

## **Digital Marketing**

### **Session 1**

#### **Introduction to digital marketing in Media (radio/TV)**

Brief introduction and career history

Encourage digital note taking - google docs

What is Digital Marketing in the media industry?

How things were vs. how they are now in Digital Marketing for Media and what's ahead?

Two sides to Digital Marketing in Media (career paths)

- Programming

- Sales

Using Google Docs.

\*Assignment:

Choose either programming or sales.

Write up a social media campaign based on your choice using Google Slides.

Share assignment, and assignment briefing.

Is there a difference between Digital Marketing for TV/Radio? Why?

\*Assignment 2:

Choose the opposite of what you chose previously.

Write up a social media campaign based on your choice using Google Slides.

Share assignment, and assignment briefing.

Please save all assignments as they will be used in future classes/assignments.

Questions/Answers

Wrap up the class with a summary.

**Digital Marketing**  
**Session 2**  
**Terminology/Digital Products**

Learning basic terminology/digital products in the digital marketing sales world.

Questions about basic terminology.

Encourage taking notes on google docs.

CPM, and related apps, etc..

Applying CPM to presentations and campaigns

**\*Assignment:**

Take the presentation from the previous class and apply a CPM.

Share assignment and assignment briefing.

**POP QUIZ** on terminology. Save to your Google Docs File.

Go over terminology via quiz.

Questions/Answers

Wrap up the class with a summary.

## **Digital Marketing**

### **Session 3**

#### **Client/Department Relations in the Radio/TV industry**

How to present to a client/department in the industry (using terminology from previous class).

Expectations in the media industry for Digital Marketing.

You represent the brand, and what that means.

#### **\*Assignment 1:**

Represent the brand.

Choose either Radio or TV.

Come up with a brand.

Brand yourself based on the PROGRAMMING aspect of what you have chosen.

Brief on assignment

#### **\*Assignment 2:**

Represent the brand.

Choose the opposite of what you previously chose.

Come up with a brand.

Brand yourself based on the SALES aspect of what you have chosen.

Brief on assignment.

Questions/Answers

Wrap up class with a summary.

## **Digital Marketing**

### **Session 4**

#### **Social Media Marketing: FB/IG**

Social Media Campaigns. What are they?

Encourage taking notes with google docs.

Measurables.

Using basic social media campaign tools.

Basic Terminology when launching a social media campaign.

Go through previous campaigns via screen share and outline measurables/how campaigns work.

#### **\*Assignment 1:**

Launch a mock social media campaign with the parameters given during class.

Brief on Assignment.

**POP QUIZ:** Measurables, save to google docs.

Questions/Answers.

Wrap up class with summary.

## **Digital Marketing**

### **Session 5**

#### **Social Media marketing continued: Video Content**

Different types of Social Media Video Content

Encourage taking notes with google docs.

Measurables.

Using basic social media video editing creating tools on the fly.

Basics when launching a video campaign.

Going LIVE on social media

**\*\*\*\*GO LIVE IN GROUP\*\*\*\***

#### **\*Assignment 1:**

Launch a mock social media VIDEO campaign with the parameters given during class.

Use an on the fly video editing tool/app.

Brief on Assignment.

#### **\*Assignment 2:**

Launch a mock social media VIDEO campaign with the parameters given during class.

Use an on the fly video editing tool/app.

Brief on Assignment.

Questions/Answers.

Wrap up class with summary.

**Digital Marketing**  
**Session 6**  
**Applying Digital Marketing to YouTube/Podcasting**

How do they correlate?

Is this something I can do on my own?

Branding yourself.

Go over example: [The Foundry Podcast Ep5 - Carissa Doig](#)

**\*Assignment**

30 minute LIVE PodCast

Brief on assignment

Go over the presentation from the first week, apply it to a PodCast/LiveCast scenario.

Questions/Answers.

Wrap Up Class with Summary.

## **Digital Marketing**

### **Session 7**

#### **Developing a Strategy for getting hired in the industry**

Where are you looking?

-TV

-Radio

-Network

-Marketing Agency/Social Media Marketing

-Other possibilities (working for a company in social media marketing)

-I want to try to do my own thing

Resumes

Online resume/bio/examples of work

How do I stand out?

Do I need to re-think my strategy?

Interviewing.

#### **\*Assignment 1:**

Create a new Resume, start on an outline of a website to showcase your works on Google Docs.

Assignment briefing

#### **\*Assignment 2:**

Mock interview using the mentioned above.

Assignment briefing.

Questions/Answers.

Wrap up class with summary.

**Digital Marketing**  
**Session 8**  
**Your Final Assignment.**

Brief on terminology via Google Docs assignments/quizzes

Brief on CPM

Brief on digital products

Brief on presentations

**\*Assignment 1:**

You are now a social media influencer for “Company A”. You need to come up with a strategy to sell a product for “Company A”.

Put together a presentation with measurables.

Present it to “Company A”

Assignment briefing

**\*Assignment 2:**

You are now an Account Executive for “Company B”. You need to come up with a strategy to sell a product for “Company B”.

Put together a presentation with measurables.

Present it to a client on behalf of “Company B”