

Lesson Plan

Module: Digital marketing

Unit: Introduction

<p>Desired Core professional goal</p> <p>Learners will:</p> <ul style="list-style-type: none"> - Understand Digital Marketing Fundamentals: Define what Digital Marketing is and its key components. - Describe the advantages of Digital Marketing - Access and use the main digital marketing platforms & and channels - Access digital marketing materials such as text, videos, audio, and interactive elements - Interact effectively with multimedia content - Participate in Online Discussions: learn how to build a conversation around a Brand - Build and launch a digital campaign 	<p>Benchmark</p> <p>Digital marketing</p>
<p>Level</p> <p>Standard</p>	<p>Framework</p> <p>Enlighten</p> <p>Empower</p> <p>Energise</p> <p>Evolve</p>
<p>Micro-learning activities</p> <p>Learners will:</p> <ol style="list-style-type: none"> 1. read what is the module about 	



Digital Marketing

After module completion learners will be able to:

[Μετάβαση σε αυτό το Sway](#)

2. watch the video on YouTube: <https://youtu.be/OHVSY1IoCp4>
3. 3. read the Learners Guideline [Learners_Guidelines.pdf](#)