

## Lesson Plan

**Module: Digital Marketing**

**Learning Unit: Launch your digital campaign**

<b>Desired Core professional goal</b> Learners will be able to:  How to Launch a digital campaign	<b>Benchmark</b>  Digital Marketing
<b>Level</b> Standard	<b>Framework</b> Energize
<b>Professional micro-learning outcomes:</b>  Learners will: <ul style="list-style-type: none"><li>• How to Launch a digital campaign</li></ul>	
<b>Micro-learning activities</b>  Learners will: <ol style="list-style-type: none"><li>1. watch the video on YouTube: <a href="https://www.youtube.com/watch?v=hZwSPA-JsII">https://www.youtube.com/watch?v=hZwSPA-JsII</a></li></ol>	