

DISCOVER AND ANALYZE DIGITAL MARKETING CHANNELS



Module
III



Course
Digital
Marketing for
Orange Economy



Topic 1
Introduction
to Digital
Marketing



Lesson 2
Types of
media and
digital
marketing
channels

Activity

- **Short Description:** In an individual activity, each student should search for companies from the creative industry and analyze their digital performance.
- **Methodology:** Research-based learning
- **Duration:** 1 hour
- **Difficulty (high - medium - low):** Low
- **Individual / Team:** Individual
- **Classroom / House:** House
- **What do we need to do this activity?**
 - **Hardware:** Computer or Smartphone
 - **Software:** Web browser
 - **Other resources:** None



Description

- **Text description:** Once when the lesson is presented by the teacher, the student should search for companies from the creative industry and analyze their digital performance. Which of them has developed digital marketing? Which channels of digital marketing are most represented in companies from the creative industry. What media do they use? What is their communication with consumers? These are some of the questions that students need to answer.

Although we can say that this concept differs in detail in each country, the creative industry generally includes the same elements. Specifically, these are:

Publishing; Print media; Graphic industry; IT sector and software development; Marketing; Music and film industry; Design; Radio and television; Fashion; Old crafts.

- **Illustration:**



Instructions

Chose a web browser to find needed information.

STEP 1: Search for the companies from the creative industry and their digital marketing channels on the internet.

STEP 2: Analyze why are those companies that you choose good or bad in their digital marketing presence.

Expected outcomes

The students will get to know how are the companies communicating with their customers online and what channels are the most used ones.

This activity can be used in other (module, course, topic, lesson):



- Also in this course, **Topic 9. Digital marketing strategy**

DIGICOMP (Competences developed): *Browsing, searching and filtering data, information, and digital content, Evaluating data, information, and digital content, Interacting through digital technologies*

ENTRECOMP (Competences developed): *Spotting opportunities, Self- awareness and self- efficacy, Motivation and perseverance , Learning through experience*

ANNEX:

| DIGICOMP | ENTRECOMP |
|---|---|
| <p>1. INFORMATION AND DATA LITERACY</p> <p>1.1 Browsing, searching and filtering data, information and digital content</p> <p>1.2 Evaluating data, information and digital content</p> <p>1.3 Managing data, information and digital content</p> | <p>1. IDEAS AND OPPORTUNITIES</p> <p>1.1 Spotting opportunities</p> <p>1.2 Creativity</p> <p>1.3 Vision</p> <p>1.4 Valuing ideas</p> <p>1.5 Ethical and sustainable thinking</p> |
| <p>2. COMMUNICATION AND COLLABORATION</p> <p>2.1 Interacting through digital technologies</p> <p>2.2 Sharing through digital technologies</p> | <p>2. RESOURCES</p> <p>2.1 Self- awareness and self- efficacy</p> <p>2.2 Motivation and perseverance</p> |



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|---|--|
| <p>2.3 Engaging in citizenship through digital technologies</p> <p>2.4 Collaborating through digital technologies</p> <p>2.5 Netiquette</p> <p>2.6 Managing digital identity</p> | <p>2.3 Mobilizing resources</p> <p>2.4 Financial and economic literacy</p> <p>2.5. Mobilizing others</p> |
| <p>3. DIGITAL CONTENT CREATION</p> <p>3.1 Developing digital content</p> <p>3.2 Integrating and re-elaborating digital content</p> <p>3.3 Copyright and licences</p> <p>3.4 Programming</p> | <p>3. INTO ACTION</p> <p>3.1 Taking the initiative</p> <p>3.2 Planning and management</p> <p>3.3 Coping with uncertainty, ambiguity and risk</p> <p>3.4 Working with others</p> <p>3.5. Learning through experience</p> |
| <p>4. SAFETY</p> <p>4.1 Protecting devices</p> <p>4.2 Protecting personal data and privacy</p> <p>4.3 Protecting health and well-being</p> <p>4.4 Protecting the environment</p> | |
| <p>5. PROBLEM SOLVING</p> <p>5.1 Solving technical problems</p> <p>5.2 Identifying needs and technological responses</p> <p>5.3 Creatively using digital technologies</p> <p>5.4 Identifying digital competence gaps</p> | |



