Chart your course. Think about your objectives (what do you want to reach with your students ➔ Bloom Taxonomy), your criteria of evaluation (how will you check this?) and your method of evaluation (how are you going to evaluate this?). How did you integrate Technology, Content, Pedagogy taking the Context into account ➔ TPack

Module 2 Title: Digital Media Channels and SEO

Module 2	Module Objective	Online/F2F/Field visit Module content (LTM + Activities + tools)	Evaluation method	Target group
Digital Media Channels and SEO	**Module Objective 1** Define types of campaigns for different purposes and audiences **Module Objective 2** Assess marketing needs and solutions in light of corporate strategy.	**Online Module content (LTM + Activities + tools)** 1. Paid, owned, earned media 2. Categories of digital media 3. Traditional marketing vs. Digital marketing 4. Sem and SEO 5. Sem advantages and disadvantages 6. Advantages and disadvantages of paid search marketing 7. Digital public relations 8. Affiliate marketing 9. E-mail marketing 10. Social media and viral marketing	**Evaluation method online content** ✓ **As learning:** Discussion boards, quizzes, and student presentations. ✓ **For learning:** Q&A sessions, group projects, and group case study discussions. ✓ **Of Learning** Case study analysis, and Assignments.	➢ The course will focus on students who are in their 1st and 2nd year. ➢ Business administration and economics students. With a focus on Digital Marketing specialization students. ➢ Students from other programs who are interested in digital marketing principles.
Proportion F2F and distance o 30% Online o 60% F2F o 10% Field Visit (Cases in the lecture)	**Module Objective 3** Analyze and classify digital marketing channels to reach target audiences.	**F2F Module content (LTM + Activities + tools)** 1. Categories of digital media 2. Characteristics of digital media 3. The Communications Model 4. Planning an Integrated Campaign 5. Search engine marketing 6. Paid and organic SERPs 7. Best practice in SEO 8. Steps in a SEO Strategy 9. Paid search marketing 10. Digital public relations and influencer 11. Blogs and blogging 12. relationship management 13. Digital display advertising 14. Behavioral ad targeting process	**Evaluation method F2F content** ✓ **As learning:** Quizzes and student presentations ✓ **For learning:** In-class discussions and group project presentations and discussions. ✓ **Of Learning** Exams.	
Group size o Small: (20-30 students)	**Module Objective 4** Incorporate additional/deeper information by using web sources.	**Field visit Module content (LTM + Activities + tools)** **Project:** Digital marketing campaign for a local company.		

Needs	ILO's of this module
✓ Educational Platforms ✓ Internet accessibility ✓ Book and summaries. ✓ Technical support for instructors and students	At the end of this module, the students will be able: 1. Articulate the differences between digital and traditional media and the implications for planning campaigns. 2. Gain the ability to navigate digital advertising platforms. 3. Distinguish between the different types of digital media channels and understand practical success factors to make them effective 4. Assess the suitability of different types of digital media for different purposes