

Lesson Plan

Module: Digital Marketing

Learning Unit: Build your social media channel

Desired Core professional goal Learners will be able to: How to build and manage a social media channel	Benchmark Digital Marketing
Level Standard	Framework Energise
Professional micro-learning outcomes: Learners will: <ul style="list-style-type: none">• How to build and manage a social media channel.	
Micro-learning activities Learners will: <ol style="list-style-type: none">1. watch the video on YouTube: https://youtu.be/n77unxgEINY	