

Colorado BMEF CTE Course – Scope and Sequence

Course Name	Digital Marketing	Course Details	Credits = .5 (Semester) Level 3 or 4		
		Course = 0.50 Carnegie Unit Credit			
Course Description	Explores the digital marketing environment from both a consumer and business perspective. This course provides an overview of various online business models and delves into digital advertising and social media marketing techniques and technologies. This course applies research and strategic marketing techniques in the digital marketplace to improve customer relationship management.				
Note	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all essential knowledge and skills are covered. Course aligns to the CCNS (MAR 2055) competencies. *Please note if you teach this with concurrent or dual enrollment, it may be taught at a level 3 or 4.				
SCED Identification # 12163		Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.			
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills					
Instructional Unit Topic	Suggested Length of Instruction	Required Learning Outcome	Competency / Performance Indicator	Measurement	CTSO Integration
Digital Marketing Foundations & Online Business Models	1–2 weeks	Assess the importance of digital marketing skills for online business models.	Assess role of digital marketing in online business models	• Case study analysis • Business model comparison	FBLA: Introduction to Business Concepts, Business Plan DECA: Principles of Marketing, Business Services Marketing, Marketing Management Team
Social Media Platforms & Trends	2 weeks	Compare, contrast, and implement best practices for digital marketing platforms.	Analyze platforms and emerging trends	• Social media trend report • Strategy comparison	FBLA: Social Media Strategies, Digital Video Production

		Develop research techniques to identify and prepare for future digital marketing trends.			DECA: Marketing Communications, Social Media Campaign, Business Services Marketing
Website Development & Integration	2–3 weeks	Compare, contrast, and implement best practices for digital marketing platforms. Demonstrate proper integration between company websites and social media platforms.	Develop websites and integrate social media platforms	- Website prototype - Functionality & integration rubric	FBLA: Website Design, Coding & Programming DECA: Integrated Marketing Campaign, Marketing Management Team Decision Making
Digital Writing & Content Strategy	1–2 weeks	Compare, contrast, and implement best practices for digital marketing platforms.	Apply tone, accessibility, and engagement strategies	- Content portfolio - Blog/social media posts	FBLA: Business Communication, Publication Design DECA: Marketing Communications, Public Relations Project
SEO & Digital Advertising (Paid & Organic)	2–3 weeks	Distinguish the mechanics of search engine optimization on both paid and unpaid engines. Compare, contrast, and implement best practices for digital marketing platforms.	Distinguish SEO strategies and apply ad techniques	- SEO audit - Keyword plan - Ad campaign	FBLA: Digital Marketing, E-Business DECA: Retail Merchandising, Marketing Management, Buying & Merchandising
Digital Marketing Strategy & Campaign Planning	2–3 weeks	Assess the importance of digital marketing skills for online business models.	Develop digital marketing campaigns with brand focus	Marketing campaign plan	FBLA: Business Plan, Entrepreneurship DECA: Integrated Marketing

		Compare, contrast, and implement best practices for digital marketing platforms. Compose a plan to identify, establish, and maintain an online reputation and brand management.			Campaign (all), Entrepreneurship Events
Analytics & Optimization (Web Analytics Tools)	2 weeks	Examine and experiment with web analytics, measurements, and reporting tools.	Use analytics tools and generate reports	- Analytics dashboard - Performance evaluation	FBLA: Data Analysis, Business Analytics DECA: Business Analytics, Marketing Management
Digital Culture, Global Audiences & Trend Research	1–2 weeks	Develop research techniques to identify and prepare for future digital marketing trends.	Research cultural differences and future trends	- Research report - Trend prediction project	FBLA: Global Business, Future Business Leader DECA: International Business Plan, Buying & Merchandising Team Decision Making
Brand Reputation Management & Capstone	2–3 weeks	Compare, contrast, and implement best practices for digital marketing platforms. Compose a plan to identify, establish, and maintain an online reputation and brand management. Demonstrate proper integration between company websites and social media platforms.	Build and manage brand identity and online reputation	Capstone: full digital marketing campaign	FBLA: Marketing, Social Media Strategies, Business Plan DECA: Integrated Marketing Campaign, Public Relations Project, Professional Selling



Academic Standards Alignment

Colorado CTE courses are required to integrate academic and essential skills into course content. The following academic standards have been identified as aligned to this course and should be integrated throughout instruction.

[CO CTE Academic Standards Resources](#) (Rubrics, integration strategies, etc)

[CDE Colorado Academic Standards Online](#) (Online standards lookup tool)

Reading, Writing, & Communicating

Standard 1: Oral Expression and Listening

- **Prepared Graduate 1:** Collaborate effectively as group members or leaders who listen actively and respectfully; pose thoughtful questions, acknowledge the ideas of others; and contribute ideas to further the group's attainment of an objective.
- **Prepared Graduate 2:** Deliver effective oral presentations for varied audiences and varied purposes.

Standard 2: Reading for All Purposes

- **Prepared Graduate 4:** Read a wide range of informational texts to build knowledge and to better understand the human experience.
- **Prepared Graduate 5:** Understand how language functions in different contexts, command a variety of word-learning strategies to assist comprehension, and make effective choices for meaning or style when writing and speaking.

Standard 3: Writing and Composition

- **Prepared Graduate 6:** Craft arguments using techniques specific to the genre.
- **Prepared Graduate 7:** Craft informational/explanatory texts using techniques specific to the genre.
- **Prepared Graduate 9:** Demonstrate mastery of their own writing process with clear, coherent, and error-free polished products.

Standard 4: Research Inquiry and Design

- **Prepared Graduate 10:** Gather information from a variety of sources; analyze and evaluate its quality and relevance; and use it ethically to answer complex questions.

Note: Mathematics and Science standards will be added in the future. Visit the [Colorado Academic Standards](#) page for the most current version.