# Internet Marketing Course No. 12162 Credit: 0.5

|  |  |  |  |
| --- | --- | --- | --- |
| **Student name:** |  | **Graduation Date:** |  |

Pathways and CIP Codes:Web & Digital Communications (11.1004)

Course Description: **Technical Level:** Internet Marketing covers the principles and functions of marketing from the standpoint of conducting business on the internet. Typically, students develop such skills as using the internet as a marketing tool, conducting a marketing analysis via the internet, planning marketing support activities, managing an electronic marketing campaign, managing/owning a business via the internet, and analyzing the impact of the internet on global marketing.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Principles & functions.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Demonstrate knowledge of cultural implications on design and deployment of digital communication products. |  |
| 1.2 | Demonstrate knowledge of Web Accessibility Initiative priorities. |  |
| 1.3 | Engage in user testing throughout the design and development process. |  |
| 1.4 | Identify optimal strategies for successful interactions with clients and team members. |  |
| 1.5 | Determine client needs and expected outcomes. |  |
| 1.6 | Determine client’s privacy policy and expectations. |  |
| 1.7 | Determine the digital communication elements to be used. |  |
| 1.8 | Determine the purpose of the digital communication project. |  |
| 1.9 | Determine the target audience. |  |
| 1.10 | Evaluate requirements data that has been collected from customers and competing web sites. |  |
| 1.11 | Identify and evaluate risks. |  |
| 1.12 | Identify and obtain tools and resources to create a project plan. |  |
| 1.13 | Identify interdependencies. |  |
| 1.14 | Collect and analyze usage statistics. |  |
| 1.15 | Explain the importance of ethical behaviors and legal issues. |  |
| 1.16 | Assess product effectiveness. |  |
| 1.17 | Perform usability tests. |  |
| 1.18 | Define scope of work to achieve individual and group goals. |  |
| 1.19 | Use available reference tools as appropriate. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

(785) 296-4908

[pathwayshelpdesk@ksde.org](mailto:pathwayshelpdesk@ksde.org)



900 S.W. Jackson Street, Suite 102

Topeka, Kansas 66612-1212

[https://www.ksde.org](https://www.ksde.org/)

The Kansas State Department of Education does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities and provides equal access to any group officially affiliated with the Boy Scouts of America and other designated youth groups. The following person has been designated to handle inquiries regarding the nondiscrimination policies: KSDE General Counsel, Office of General Counsel, KSDE, Landon State Office Building, 900 S.W. Jackson, Suite 102, Topeka, KS 66612, (785) 296-3201.