

Part 2 - session planner			
Course	Kick start you career in digital marketing		
Teacher	Enter Teacher's Name		
Session Dates	WHAT to learn	HOW to learn	Review and changes
	Include employability, numeracy and literacy skills. Indicate acknowledge activities		
	What will your learners know and be able to do?	How will you deliver, judge progress and evaluate?	How is it going? What adjustments are needed?
Session 1 Intro to New Realities and DM 5 hours	<p><b>Objective: skill and course overview</b></p> <p><b>Activity 1: Introduction</b> activity and introduction to employability skills.</p> <p><b>Activity 2: Course objectives</b> and topics tailored to Jobseeker market p3 of learner and p5 teacher hand book.</p> <p><b>Activity 3: A skills checklist.</b> What should I already know for this course?</p> <p><b>Activity 4: Are there jobs out there?</b> Let's have a look on Seek.</p> <p><b>Activity 5: New Realities workshop: 3 hours</b> Resources on the Gippslandlearnlocal.community/teach website</p>	<p><b>Activities:</b></p> <p><b>1-2:</b> Tutor handbook p5 -7: discussion Hand out jargon buster and contextualise as required. I.e. new words as they come up. Google and GoDigi has a good Jargon buster PDFs which will explain a lot of the terms that will be coming up throughout the sessions. See attached. <b>Discuss tech required:</b> iPhone 6 and Android 5 Google and 360 degree camera.</p> <p><b>3.</b> Intel Learn Easy Steps <b>checklist.</b> Learners complete and discuss. Basis for learner plan part A.</p> <p><b>4.</b> <a href="https://www.godigi.org.au/guides/how-search-jobs-online">https://www.godigi.org.au/guides/how-search-jobs-online</a> learners search for jobs in digital marketing. Pick one and report back re what skills and knowledge is required. Discuss how this course can help to develop these skills.</p> <p><b>5:</b> See exploring new realities workbook and video: <a href="https://vimeo.com/254639488">https://vimeo.com/254639488</a></p>	

	<p><b>Activity 6: Intro to Google Garage:</b> Why should small business go online? How can you help?</p> <p><b>Activity 7: Tools for the digital marketing tradie:</b></p> <ul style="list-style-type: none"> <li>a) Sign up for a Google email address</li> <li>b) What about Google Chrome?</li> <li>c) Which apps will be useful?</li> </ul> <p><b>Google Garage homework:</b> negotiate which sections students will attempt.</p>	<p>6. GG video: <i>the world goes digital</i> in the online opportunity section. You can also print out a transcript.</p> <p>6. <a href="https://learndigital.withgoogle.com/digitalgarage/create-your-plan#/goals/pre-business">https://learndigital.withgoogle.com/digitalgarage/create-your-plan#/goals/pre-business</a></p> <p>6. Learner signs up and does learning plan. Make sure it is set for Australia. Bottom RHS. If they don't have a Gmail, do that first.</p> <p><a href="https://www.godigi.org.au/guides/how-create-your-own-email-address">https://www.godigi.org.au/guides/how-create-your-own-email-address</a></p> <p>7a – c Discuss and demonstrate the benefits and disadvantages of having everything together online in one space / site. G Suite vs Microsoft 365.</p> <p>7.b <a href="https://www.google.com/intl/en-AU/chrome/browser/features.html">https://www.google.com/intl/en-AU/chrome/browser/features.html</a> Discuss various browsers is required.</p>	
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	<p><b>Session 2</b> <b>Disruptive technologies</b> 5 hours</p>	<p><b>Activity 1: Recap and consolidate;</b> Google Garage homework</p> <p><b>Activity 2:</b> disruptive technologies and the digital landscape. Resource on the Gippslandlearnlocal.community/teach website</p> <p><b>Activity 3. What is a digital portfolio:</b> PPT to explore and discuss the concept of a digital <b>portfolio</b> with your learners in terms of providing them with an online app or site for them to showcase their knowledge, skills and abilities?</p> <p><b>Activity 4: LinkedIn; beginning your professional digital portfolio.</b> 2hrs</p> <ul style="list-style-type: none"> <li>• Setup</li> <li>• Content</li> <li>• Sharing</li> <li>• Finding contacts</li> <li>• Contributing to newsfeed</li> <li>• Contextualising your resume</li> </ul> <p><b>Activity 5:</b> Introduce <b>copyright</b> - video or newspaper article 1.5 hr</p>	<p><b>Activity:</b></p> <p><b>1. Review</b></p> <p><b>2. The digital landscape:</b> teacher guide p8 + PPT from Boyer lectures (JR) Source a video on disruptive technologies.</p> <ul style="list-style-type: none"> <li>• Do you agree with the video?</li> <li>• Can you think of any other examples?</li> <li>• Let's put some thoughts down on the discussion forum.</li> <li>• Relate back to session 1 VR and how that can and is being used in business.</li> <li>• Students get some time to research a topic based on their areas of interest.</li> </ul> <p><b>3.</b> Try: <a href="http://edtechteacher.org/using-google-apps-for-education-to-create-digital-portfolios-from-avra-robinson/">http://edtechteacher.org/using-google-apps-for-education-to-create-digital-portfolios-from-avra-robinson/</a></p> <p><b>4.</b> LinkedIn <b>Materials</b> from Think.Digital . Godigi also has some basic resources on LinkedIn: <a href="https://www.godigi.org.au/guides/how-get-started-linkedin">https://www.godigi.org.au/guides/how-get-started-linkedin</a></p> <p><b>5.</b> See resources provided by Fiona Ross, included at the end of this session plan.</p>	
<ul style="list-style-type: none"> <li>•</li> </ul>	<p><b>Session 3</b></p>	<p><b>Activity 1:</b> Recap and consolidate; Google Garage homework</p>	<p><b>Activity 1.</b> Discuss progress with Google Garage.</p>	

	<p><b>Google and FB for business</b> 5 hours</p>	<p><b>Activity 2:</b> Why Google? SEO basics. : Introduction to search engines and search terms as well as vocab. Tim’s video, trainer guide page 19 to 21 has good ideas for discussion and introducing the topic.</p> <p><b>Activity 3:</b> Teacher led activity: complete Google garage topic 5 .</p> <p><b>Activity 3:</b> Google Maps and Google My Business</p> <p><b>Activity 4:</b> Facebook for Business</p> <p><b>Activity 5:</b> intro to session 4; responsive design. Tim’s teacher manual page</p>	<p>See jargon buster document for a refresher.</p> <p><b>Activity 2:</b> Watch video on Think.Digital campus: <a href="https://www.thinkdigitalcampus.com.au/lessons/dm101-search/">https://www.thinkdigitalcampus.com.au/lessons/dm101-search/</a> good intro to keywords.</p> <p><b>Activity 3:</b> Online tool: Google Garage topic 5: Make it easy for people to find a business on the web. Working through all the subtopics will take 2 hours and 40 minutes. The following are recommended: Select which ones will suit the cohort best:</p> <ol style="list-style-type: none"> <li>1. Get started with search 45 minutes</li> <li>2. Get discovered with search 35 minutes</li> <li>3. Make search work for you 25 minutes</li> </ol> <p><b>Activity 3:</b> based on print materials designed by Think.Digital, and Google Garage and other support pages as well. Other recourses: GoDigi</p> <p><b>Activity 4:</b> Facebook has a range of resources available.</p> <p><i>Activity 5:</i> Think.Digital online campus video. On responsive design.</p>	
<ul style="list-style-type: none"> <li>•</li> </ul>	<p><b>Session 4 Responsive design</b> 5 hours</p>	<p><b>Activity 1.</b> Recap session 2 and homework assignment and copyright session if required.</p> <p><b>Activity 2. Your business website: responsive design</b></p> <p>a) Agree on a website and put that through the Google Test Mysite (you can demonstrate using</p>	<p>1 Resource: <a href="https://testmysite.withgoogle.com">https://testmysite.withgoogle.com</a> As a group watch how google tests the site for loading time and potential customer loss based on the speed. The GELLA site had a loading time of 6 sec which is fair, and still had a 24% customer loss due to the loading speed! Learners do their own and report findings.</p>	

		<p>www.gella.org). This site was created by a CRM called www.webs.com. Report attached.</p> <p>b) Responsive design – how can we make gella.org more responsive? Explore the concept and what Google calls micro moments i.e. those 6 seconds that Gella.org takes to load...</p> <p>c) What is a CRM – compare? Teacher guide pp 7 – 9. Google Garage section 2: <i>Build your web presence</i>. Refer to the topics section of the site to choose the most suitable lesson. Lesson 6: website design dos and don'ts.</p>	<p>3. b) <a href="https://www.thinkwithgoogle.com/intl/en-aunz/marketing-resources/micro-moments/">https://www.thinkwithgoogle.com/intl/en-aunz/marketing-resources/micro-moments/</a>.</p> <p>c) Divide class in groups and provide them with one of the CRMs listed in the teacher guide. Discuss in terms of responsive design.</p>	
<ul style="list-style-type: none"> <li>•</li> </ul>	<p><b>Session 5</b> <b>All things E: marketing, money and commerce</b> 5 hours</p>	<p><b>Activity 1.</b> Overview of session and homework check, i.e. digital portfolio work.</p> <p><b>Activity 2:</b> Introduction to search engines and search terms as well as vocab. Tim's video, trainer guide page 19 to 21 has good ideas for discussion and introducing the topic.</p> <p><b>Activity 3:</b> Teacher led activity: complete Google garage topic 5 . get started with search</p> <p><b>Activity 4:</b></p>	<p><b>2. Watch video on search engines . Visit</b> <a href="https://www.thinkwithgoogle.com/intl/en-aunz/">https://www.thinkwithgoogle.com/intl/en-aunz/</a> For some good videos to introduce keywords. <b>Teacher led demonstration and class Q&amp; A:</b></p> <p><b>3;</b> Google garage topics 5 – 11 are relevant. Choose and set the rest for homework. Do in class as teacher led activities.</p>	

		<p><b>Mobile:</b> Discover the possibilities of mobile and make it work for you, G Garage topics. Think digital workbook: mobile money.</p> <p><b>Activity 5: E-commerce</b> – the legalities. Selling online and setting up a site.</p> <p><b>Activity 6:</b> email marketing and SMS broadcasts. What tools should sue and how does it work.</p> <p><b>Homework:</b> research a local business online and shop visit to see if it is a business that could do with some of your newly acquired insights and skills.</p>		
<ul style="list-style-type: none"> <li>•</li> </ul>	<p><b>Session 6</b> <b>Putting It all together</b> 5 hours</p>	<p><b>Homework debrief:</b> focus on a local business</p> <p><b>Guest speaker:</b> the importance of good communication skills: preferable a local businessperson.</p> <p><b>Communication skills Workshop:</b> active listening, giving and receiving feedback. Doing a pitch for your business.</p> <p>Finalise LinkedIn profile.</p> <p><b>Course Evaluation.</b> Rehearsal of pitch to fellow students and preparation of the final session.</p>		

## Session 2: Copyright resources:

Video:

How does copyright work?

<https://www.youtube.com/watch?v=WWIV8ZmFhvM>

What can I get copyrighted?

<https://www.youtube.com/watch?v=JdVBliRqTj0>

Australian Copyright Council – including downloadable fact sheets. Examples attached.

[http://www.copyright.org.au/acc\\_prod/ACC/Home/ACC/Home.aspx?hkey=24823bbe-5416-41b0-b9b1-0f5f6672fc31](http://www.copyright.org.au/acc_prod/ACC/Home/ACC/Home.aspx?hkey=24823bbe-5416-41b0-b9b1-0f5f6672fc31)

Smart Copying - Useful for education

<http://www.smartcopying.edu.au/>

Online lesson in Moodle: contains some other info that may be useful.

<https://rise.articulate.com/share/a4CC0HF6gAR7zz5U8dDAYYOVwP7d5gC8>