

# 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

**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 Explain 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

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**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
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**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
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**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
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**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