

## Lesson Plan

**Module: Digital Marketing**

**Learning Unit: Digital Marketing Insights**

<b>Desired Core professional goal</b> Learners will be able to:  Evaluate and use Digital Marketing Insights	<b>Benchmark</b>  Digital Marketing
<b>Level</b>  Standard	<b>Framework</b>  Empower
<b>Professional micro-learning outcomes:</b>  Learners will: <ul style="list-style-type: none"><li>Analyze and evaluate the Digital Marketing Insights</li></ul>	
<b>Micro-learning activities</b>  Learners will:  watch the video on YouTube: <a href="https://youtu.be/4OOekRObRnM">https://youtu.be/4OOekRObRnM</a>	