

Lesson Plan

Module: Digital Marketing

**Learning Unit: Digital Marketing Platforms
& Channels**

<p>Desired Core professional goal</p> <p>Learners will be able to:</p> <p>Recognise and evaluate the most used Platforms and Channels for Digital Marketing.</p>	<p>Benchmark</p> <p>Digital Marketing</p>
<p>Level</p> <p>Standard</p>	<p>Framework</p> <p>Empower</p>
<p>Professional micro-learning outcomes:</p> <p>Learners will:</p> <ul style="list-style-type: none"> Recognize and evaluate the most used Platforms and Channels for Digital Marketing 	
<p>Micro-learning activities</p> <p>Learners will:</p> <ol style="list-style-type: none"> watch the video on YouTube: https://www.youtube.com/watch?v=oLH1a7moJKE 	