Describe the use of business ethics in promotion.
5. Explain the use of brands and trademarks.
6. Explain the types of advertising media.
7. Explain publicity and public relations activities.
8. Create a promotional plan.

## **I. MARKETING DIVERSITY**

1. Discuss the cultural considerations and issues which affect marketing.
2. Identify and discuss the effects of cultural experiences and background on marketing.

## **J. DIGITAL MARKETING DEVELOPMENT**

1. Define digital marketing.
2. Examine current trends in the digital media marketing industry.
3. Analyze the technological applications for digital marketing.
4. Explain the benefits and advantages of digital marketing.

## **K. MARKETING CONCEPT CREATION**

1. Demonstrate basic digital video camera usage, digital sound basics, and lighting basics.
2. Develop a story board (e.g., webbing, story arching, brainstorming).
3. Develop a project proposal for approval.

## **L. MARKETING CONCEPT PRODUCTION**

1. Determine the target market.
2. Produce a quality product- including: focus, lighting, camera placement and movement, and audio.

## **M. EDITING**

1. Demonstrate successful logging and capturing of video.
2. Demonstrate sorting and reviewing within the interface.
3. Construct a finished product aligning with concept creation.

**N. FINAL OUTPUT/MARKETING**

1. Produce a digital media product.
  - a. Podcast
  - b. DVD
  - c. Blog
  - d. Webcast
2. Present the final product.