

Lesson Plan

Module: Digital Marketing

Learning Unit: Role of digital marketing in promoting SMEs

<p>Desired Core professional goal</p> <p>Learners will be able to:</p> <p>Understand the role of digital marketing in promoting SMEs.</p>	<p>Benchmark</p> <p>Digital Marketing</p>
<p>Level</p> <p>Standard</p>	<p>Framework</p> <p>Enlighten</p>
<p>Professional micro-learning outcomes:</p> <p>Learners will:</p> <ul style="list-style-type: none"> Understand the definition of digital marketing and the role of digital marketing in promoting SMEs. 	
<p>Micro-learning activities</p> <p>Learners will:</p> <ol style="list-style-type: none"> watch the video on YouTube: https://youtu.be/gUBa1JBR_8o 	