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Safe Digital Marketing for Agripreneurs

Erasmus+ KA2: Strategic Partnership for Adult Education

Project nr: 2020-1-TR01-KA204-094469



SAFE DIGITAL MARKETING FOR AGRIPRENEUR TRAINER HANDBOOK



2023

<https://digiagrimark.com>



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Safe Digital Marketing for Agripreneurs – DIGIAGRIMARK

Erasmus+ KA2: Strategic Partnerships for Adult Education - Nr. 2020-1-TR01-KA204-094469



SAFE DIGITAL MARKETING FOR AGRIPRENEURS TRAINER HANDBOOK

2023

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SAFE DIGITAL MARKETING FOR AGRIPRENEURS

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Safe Digital Marketing for Agripreneurs – DIGIAGRIMARK

Erasmus+ KA2: Strategic Partnerships for Adult Education - Nr. 2020-1-TR01-KA204-094469

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“Safe Digital Marketing For Agripreneurs” Trainer Handbook

1. INTRODUCTION

In today's fast-paced and interconnected world, digital marketing has become an indispensable tool for agricultural businesses to reach a wider audience, promote their products and develop strong customer relationships. As more entrepreneurs step into the digital world, more it becomes crucial to educate them not only on the benefits, but also on the potential risks and challenges they may face.

The main objective of this guidebook is to help trainers transfer essential knowledge and skills to agricultural entrepreneurs, enabling them to help entrepreneurs effectively utilise digital marketing techniques while protecting their businesses and customers from potential threats.

The guidebook presents a curriculum that covers the basics of safe digital marketing and is specifically tailored for agripreneurs within the project "Safe Digital Marketing for Agripreneurs". The curriculum is designed to be accessible and practical, from understanding online platforms and audience analysis to creating engaging content, monitoring performance and ensuring digital safety. The digital environment is constantly changing, and new technologies and trends emerge on a regular basis. In preparing the training curriculum and this guidebook, it has been aimed to ensure that the content is as up-to-date as possible and contains the latest information to meet the dynamic needs of the agricultural sector.

Throughout this guidebook you will find comprehensive framework of the curriculum, contents of the modules, engaging examples, tips and useful resources to facilitate effective training sessions. Each chapter is designed to encourage active participation.

There are also detailed explanations on how to access and use the <https://digiagrimark.net> training platform and training materials prepared under the Digiagrimark project, which the trainer can use during the training.

At the end of this training, agricultural entrepreneurs will be equipped with the necessary knowledge and skills to effectively leverage digital marketing while prioritising safety and security in their online activities. With the guidance of the trainer, these entrepreneurs can unlock the powerful potential of digital marketing to support growth, increase market access and contribute to a sustainable agricultural ecosystem.



2. TRAINING/LEARNING PROGRAM

This methodological guide concerns a training/learning program consisting of nine modules. All modules are designed to allow any combination in the training programs according to the needs of the entrepreneurs. Moreover, on the online learning platform -<https://digiagrimark.net> (accessible by creating a username and password), which complements this material, the content of the units can be followed by the learners individually, without mutual compulsory continuity between the units.

3. THE METHODOLOGY IN THE CREATION OF THE COURSE CURRICULUM

EU Commission's the digital Competence Framework involving eight proficiency levels has been taken into consideration while preparing the Module.

The European Qualifications Framework (EQF) is a common European framework of reference whose purpose is to make qualifications more understandable between different countries. Covering qualifications at all levels and all subsystems of education, the EQF provides a comprehensive overview of qualifications in 39 European countries currently in practice. The European Centre for Development of the Vocational Training-CEDEFOP provides analytical and coordination support for the implementation of the EQF and conducts comparative studies and analyses on issues related to the implementation of the framework at EU, national and sectoral levels. The implementation of the European Qualifications Framework is based on the Recommendation on the European Qualifications Framework for lifelong learning adopted by the European Parliament and the Council on 23 April 2008.

The core of the EQF is the eight reference levels defined in terms of learning outcomes, i.e. knowledge, skills and competences. Therefore, Learning Outcomes are specified in three categories: Knowledge, Skills and Competences. The actions/achievements and workload of the modules have been also added to the achievements table.

The project's intellectual output team have formulated the learning outcomes of the modules based on European' learning outcomes terms.

The following steps have completed during the preparation process:

1. Literature review and search
2. Questionnaires - Needs Analysis
3. State of Art of the partner countries
4. Instructions & guidelines for preparing learning outputs and the modules
5. Defining Learning Objectives: Actions/achievements, Knowledge, Skills and Competences, Workload/Duration (Hours) for each module
7. Assessment & evaluation method
8. Defining Contents of the Modules
9. Revisions

“Safe Digital Marketing for Agripreneurs” Training Curriculum/Course has been prepared at EQF Level 3rd and as nine modules.

4. ENTRY CONDITIONS AND PARTICIPANT PROFILE

The envisaged participants of the training module belong to the target group of persons living in rural areas and/or working in small scale agricultural enterprises or farm food production. However, any individual can also take place in the education program.

1. Basic knowledge in and familiarity with ICT and online platforms/social media
2. Over 18 years old,
3. At least primary school graduates.
4. Having the physical features to do the jobs and competencies required by the course program.

5. QUALIFICATIONS OF THE TRAINERS/EDUCATORS

Trainer/instructor qualifications are determined in the following order:

1. Lecturers working in higher education institutions that constitute a resource for the field of Information & Communication Technologies, Computer Sciences, and Management & Marketing
2. Teachers (in the field of Information & computer technologies and Management & Marketing)
3. Engineers with a certificate in ICT and/or marketing skills
4. Trainers with a teaching/training certificate(s) in ICT and/or marketing skills

6. OBJECTIVES OF THE PROGRAM

Developments in information and communication technologies deeply affect today's societies. This effect causes radical changes from the job market to learning-teaching processes, from communication tools to interpersonal relations. Telephone calls that can be made over the Internet, mails that can be delivered to the recipient at the other end of the world in seconds, and individuals' ability to express themselves to large audiences in the virtual world can be given as examples of these changes. Significant changes are also experienced in the field of marketing. With marketplace applications, sellers can serve the whole country or promote their products through social media sites. In addition, with the development of the logistics sector, sales and delivery can be made easily from one end of the country to the other.

European Commission places great importance on digitalisation in agriculture. The EC organised EIP-AGRI Seminar covering multi-level strategies for digitising agriculture & rural areas with the participation of 25 member countries in April 2019. Primarily, main components of a strategy for digitalisation and challenges to foster strategies in digitalising agriculture were issued. In this context, the main aim of the program is establishing an innovative and sustainable educational e-learning platform for digital marketing.

"Safe Digital Marketing for Agripreneurs" Course Program has been prepared to contribute to providing farmers with the skills to perform digital marketing safely.



7. THE TRAINING/LEARNING PROGRAM

7.1. Curriculum - Training/Learning Structure

EQF was taken as the basis in the design of the modules. In this context, the modules organized as Level 3. This level has been determined according to the results of the needs analyses and state of the art for farmers. The training/learning program consists of nine modules. All modules are designed in a form that allows their individual use or any combination into educational programs according to the needs of the participants.

The Training Module can be applied in three different ways: 1. Face-to-face training/learning, 2. Online learning and 3. Blended training/learning. In order to achieve the maximum benefit from the training, learners are recommended to self-study and practice.

7.2. Training/Learning Structure for Face-to-face Training

In the learning processes, besides the methods of learning through explanation, question-answer, and living, individual learning methods and techniques are applied that support individuals' thinking, research, problem solving and reconstructing and realizing the knowledge and skills they acquire.

Topics are sorted from simple to complex, easy to difficult. However, trainers can design the content order according to the physical infrastructure and facilities of the class, the readiness and abilities of the individuals. During the course, learners' active participation to training should be supported by enabling individuals to engage in curiosity and planning, research and discovery, analysis and deepening, sharing and application to life. Outside the course, individuals should be encouraged to practice in self-learning activities to reinforce what they learn.

In addition, an online environment can be created for the solutions of the problems encountered by the participants during their self-studies and practices. Online, self-study and practice hours are recommended in addition to the 32-hour base structure (Face to face) in the learning-training process of the modules. Considering the structure of the training program and the characteristics of the learner, the structure in question is considered important in achieving the purpose of the activities.

7.3. Training/Learning Structure for Online Learning

Online Learning is a training system where anyone who can connect to the internet without any physical space can receive information using technological devices such as computers, smartphones or tablets in any environment.

However, for this learning program, learners need to have some basic knowledge about the starting modules so that they can enrol and follow the course.

Modules can be taught by 3 different methods determined by educational institutions.

Synchronous Online learning: It is the model where the teacher and the participant group are present at the same time in the virtual classroom settings and the teaching activity is carried out.

Asynchronous (separate time) Online model: Various teaching materials such as textbooks, video and audio files are presented to the participants. In this way, the participant can perform the learning activity individually according to your own pace at any time.

Mixed Online learning: It is the model in which simultaneous and separate time models are applied within the same training program.

After registering for the training online, the participant can complete the online training with 3 different methods listed above. The participants can be followed through the system. It is seen which unit they have completed or not. It can be provided to follow live lessons given by expert trainers on certain days and hours. Thus, during the lesson, the trainer can ask questions and actively participate in the lesson. Apart from live lessons, they can watch and download the prepared lesson videos in the training panel. By doing the exercises

and homework in the training panel, they can be provided with a better understanding of the subject. In addition, it is possible to write messages over the system and get answers to their questions in a shorter time. An online exam is applied at the end of the specified training period. The certificate of achievement is given to the participant who meets the exam passing conditions specified by the institution.

7.4. Training/Learning Structure for Blended Learning

Blended learning is an approach to education that combines online educational materials and opportunities for online interaction with traditional ground-based classroom methods. It requires the physical presence of both the teacher and the student, with some elements of student control over time, place, path or pace. Face-to-face classroom practices are combined with computer-mediated activities related to content and distribution, while students attend "brick and mortar" schools where there is still a trainer. Blended learning is also used in professional development and educational settings.

Blended learning should not be considered as the only use of technological materials to support traditional education. The balance in blended learning can be thought of as an online-intensive institution offering face-to-face lessons in addition to online education to increase efficiency.

Based on the above explanations, the training modules should be planned face to face and online training. In planning, the situation of the subjects from simple to complex, from easy to difficult is taken into consideration. Except for the subjects that are decided to be face-to-face education, the rest are done as online education



8. EXPLANATIONS ON IMPLEMENTATION OF THE PROGRAM

The Curriculum-"Safe Digital Marketing for Agripreneurs" Course, can be used in online trainings by farmers, agricultural entrepreneurs, villagers or other individuals, and can be used by ICT specialists, teachers, tutors, engineers, planners, trainers with certifications in the face-to-face or blended trainings, in marketing and ICT.

The target audience are agripreneurs, which have different rhythms of study and probably different works in different countries, so they should feel totally free to choose their timetable for this training. However, according to the profile of the training groups, face-to-face or blended learning programs can also be implemented.

The Curriculum/course has been prepared in cooperation with the experts from the universities, training centres, official institutions, associations and international organizations.

1. Through this program, it is aimed to contribute to the effective marketing of their own products or companies in various digital environments and to gain awareness and skills in digital marketing.

2. In addition to the methods of expression, question-answer, learning by doing and experiencing, in learning processes; Individual learning methods and techniques that teach with fun are applied that support individuals to think, research, solve problems, restructure and implement the knowledge and skills they have acquired.

3. Distance Learning; The lack of resources and teachers for the education of people living in distant settlements, the education needs of people with a physical disability or illness, the education needs of people who could not continue formal education, the education needs of privates and non-commissioned officers fulfilling their national duties, the education needs of convicts in prisons. It is an educational approach that emerged depending on the reasons.

4. Distance education is a concept in which interactive media such as computer communication, audio and video conferences are used, and learning is defined as a social process.

Distance education is a planned and formal education in which the trainer and the learner are usually far apart or the learners themselves participate remotely, and communication can be carried out by technological means.

5. This program defines the scope of the Digital Marketing Training Course Program to be implemented with distance education, the issues to be considered, the sections that should be included in the program and the issues to be included in the contents of these sections.

6. The distance education part of the course program can be implemented synchronously or asynchronously.

7. In order for distance education platform education activities to reach the desired quality and to ensure student-teacher, student-educational material interaction; presenting teaching materials (interactive e-books, electronic books, audio, video, animation, questions, graphics and texts), sharing and discussing the presented teaching material, managing lessons, live lessons, electronic assessment-evaluation (online test) and feedback. It is designed to perform functions such as providing, organizing learning materials, keeping records of training received, following up and getting relevant reports.

In the implementation of the training program, face-to-face and blended training approaches can be used. In cases where both methods cannot be applied, trainings can be continued through asynchronous distance education.

Through the content and achievements of the Digital Marketing Education (Blended Learning) Course Program, it is aimed to gain and develop values such as obeying the rules, responsibility, sensitivity, honesty and honesty, morality, and courtesy.

This curriculum content is divided into nine modules. It has been created in a self-instructing format that trainers can follow, or learners can easily participate in. Each module starts with an introduction, the content



is presented in a simple and easy to understand way, and at the end a list of the websites and resources is placed for learners to work on themselves.

The program is implemented in environments that are opened and suitable for training. During the program, trainees should be provided with the tools, materials and materials they need to teach the program content, equipment should be provided and computer aided teaching activities (slides, projectors, smart boards, online platforms) should be used when necessary.

Individuals should be encouraged to engage in self-learning activities outside the course to reinforce what they have learned.

At the end of the program, exams are applied to assess the achievements. Those who are successful in the exam to be held at the end of the course program are certified.



9. CONTENTS AND DURATION OF THE PROGRAM

The duration of the course program; is a total of 32 lesson hours, with a maximum of 4 lesson hours per day.

The distribution of the durations according to the modules is given in the table below:

Modules	Duration (Hours)
Marketing Management and Digital Marketing	3
Content Marketing	3
Internet and Social CRM	3
Data Analysis and Reporting	3
Digital Ads and Campaigns	4
Marketplace and E-Commerce	4
Agribusiness Cooperation	3
Personal Cyber Security	4
Privacy and Security in Digital Marketing	5
TOTAL	32

10. EDUCATIONAL TOOLS TO BE USED IN THE APPLICATION OF THE PROGRAM

Below tools, programs and equipment can be used in the implementation process of the program;

1. "Safe Digital Marketing for Agripreneurs" Curriculum
2. The reference textbooks, individual learning materials, , online learning materials, electronic books, visual resources and reference textbooks, lecture notes prepared by the trainers can be used.
3. Information Technologies equipment: computers, smart phones, tablets, projectors, smart boards, etc.
4. Prepared lecture material and/or virtual classes.
5. "Safe Digital Marketing for Agripreneurs" book-
https://drive.google.com/drive/u/0/folders/1HdeU_fk6G8w130SLUfZ2uTY5WKTZvCqm
6. "Safe Digital Marketing for Agripreneurs education platform- <https://digiagrimark.net>
7. Video files: video files on the Digiagrimark Youtube kanalı
(https://www.youtube.com/playlist?list=PLjIVOuWY_H6o3Y4yg1z1_I4bKwRJIaJoH) and other platforms
8. Wikis, websites and bibliography suggested
9. PowerPoint presentations
10. Case studies and success stories



11. PRINCIPLES OF MEASUREMENT AND EVALUATION

Measurement and evaluation process is an essential component of the learning system.

At the end of each module, there will be tests to determine the level of learners' understanding of the topics. These tests consist of multiple-choice questions.

At the end of the education/learning process, the individual's success levels will be determined according to below principles:

- In determining success, success in learning outcomes is evaluated holistically.
- Measurement and evaluation activities must be compatible with the aims and outcomes of the course.
- Assessment is based on written, oral, practical or, if available, homework or projects.
- In blended education, an assessment consisting of multiple-choice questions is made.
- The score or grade of the course, which is examined by more than one type of exam, is determined by the arithmetic average of these exams. This score or grade is considered as the success score or grade of the course.
- The evaluation score will be made out of 100 and the success score must be at least 50 out of 100.
- Learners will have two chances to enter to the exam.

12.CERTIFICATION

To obtain the certificate, the training must be completed and at least 50 points must be obtained from each module exam.

The individual who is entitled to complete the course is certified over 32 course hours.

13.OUTCOMES OF THE COURSE

Benefits of Participants in “Digital Marketing and Digital Safety for Agripreneurs” Course:

The Participant will be able to

1. Interprets the importance of digital marketing in the changing world.
2. Develops digital marketing content
3. Analyses social media campaigns.
4. Manages customer relations in digital marketing.
5. Develops a digital marketing method.
6. Uses digital marketing tools.
7. Applies digital security principles in virtual environments.
8. Gains awareness of digital marketing and digital security issues.



14. MODULES

14.1. MODULE 1 – MARKETING MANAGEMENT AND DIGITAL MARKETING

14.1.1. Introduction

Marketing management consists of finding out opportunities which are profitable for the business by satisfying the customers. In this sense, marketing is consumer-oriented, since the marketing manager has to discover the services that satisfy the consumers' needs and expectations. More specifically, digital marketing (also known as online marketing), is the promotion of products to connect with potential customers using the internet and other forms of digital communication such as social media or email.

In this module, it will be learned how agripreneurs can create and share valuable and stable content in order to attract and keep targeted customers, by providing a consistent and reliable relationship between entrepreneur and targeted audience. Therefore, the fundamental aspects needed to know to achieve the company's objectives will be explained.

14.1.2. Objectives, Learning Outcomes and Contents of Module 1

Module 1	MARKETING MANAGEMENT AND DIGITAL MARKETING
Objectives and expected results	<p>Nowadays, digital marketing is extremely important, since it helps focus on a targeted audience with a global reach, unlike traditional marketing: it is conversion-led and can be easily monitored.</p> <p>Therefore, this module will provide the basic knowledge and skills required for the correct development of online business activity and the management of social networks in different areas. This module will also provide participants with the knowledge that will help them to integrate ICTs into their work areas and improve their online effectiveness.</p>
Keywords	Social media, advertising, digital marketing, digital management.
Suggested Methodological Tips	<p>The ability to use a computer/smartphone will benefit the acquisition of digital marketing.</p> <p>Searching the relevant websites, social media platforms and information resources will facilitate learning.</p> <p>The knowledge will be reinforced with the acquisition test to be applied.</p>
Tools and Sources	<p>Computer/Laptop/Tablet/Smartphone</p> <p>Internet Connection</p> <p>Projection device</p> <p>Google Chrome</p> <p>Acrobat reader,</p> <p>Video player programs etc.</p>



LEARNING OUTCOMES				
ACHIEVEMENTS	KNOWLEDGE	SKILLS	COMPETENCES	DURATION (HOURS)
Interpret management, digital marketing and related tools.	-Define the concept of Marketing and its basics. -Explain the basics of Marketing, Management and Digital Marketing. -Differentiate Marketing and Digital Marketing. -Identify the benefits of Digital Marketing. -Indicate the resources or tools to apply to Digital Marketing.	-Distinguish the procedure of marketing and digital marketing. -Illustrate the digital marketing tools	Recognize the innovatory way of marketing.	3
<p>Content of the Module:</p> <ol style="list-style-type: none"> 1. What is Digital Marketing 2. Development of the Term Digital Marketing 3. Key features - The Difference Between Marketing and Digital Marketing <ol style="list-style-type: none"> 3.1. Low Cost 3.2. Comprehensive Segmentation 3.3. Consumer Integration 3.4. Immediate Results 3.5. Branding 4. Basic Elements of (Digital) Marketing <ol style="list-style-type: none"> 4.1. Search Engine Optimisation (SEO) and Search Engine Marketing (SEM) 4.2. Content Marketing 4.3. Social Networks 4.4. E-mail Marketing 4.5. Marketing Analytics 5. Digital Marketing tools <ol style="list-style-type: none"> 5.1. SEM Tools 5.2. Content Tools 5.3. Social Network Tools 5.4. E-mail Tools 5.5. Analysis Tools 				

6. Digital Marketing Trends

- 6.1. Smart Automation
- 6.2. User Experience
- 6.3. Video Marketing
- 6.4. Natural Language Processing (NLP)

7. Digital Marketing Plan

- 7.1. What is a Digital Marketing Plan?
- 7.2. Planning
- 7.3. Execution
- 7.4. Control



14.1.3. Useful Resources for Module 1

14.1.3. Useful Resources for Module 1	
Information Sources	<ul style="list-style-type: none"> • https://instagantt.com/project-management/what-is-marketing-management • https://www.marketo.com/digital-marketing/ • https://blog.hubspot.com/marketing/what-is-digital-marketing • https://www.investopedia.com/terms/d/digital-marketing.asp • https://www.digitalmarketer.com/digital-marketing/ • https://www.snhu.edu/about-us/newsroom/business/types-of-digital-marketing • https://www.ama.org/pages/what-is-digital-marketing/ • https://www.sas.com/en_us/insights/marketing/digital-marketing.html
Websites	<ul style="list-style-type: none"> • https://www.i-scoop.eu/digital-transformation/digital-transformation-and-information-management-enabling-change/ • https://www.griddigitalmarketing.com/ • https://www.digitalmarketing.com/ • https://marketbusinessnews.com/financial-glossary/digital-marketing/ • https://kajabi.com/blog/digital-marketing • https://iide.co/blog/top-digital-marketing-examples/ • https://www.equinetacademy.com/what-is-digital-marketing/ • https://azbigmedia.com/business/7-examples-of-digital-marketing-you-should-know/ • https://www.webfx.com/blog/marketing/7-digital-marketing-examples-to-inspire-your-campaigns/
YouTube Videos	<ul style="list-style-type: none"> • https://www.youtube.com/watch?v=bixR-KIJKYM • https://www.youtube.com/watch?v=wZZnxXyES80 • https://www.youtube.com/watch?v=h95cQkEWBx0 • https://www.youtube.com/watch?v=nMzp1yfflco • https://www.youtube.com/watch?v=KnfJUUpwF1Gk • https://www.youtube.com/watch?v=SbJnXHfDJPg • https://www.youtube.com/watch?v=4imowpDWRdG • https://www.youtube.com/watch?v=gq_BRyRpe9U • https://www.youtube.com/watch?v=d0uZF2r0er8 • https://www.youtube.com/watch?v=sXuONVbhZzs

14.1.4. Contribution of the Learning Outcomes of the Module 1 to the Program Outcomes

Learning Outcome – Program Outcome Matrix:

(1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High)

	Programme Outcome 1 “Interprets the importance of digital marketing in the changing world.”	Programme Outcome 2 “Develops digital marketing content.”	Programme Outcome 3 “Analyses social media campaigns.”	Programme Outcome 4 “Manages customer relations in digital marketing.”	Programme Outcome 5 “Develops a digital marketing method.”	Programme Outcome 6 “Uses digital marketing tools.”	Programme Outcome 7 “Applies digital security principles in virtual environments.”
Defines the concept of Marketing and its basics.	2	2	2	2	2	2	2
Explains the basics of Marketing, Management and Digital Marketing.	2	2	2	2	2	2	2
Differentiates Marketing and Digital Marketing.	3	2	1	1	1	1	1
Identifies the benefits of Digital Marketing.	3	2	1	1	1	1	1
Indicates the resources or tools to apply to Digital Marketing.	2	1	1	1	1	3	1



14.2. MODULE 2 - CONTENT MARKETING

14.2.1. Introduction

Content marketing is a form of marketing based on creating valuable and stable content for targeted audiences and sharing this content through online tools and platforms.

Content marketing, which has a very solid place in the world of digital marketing, is gaining more importance day by day. Classic ad presentations no longer affect people as much as they used to; audiences ignore the classic monotonous advertisements. The need arising from this has revealed the concept of Content Marketing. Content is the whole of the studies aimed at influencing the determined target audience with certain methods. By creating regular and quality content, effective & valuable materials are presented to the specified audiences according to the topics of interest and need. The purpose of the content is to attract and keep a targeted audience and sustainably direct beneficial customer action. Thus, it is ensured that target groups become customers. These materials can be in various formats such as video, e-mail, social media, blog, article, e-book. Within the scope of the changing digital marketing understanding, different methods can be added to these methods. Digital Content Marketing replaces the individual communication of the person and provides interaction with the target audience. It provides a consistent and reliable/trustable relationship between entrepreneur and targeted audience.

In this module, the participant will learn what is content marketing, how to determine the target audience, to plan content marketing, to develop a strategy and to define the steps.

14.2.2. Objectives, Learning Outcomes and Contents of Module 2

Module 2	CONTENT MARKETING
Objectives and expected results	<p>The main purpose of this module is to develop the awareness, skills and competences of agripreneurs on the concept of content marketing.</p> <p>In this module, learners (such as growers, producers adopting the traditional marketing approach) will have knowledge and skills of content marketing, which is based on producing content for the target audience(s) determined through various online platforms as an alternative marketing strategy.</p> <p>The agripreneurs will gain the ability to define target audience(s), generate content for marketing their products and share this content on the online platforms as well as learning basic definitions, importance and benefits of content marketing.</p> <p>After completion of this module, it is expected that the agripreneurs could develop content marketing strategy and apply content marketing steps to their activities in addition to their main professions which are farming and producing.</p>
Keywords	content, marketing, content marketing, digital marketing, social media marketing
Suggested Methodological Tips	<p>The ability of the use of a computer/smartphone will benefit the acquisition of digital marketing.</p> <p>Searching the relevant websites, social media platforms and information resources will facilitate learning. Self-learning activities on the various resources will support the training/learning process.</p> <p>The knowledge will be reinforced with the acquisition test to be applied.</p>



Tools and Sources	Computer/Laptop/Tablet/Smartphone Internet Connection Projection device Google Chrome, Acrobat reader Video player programs etc.
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LEARNING OUTCOMES

ACHIEVEMENTS	KNOWLEDGE	SKILLS	COMPETENCES	DURATION (HOURS)
Develop a content marketing strategy.	-Define content marketing. -Explain the benefits of content marketing. -Recognize the importance of content in terms of digital marketing. -Describe content marketing steps. -Explain how effective content should be. - Review the effects of marketing activities.	-Comment on the effectiveness of the produced content. - Generate strategic steps about the target audience he/she can market his/her products and the content for the production. -Share content in social media platforms.	Apply content marketing strategy and process in digital/online platforms	3

Content of the Module:

1. What is Content Marketing?
 - 1.1. Definitions of Content Marketing
 - 1.2. Purpose of the Content Marketing
 - 1.3. History of the Content Marketing
 - 1.4. Types of the Content and the Channels in Content Marketing
2. Advantages and Disadvantages of Content Marketing
 - 2.1. Why Content Marketing Is Important?
 - 2.2. Advantages of Content Marketing
 - 2.3. Disadvantages of content marketing
3. Content Marketing Strategy
 - 3.1. Goal Setting
 - 3.2. Target Audience Determination
 - 3.3. Communication
 - 3.4. Content Creation
 - 3.5. Content Marketing Channels
 - 3.6. Content Marketing Schedule
 - 3.7. Efficiency Measurement

14.2.3. Useful Resources for Module 2

Information Sources	<ol style="list-style-type: none"> 1. Understanding digital content marketing- https://www.tandfonline.com/doi/abs/10.1362/026725708X325977 2. https://heinonline.org/HOL/LandingPage?handle=hein.journals/ijsoctu4&div=75&id=&page= 3. Content Marketing Strategy. Definition, Objectives and Tactics- https://marketing.expertjournals.com/23446773-511/ 4. To analyse Consumer Satisfaction level in Digital Content Marketing with emphasis on shopping websites. - https://events.rdias.ac.in/wp-content/uploads/2021/06/2.-To-analyze-Consumer-Satisfaction-level-in-Digital-Content-Marketing-with-emphasis-on-shopping-websites.pdf 5. Improving Content Marketing Processes with the Approaches by Artificial Intelligence- 6. https://www.ceeol.com/search/article-detail?id=585926 7. Content Marketing Decisions for Effective Internal Communication- https://www.ceeol.com/search/article-detail?id=692079
Websites	<ol style="list-style-type: none"> 1. https://www.tutorialspoint.com/digital_marketing/digital_marketing_content.htm 2. https://www.excelr.com/importance-of-content-in-digital-marketing 3. https://www.webfx.com/digital-marketing/learn/how-important-is-content-to-a-digital-marketing-strategy/ 4. https://www.demandjump.com/blog/what-is-content-marketing-in-digital-marketing 5. https://www.digitalmarketer.com/digital-marketing/content-marketing-strategy/ 6. https://www.brafton.com/content-marketing/ 7. https://www.brightdesign.co.uk/digital-marketing-vs-content-marketing/ 8. https://visme.co/blog/content-marketing-tips/ 9. https://digitalmarketinginstitute.com/blog/5-essential-tips-for-a-successful-content-marketing-strategy 10. https://contentmarketinginstitute.com/what-is-content-marketing/ 11. https://assetdigitalcom.com/content-marketing-important/ 12. https://neilpatel.com/what-is-content-marketing/
YouTube Videos	<ol style="list-style-type: none"> 1. Content Marketing For Beginners: Complete Guide https://www.youtube.com/watch?v=0R_3iarc8IA 2. What is Content Marketing? https://www.youtube.com/watch?v=WQmvJVKOWXM 3. Content Marketing Strategy in 7 Minutes https://www.youtube.com/watch?v=8-shSAxeK00 4. Joe Pulizzi: Six Steps to Creating a Content Brand https://www.youtube.com/watch?v=4xcgf_1ZsNU&t=281s 5. Content Marketing Strategy Joe Pulizzi https://www.youtube.com/watch?v=0BaSjglvEf8&t=1s 6. What is Content Marketing in 2022? & How to Build Your Content Marketing Strategy https://www.youtube.com/watch?v=NurWsgwnSmE



14.2.1. Contribution of the Learning Outcomes of the Module 2 to the Program Outcomes

Learning Outcome – Program Outcome Matrix:

(1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High)

	Programme Outcome 1 “Interprets the importance of digital marketing in the changing world.”	Programme Outcome 2 “Develops digital marketing content.”	Programme Outcome 3 “Analyses social media campaigns.”	Programme Outcome 4 “Manages customer relations in digital marketing.”	Programme Outcome 5 “Develops a digital marketing method.”	Programme Outcome 6 “Uses digital marketing tools.”	Programme Outcome 7 “Applies digital security principles in virtual environments.”
Defines content marketing.	2	2	2			2	
Explains the benefits of content marketing.	2	2	2				
Recognizes the importance of content in terms of digital marketing.	2	2	2				
Describes the content marketing steps.	2	3	2	4	4	4	
Explains how effective content should be.	3	3	3		4	4	
Reviews the effects of marketing activities carried out through social media platforms.	3	3	4		3		

14.3. MODULE 3. INTERNET AND SOCIAL CRM

14.3.1. Introduction

Digital Marketing as a privileged communication strategy between the market and the consumer implies the use of a variety of digital tools (social networks, email marketing and websites), which are essential for the sale of products and services.

The Internet and Social CRM module will cover different contents and tools that allow agripreneurs to boost a business or brand in the digital world.

14.3.2. Objectives, Learning Outcomes and Contents of Module 3

Module 3	INTERNET AND SOCIAL CRM
Objectives and expected results	<p>The main purpose of this module is to develop skills and competences of agripreneurs about Internet and social media in Digital Marketing.</p> <p>In this module, the objectives concerning web pages design are to explore how to create site layout, navigation, font size, colors, etc. details and how websites should be optimized for search engines.</p> <p>Concerning the social media contents, the objectives are to know deeply the process of actively using channels such as e-mails, websites, social media accounts, forums in marketing, sales and customer services to achieve the goals of the agri-enterprises.</p> <p>In addition, it is expected that agripreneurs could increase the efficiency of their processes, using an effective E-CRM and improving interactions with customers. It is expected they could enable businesses to customize products and services that meet customers' individual needs.</p>
Keywords	Internet, web pages, e-mail, social media, CRM, E-CRM
Suggested Methodological Tips	<p>The ability of the use of a computer/smartphone will benefit the acquisition of digital marketing.</p> <p>Searching the relevant websites, social media platforms and information resources will facilitate learning.</p> <p>The knowledge will be reinforced with the acquisition consulting test to be applied.</p>
Tools and Sources	Computer/Laptop/Tablet/Smartphone Internet Connection Projection device Google Chrome Acrobat Reader Video player programs etc.

ACHIEVEMENTS	KNOWLEDGE	SKILLS	COMPETENCES	DURATION (HOURS)
-Develop a website, planning its contents, structure and layout -Create an e-mail and social media promotion campaign for the business model, using E-CRM	-Explain the fundamentals of web design. -Distinguish the best possible location in search engine listings -Explain about the methods to increase the effectiveness of social media accounts -Discuss about CRM and its benefits.	-Add colour, backgrounds, graphics, and tables to your website -Use an e-mail account efficiently -Establish social media accounts - Use methods to increase the effectiveness of social media accounts - Review the effectiveness of a product promotion website.	- Create his own web site for his business. - Use information tools and technologies such as e-mail and social media to increase his business. - Improve interactions with customers and enables businesses to customize products and services through an E-CRM.	3
<p>Content of the Module:</p> <ol style="list-style-type: none"> 1. Creating a Website for Your Business <ol style="list-style-type: none"> 1.1. Basics of Web Design 1.2. Launching Your Website 1.3. Adding Content to Your Website - Text, Images and Graphics 1.4. Changing the Colour of the Site Background 1.5. Adding a Navigation Menu to the Website 1.6. Adding Boxes for Content 1.7. Adding Tables for Content 1.8. Adding Connection 1.9. Search Engine Listing and Optimisation 2. Efficient Use of E-mail <ol style="list-style-type: none"> 2.1. Creating a Gmail Account 2.2. Sending E-mail 2.3. Managing Email Contacts 3. Creating Social Media Accounts <ol style="list-style-type: none"> 3.1. What is Social Media? 3.2. Facebook 3.3. Instagram 3.4. Twitter 3.5. Increasing the Effectiveness of Social Media Accounts 4. Customer Relationship Management (CRM) <ol style="list-style-type: none"> 4.1. What is a Customer Relationship Management (CRM) Tool? 4.2. Benefits of Using CRM 4.3. Managing Contacts and a Multi-Channel Campaign 				

14.3.3. Useful Resources for Module 3

Useful Resources for Module 3	
Information Sources	<ul style="list-style-type: none"> • Blokdyk, G. - Electronic Customer Relationship Management E-CRM A Complete Guide, 5STARCOOKS, 2019. ISBN-13: 978-0655547242. • Fjermestad J. and Robertson Jr. N. - Electronic Customer Relationship Management, 1st edition, Routledge 2016. ISBN 9781138692800. • MacDonald, M. - Creating a Web Site: The Missing Manual, 2nd edition, O'Reilly, 2008. ISBN: 9780596520977. • Charlesworth, A. - An Introduction to Social Media Marketing, 1st edition, Routledge, 2014. ISBN 9780415856171.
Websites	<ul style="list-style-type: none"> • http://www.wix.com/ • https://createaprowebsite.com/ • https://www.odoo.com/ • https://university.duda.co/page/fundamentals-of-web-design • https://www.papirfly.com/knowledge-hub/marketing/social-media • https://www.usf.edu/uclm/marketing/intro-social-media.aspx • https://courses.lumenlearning.com/boundless-marketing/chapter/introduction-to-social-media-and-digital-marketing/
YouTube Videos	<ul style="list-style-type: none"> • https://www.youtube.com/watch?v=YWA-xbsJrVg • https://pt.coursera.org/lecture/social-media-marketing-introduction/introduction-to-social-media-marketing-jjFhz • https://www.youtube.com/watch?v=tO1zS3gcngI • https://www.youtube.com/watch?v=4ImYsGTLYdw • https://www.youtube.com/watch?v=ISMVaG-l17I • https://www.youtube.com/watch?v=CZ_oNQ31fXs



14.3.1. Contribution of the Learning Outcomes of the Module 3 to the Program Outcomes

Learning Outcome – Program Outcome Matrix:

(1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High)

	Programme Outcome 1 “Interprets the importance of digital marketing in the changing world.”	Programme Outcome 2 “Develops digital marketing content.”	Programme Outcome 3 “Analyses social media campaigns.”	Programme Outcome 4 “Manages customer relations in digital marketing.”	Programme Outcome 5 “Develops a digital marketing method.”	Programme Outcome 6 “Uses digital marketing tools.”	Programme Outcome 7 “Applies digital security principles in virtual environments.”
Explains the fundamentals of web design.					2	3	
Distinguishes the best possible location in search engine listings	2			4	4	2	
Explains about the methods to increase the effectiveness of social media accounts			5	5	4	3	
Discusses about CRM and its benefits.	4			5	4	4	

14.4. MODULE 4 - DATA ANALYSIS AND REPORTING

14.4.1. Introduction

When you are an investor or even an entrepreneur you need to know what you are getting yourself into. You need to have all the data to back up your goal or vision for the company. For this reason, you need to do a marketing analysis.

You check for profitability. If the market is showing signs of return on investment you will be encouraged to invest heavily. Similarly, if the market isn't profitable then you will hesitate for wasting your time and resources.

You try to understand the customers. You try to find out what it is that they want and try to provide them with that exact product or services.

You try to find out who your real competitors are. You make sure you calculate all the risks that may arise.

For all these reasons, marketing data analysis is so important. It gives you an insight into the market you are about to get involved in. Not only that. Marketing data analysis is also important for people who are already working in the market. For them, it gives an overall report on how your company has done. It shows how much room for improvement there is.

14.4.2. Objectives, Learning Outcomes and Contents of Module 4

Module 4	DATA ANALYSIS AND REPORTING
Objectives and expected results	<p>Marketing data analysis is a technique where the business will take all the available information regarding the market and come up with a marketing plan. It is a very vital piece of activity for any sort of business. It also shows you how well you have done in the market using your current marketing techniques. It shows the progress and results of the past. Marketing data analysis also focuses on external and internal factors. It takes into consideration the strengths and weaknesses of the company and how they fare in the market you are going to compete in. Marketing data analysis gathers information from all marketing channels and consolidates it into one common marketing view.</p> <p>The main purpose of this module is to reorganize the marketing strategy according to the Google Analytics report.</p>
Keywords	<p>Big data, data analysis, google analytics, digital marketing</p>
Suggested Methodological Tips	<p>The ability of the use of a computer/smartphone will benefit the acquisition of digital marketing.</p> <p>Searching the relevant websites, social media platforms and information resources will facilitate learning.</p> <p>The knowledge will be reinforced with the acquisition test to be applied.</p>



Tools and Sources	Computer/Laptop/Tablet/Smartphone Internet Connection Projection device Google Chrome Acrobat reader, Video player programs etc.
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LEARNING OUTCOMES

ACTIONS/ ACHIEVEMENTS	KNOWLEDGE	SKILLS	COMPETENCES	DURATION (HOURS)
Infer from digital marketing conclusions on an Analytics report.	-Explain how to create a google analytics account. -Explain the basics of Google analytics. -Interpret the Google analytic reports. -Describe how to obtain the data of the target audience.	-Obtain data by subscribing to Google analytics. -Interpret Google Analytics reports.	-Reorganize the marketing strategy according to the Google Analytics report.	3

Content of the Module:

1. Introduction
2. Google analytics fundamentals and use
 - 2.1. What is Google Analytics and how does it work?
 - 2.2. Organization/account/property/view setup and management
 - 2.3. Basic terms and interface definition
3. Recognition of the target audience
 - 3.1. Audience reports overview
 - 3.2. Enable Demographics and Interests Report
 - 3.3. Overview of behaviour reports
 - 3.4. About the Behaviour Flow Report
 - 3.5. Create a sample report
4. Determination of Advertising and Discount Campaign Processes

- 4.1 Creating A Google Ads Account
- 4.2. 8 Steps to Prepare Your Campaign for Success
- 4.3. Choose The Right Campaign Type

14.4.3. Useful Resources for Module 4

Useful Resources for Module 4	
Information Sources	<ol style="list-style-type: none"> 1. Ledford J., Teixeira J., Tyler E. M., - Google Analytics Third Edition, 2010. ISBN 978-0-470-53128-0 2. Kelsey T., Lyon B., - Introduction to Google Analytics: A Guide for Absolute Beginners, 2017. ISBN 978-1-4842-2828-9 3. Phillips-Wren, G. & Hoskisson, A. (2015). An analytical journey towards big data. <i>Journal of Decision Systems</i>, 24(1), p. 87–102. 4. Porter, M. E., & Heppelmann, J. E. (2014). How smart, connected products are transforming competition. <i>Harvard Business Review</i>, 92(11), 64-88. 5. Richardson, C. (2017). 7 Great Benefits of Big Data in Marketing, https://www.smartdatacollective.com/benefits-big-data-in-marketing/ Retrieved: 31.03.2022 6. Sathi, A. (2014). <i>Engaging customers using big data: how Marketing analytics are transforming business</i>. Palgrave Macmillan, New York. 7. https://analytics.google.com/analytics/web/provision/?pli=1#/provision 8. https://tr.wikipedia.org/wiki/Google_Analytics
Websites	<ol style="list-style-type: none"> 1. https://moz.com/beginners-guide-to-google-analytics 2. https://searchbusinessanalytics.techtarget.com/definition/Google-Analytics 3. https://www.businessnewsdaily.com/6027-how-to-use-google-analytics.html 4. https://blog.hootsuite.com/how-to-set-up-google-analytics/ 5. https://blog.hubspot.com/marketing/google-analytics 6. https://www.topfloortech.com/blog/the-6-most-important-reports-in-google-analytics/#gref 7. https://www.shivarweb.com/2977/what-does-google-analytics-do/ 8. https://kinsta.com/blog/how-to-use-google-analytics/ 9. https://pestleanalysis.com/marketing-data-analysis/



YouTube Videos	<ol style="list-style-type: none">1. https://www.youtube.com/watch?v=6sBsMt3vWgg2. https://www.youtube.com/watch?v=RhS85WQiBLU3. https://www.youtube.com/watch?v=ryoRnqaj5Ko4. https://www.youtube.com/watch?v=SaaDLcC0ahM5. https://www.youtube.com/watch?v=LrjpgPcRWgY6. https://www.youtube.com/watch?v=_pPTgnnrCPc7. https://www.youtube.com/watch?v=u4QIVsNh2Q48. https://www.youtube.com/watch?v=FVzJkB4IxEQ9. https://www.youtube.com/watch?v=e6ntvZDErQ410. https://www.youtube.com/watch?v=Y7pRsuz0NzA11. https://www.youtube.com/watch?v=dtv2LHFD7h4
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14.4.1. Contribution of the Learning Outcomes of the Module 4 to the Program Outcomes

Learning Outcome – Program Outcome Matrix:

(1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High)

	Programme Outcome 1 “Interprets the importance of digital marketing in the changing world.”	Programme Outcome 2 “Develops digital marketing content.”	Programme Outcome 3 “Analyses social media campaigns.”	Programme Outcome 4 “Manages customer relations in digital marketing.”	Programme Outcome 5 “Develops a digital marketing method.”	Programme Outcome 6 “Uses digital marketing tools.”	Programme Outcome 7 “Applies digital security principles in virtual environments.”
Explains how to create a google analytics account.	2	2	5	4	3	1	
Explains the basics of Google analytics.	2	2	5	4	4	1	
Interprets the Google analytic reports.	2	2	5	5	5	1	
Describes how to obtain the data of the target audience.	2	3	5	5	5	1	



14.5. MODULE 5 – DIGITAL ADS AND CAMPAIGNS

14.5.1. Introduction

Digital advertising is the process of publishing promotional material through online platforms such as social media, search engines, websites, and any other program that can be accessed digitally. Consumers are spending most of their time on the Internet, so digital advertising helps you take your business directly to where your audience is.

In this module, it will be learned how to plan a digital advertising campaign, to develop its framework & strategy, to determine the target audience, to define the steps, to deliver a good and effective digital advertising campaign and how to measure its impact.

- Definitions, types, and importance of digital advertising campaign.
- Content plan development, framework, and strategy.
- Delivering a successful and effective digital advertising campaign.

14.5.2. Objectives, Learning Outcomes and Contents of Module 5

Module 5	DIGITAL ADS AND CAMPAIGNS
Objectives and expected results	<p>The main purpose of this module is to develop skills and competences of agripreneurs about the implementation of successful advertisements and campaigns in Digital Marketing.</p> <p>In this module, the objectives concerning digital advertising campaigns are to develop their suitable framework & strategy, to determine the target audience, to define the steps, to deliver a good and effective digital advertising campaign and to learn how to measure its impact.</p> <p>In addition, it is expected that agripreneurs could increase the efficiency of their processes, using strategic SEO services and paid advertising management, and improving interactions with customers.</p> <p>Search engine optimization (SEO) and paid search advertising are expected to offer well-established benefits for long-term business performance and are proven strategies. They also cater well to agricultural product sales, wholesale product sales, export/import business and product eCommerce.</p>
Keywords	Digital marketing, Digital advertisements and campaigns, social media, webpages, Search Engine Optimization (SEO), Paid Search Advertising
Suggested Methodological Tips	<p>The use of a computer/smartphone will benefit the acquisition of digital marketing. Searching the relevant websites, social media platforms and information resources will facilitate learning.</p> <p>The knowledge will be reinforced with the acquisition test to be applied.</p>



Tools and Sources	Computer/Laptop/Tablet/Smartphone Internet Connection Projection device Google Chrome Acrobat reader Video player programs etc.
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LEARNING OUTCOMES

ACHIEVEMENTS	KNOWLEDGE	SKILLS	COMPETENCES	DURATION (HOURS)
Create own digital ads strategy.	-Explain the importance of digital ads. -Define the types of digital ads. -Identify the right digital channels for digital ads. -Determine the target audience for digital ads and campaigns. -Explain the benefits of digital campaigns. -Discuss the problems can occur during the campaigns.	-Prepare a successful digital advertising campaign -Deliver an effective digital advertising campaign	-Organize an effective digital advertising campaign.	4

Content of the Module:

1. Introduction
2. Agriculture Marketing
 - 2.1. Definition and Fundamentals
 - 2.2. Digitalization of Agriculture Marketing
 - 2.3. Advantages of Digitalization
 - 2.4. The potential of digital marketing for agricultural commerce
3. What Are Digital Ads and Campaigns?
 - 3.1. Definition of Digital Ads and Campaigns

3.2. The importance and advantages of Digital Ads and Campaigns

3.3. Types of Digital Advertisements and Campaigns

4. Digital Marketing Development Strategy Framework

4.1. Defining the Online Opportunities

4.2. Selecting the Strategic Approach

4.3. Delivering Results Online

4.4. Challenges in Developing and Managing Digital Marketing Strategy

5. Steps For Delivering Effective Digital Ads and Campaigns

5.1. Activation of the first-party data

5.2. Optimization of the advertising spends

5.3. Growing of the data



14.5.3. Useful Resources for Module 5

14.5.3. Useful Resources for Module 5	
Information Sources	<ul style="list-style-type: none"> • Digital Marketing for Agriculture Sectors • What Is Digital Advertising? (Your Digital Ad Handbook) (webfx.com) • What Is Digital Advertising? (Your Digital Ad Handbook) (sparcmedia.com) • 6 Best Benefits of Digital Marketing (& Online Advertising) (webfx.com) • What Makes A Digital Marketing Campaign Successful? - Business 2 Community • 5 Key Tips to Creating a Successful Advertising Campaign (academyart.edu) • Essential Roles for a Successful Digital Marketing Team Outbrain • Deliver Successful Digital Advertising Campaigns Unit Salesforce
Websites	<ul style="list-style-type: none"> • 5 Best Digital Marketing Campaigns To Inspire You In 2021 - Mediatool • Top 7 Best Marketing Campaigns [2022 Edition] (simplilearn.com) • Digital Advertising Strategy – The Ultimate Guide to Digital Marketing DigitalMarketer • What Makes an Ad Campaign a Success? - BrandOnWheelz • 9 Characteristics of An Effective Advertising Campaign (marketingeyeatlanta.com) • What Can Make A PPC Advertising Campaign Successful? - O3 Digital • How to Measure Digital Advertising Campaign Effectiveness (postclick.com) • How to Create a Successful Digital Marketing Campaign Strategy (exposureinja.com) • 6 Best Online Advertising Strategies for Businesses in 2021 (webfx.com) • Best Digital Marketing Agency Ad Campaigns For Your Inspiration (digitalagencynetwork.com)
YouTube Videos	<ul style="list-style-type: none"> • Top 30 Best Digital Marketing Campaigns 2021 - YouTube • Farm Marketer - Digital Advertising Campaigns - YouTube • 2020 Mayer Farm Equipment Ad Campaign - YouTube • How to Do Digital Marketing for Agriculture in 2021? - YouTube • SEO For Beginners: A Basic Search Engine Optimization Tutorial for Higher Google Rankings - YouTube • Core Concepts of Paid Search Marketing - John Gagnon - YouTube • Building Brand - The Power of Social Media: Daryl D'Souza at TEDxRyersonU - YouTube

14.5.1. Contribution of the Learning Outcomes of the Module 5 to the Program Outcomes

Learning Outcome – Program Outcome Matrix:

(1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High)

	Programme Outcome 1 “Interprets the importance of digital marketing in the changing world.”	Programme Outcome 2 “Develops digital marketing content.”	Programme Outcome 3 “Analyses social media campaigns.”	Programme Outcome 4 “Manages customer relations in digital marketing.”	Programme Outcome 5 “Develops a digital marketing method.”	Programme Outcome 6 “Uses digital marketing tools.”	Programme Outcome 7 “Applies digital security principles in virtual environments.”
Explains the importance of digital ads.	2	2	5	3	2	4	
Defines the types of digital ads.	1	2	5	3	4	4	
Identifies the right digital channels for digital ads.	1	2	5	4	5	5	
Determines the target audience for digital ads and campaigns.	1	4	5	4	5	5	
Explains the benefits of digital campaigns.	1	4	5	3	5	4	
Discusses the problems can occur during the campaigns.	1	4	5	3	5	4	



14.6. MODULE 6 - MARKETPLACE AND E-COMMERCE

14.6.1. Introduction

E-commerce is an opportunity for agripreneurs to establish themselves in a market that is increasingly subject to intermediation, thus reducing inefficiencies, enhancing access to new markets and adding transparency to the value chain.

The internet has enabled greater visibility into the global supply chain, as buyers and sellers are much closer and more easily connected. Today, most customer journeys in the purchase of products in these segments begin online through search engines, social media recommendations, online reviews or digital advertisements. The agricultural sector is one of the few remaining sectors where e-commerce is yet to have a significant impact.

The module will allow learners to acquire basic competences and knowledge in the field of marketplace and e-commerce. The course will allow learners to have an overview of the existing platforms and online offer; procedures and strategies already in place.

Different types and characteristics of the existing platforms will be illustrated, advantages and disadvantages, along with online payments and logistics procedures.

14.6.2. Objectives, Learning Outcomes and Contents of Module 6

Module 6	MARKETPLACE AND E-COMMERCE
Objectives and expected results	<p>The main purpose of this module is to develop skills and competences of agripreneurs about marketplace and e-commerce.</p> <p>The module aims to train producers using conventional "offline" communication and sales channels on the concurrent online options.</p> <p>A basic knowledge of the sector will enable the target group to orientate themselves and evaluate the possibilities that best suit their business and production context, as well as their target market.</p> <p>At the end of the module, the learner will be able to develop a basic marketplace strategy onto the existing platforms, applied to their existing activities.</p>
Keywords	Marketplace; e-commerce; platforms; payments; logistics
Suggested Methodological Tips	<p>The learning process will be based on self-study, supported by the analysis of practical and up-to-date case studies. This will allow the acquisition of more practical competences.</p>
Tools and Sources	Computer/Laptop/Tablet/Smartphone Internet Connection Projection device Google Chrome Acrobat reader, Video player programs etc.

LEARNING OUTCOMES				
ACHIEVEMENTS	KNOWLEDGE	SKILLS	COMPETENCES	DURATION (HOURS)
Define the road map for e-Commerce Process	<ul style="list-style-type: none"> -Identify E-commerce platforms and their characteristics. -Explain the newest trends in e-commerce -Outline the legal requirements of E-commerce. -Describe payment methods and logistics in e-Commerce. -Explain the necessary procedures for selling from a marketplace site. 	<ul style="list-style-type: none"> -Create a seller account on a marketplace site. -Discuss the differences of marketplace sites -Compare different selling models and processes 	-Apply marketplace process in their existing activity	4
<p>Content of the Module:</p> <ol style="list-style-type: none"> 1. Introduction 2. Introduction to Marketplace and Existing E-Commerce Platforms <ol style="list-style-type: none"> 2.1. Online marketplace 2.2. Differences between marketplace and e-commerce 2.3. Definition, types, characteristics 3. E-Commerce <ol style="list-style-type: none"> 3.1. Definition of e-commerce 3.2. E-commerce models 3.3. Main e-commerce platforms and characteristics 3.4. Legal requirements 4. E-commerce strategy <ol style="list-style-type: none"> 4.1. How to start an e-commerce 4.2. Key elements of e-commerce 5. Online Payments <ol style="list-style-type: none"> 5.1. Methods and tools 6. Trends 				

14.6.3. Useful Resources for Module 6

14.6.3. Useful Resources for Module 6	
Information Sources	<ul style="list-style-type: none"> • Analysis of e-Commerce Characteristics Based on Edge Algorithm and COX Model • E-commerce: Wikiversity • 16 Chapter 16: E-Business and E-Commerce: The Difference • 112 Trends in E-Commerce • Ecommerce Marketing Strategies and Online Shop Services • Electronic commerce: the strategic perspective • E-commerce strategy – Qin Z. ; Chang Y. • Strategy for Information Markets/e-Commerce • Using Online Payment Services • A Study on Various Methods of Payment in Online Transaction
Websites	<ul style="list-style-type: none"> • E commerce: definitions, examples, benefits, disadvantages • 10 differences between Marketplace and E-commerce you should know (kreezalid.com) • What is e-commerce? Examples, Benefits, Stats, Strategies (the-future-of-commerce.com) • What Is Ecommerce? Beginners Guide for 2021 (oberlo.com) • Ecommerce Definition - What is Ecommerce (shopify.com) • All About E-Commerce: Pros and Cons of E-Commerce • 20 ecommerce advantages and disadvantages you need to know • Exploring the Advantages and Disadvantages of Ecommerce • 19 major advantages and disadvantages of ecommerce over traditional retail • E-commerce process • The eCommerce Process — How eCommerce Works and How You Can Do It Too • The 3 most important processes for ecommerce success • E-commerce planning process • 10 Best Ecommerce Platforms Compared & Rated For 2022 (ecommerceceo.com) • E-commerce – payment and logistic process • Modern Ecommerce Logistics: How 2-Day Shipping Became Possible (shipbob.com) • Ecommerce payment processing: Everything you should know (magenest.com) • Ecommerce Payment Processing 101 (2021) (bigcommerce.com) • Beginners’ guide to eCommerce payment processing • How to start e-commerce • How to Start an E-Commerce Business: A Step-by-Step Guide



	<ul style="list-style-type: none"> • How to Start an Ecommerce Business: Guide for 2022 - Shopify • Case studies • 9 eCommerce Case Studies to Inspire You in 2021 Bloomreach • 7 Best eCommerce Case Studies to Learn From in 2021 • 19 eCommerce Case Studies You Need To Steal From • 7 E-Commerce Case Studies Every Marketer Can Learn From • The Best Ecommerce Case Studies (63+ Success Examples) (referralcandy.com)
<p>YouTube Videos</p>	<ul style="list-style-type: none"> • What is the marketplace? https://www.youtube.com/watch?v=LDkRqZtSk6E&ab_channel=MBNVideos • What is an Ecommerce Marketplace? https://www.youtube.com/watch?v=DkU6tnOeJ-E&ab_channel=webnexs • What is eCommerce? - YouTube • How online marketplaces can help local economies, not hurt them Amane Dannouni • https://www.youtube.com/watch?v=PNLwMSvPurc&ab_channel=TED • Innovation in a crowded marketplace John Devlin TEDxTysons • https://www.youtube.com/watch?v=hE0O1FQYDDs&ab_channel=TEDxTalks • Best e-commerce platforms 2021 • https://www.youtube.com/watch?v=EMCb8A5_D2o&ab_channel=SantrrelMedia • The future of shopping: what's in store? The Economist • https://www.youtube.com/watch?v=ad-GuV6YIMI&ab_channel=TheEconomist • eCommerce Marketing Strategies - 12 Killer Tips Marketing 360 • https://www.youtube.com/watch?v=7HgGiCK33ow&ab_channel=Marketing360 • Top 10 Ecommerce Marketing Tips (100% PROVEN) • https://www.youtube.com/watch?v=3DdJ1JynG8M&ab_channel=FoundrMagazine-Entrepreneur%26BusinessMagazine • Understanding online payments • https://www.youtube.com/watch?v=gG5kLlfZcik&ab_channel=PinnacleCart • 7 Online Payment Trends to Watch for in Ecommerce The Journey • https://www.youtube.com/watch?v=ZoXlaf9j8Ow&ab_channel=GoDaddy • Online Marketplaces vs Ecommerce Platforms - What is the Difference? • https://www.youtube.com/watch?v=9C4Gc3AFQJ4&ab_channel=EcommerceGold • 10 Best Payment Gateways • https://www.youtube.com/watch?v=K3KwXRuQCil&ab_channel=BrennanValeski • Jeff Bezos: 3 Top Tips for Success in Ecommerce https://www.youtube.com/watch?v=5XoQQprgyFg&ab_channel=JungleScout

<ul style="list-style-type: none"> • E-commerce for agriculture – Samoa • https://www.youtube.com/watch?v=NJQCRsos7W8&ab_channel=FoodandAgricultureOrganizationoftheUnitedNations • E commerce in agriculture- 7 Tips to Grow Sales in Food and AgriBusiness • https://www.youtube.com/watch?v=ZL_c-mVZvk8&ab_channel=ManmathBiradar
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14.6.4. Contribution of the Learning Outcomes of the Module 6 to the Program Outcomes

Learning Outcome – Program Outcome Matrix:

(1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High)

	Programme Outcome 1 “Interprets the importance of digital marketing in the changing world.”	Programme Outcome 2 “Develops digital marketing content.”	Programme Outcome 3 “Analyses social media campaigns.”	Programme Outcome 4 “Manages customer relations in digital marketing.”	Programme Outcome 5 “Develops a digital marketing method.”	Programme Outcome 6 “Uses digital marketing tools.”	Programme Outcome 7 “Applies digital security principles in virtual environments.”
Identifies E-commerce platforms and their characteristics.	2	3		5	4	5	
Explains the newest trends in e-commerce	2	3		2	5	5	
Outlines the legal requirements of E-commerce.					3	3	3
Describes payment methods and logistics in e-Commerce.	1				4	4	4
Explains the necessary procedures for selling from a marketplace site.	1				4	5	3



14.7. MODULE 7 - AGRIBUSINESS COOPERATION

14.7.1. Introduction

Today, the issue of organization in agriculture is an important field of study in all developed and developing countries that are aware of the importance of agriculture in the country's economy. In Agriculture, cooperation is required in order to develop modern technology applications to increase productivity quality in accordance with standards.

The agricultural sector formed by the enterprises; organization is needed because they lack marketing opportunities to evaluate the products they produce, and they are not effective in selling their products in national and international markets. Digital Marketing is a new opportunity in agriculture for today and for future. Agribusiness cooperation compromise of;

What is cooperation and acting together in DM?

What are the Benefits of Cooperating?

Types of agribusiness digital marketing cooperation

Legal Arrangements Regarding the Cooperation in DM?

14.7.2. Objectives, Learning Outcomes and Contents of Module 7

Module 7	Agribusiness Cooperation
Objectives and expected results	Today, the issue of organization in agriculture is an important field of study in all developed and developing countries that are aware of the importance of agriculture in the country's economy. In Agriculture, cooperation is required in order to develop modern technology applications to increase productivity quality in accordance with standards. The agricultural sector formed by the enterprises; organization is needed because they lack marketing opportunities to evaluate the products they produce and they are not effective in selling their products in national and international markets. Digital Marketing is a new opportunity in agriculture for today and for future.
Keywords	Cooperation, Agricultural Cooperation, Agribusiness
Suggested Methodological Tips	The ability of the use of a computer/smartphone will benefit the acquisition of digital marketing. Searching the relevant websites, social media platforms and information resources will facilitate learning. The knowledge will be reinforced with the acquisition test to be applied.
Tools and Sources	Computer/Laptop/Smartphone Internet Connection Google Chrome Acrobat reader, MS Office or WPS Office Video player programs etc.

LEARNING OUTCOMES				
ACHIEVEMENTS	KNOWLEDGE	SKILLS	COMPETENCES	DURATION (HOURS)
Create cooperative actions or take place in cooperative movements for digital marketing.	<ul style="list-style-type: none"> -Define cooperation in digital marketing -Explain the basic principles of cooperation. -Discusses the benefits of cooperation. -Summarize what is an effective and efficient cooperation is. -Review about the possibilities of Digital Marketing through organization. -Recognize the necessary legal regulations about cooperation 	<ul style="list-style-type: none"> - Build groups for digital marketing. -Work in cooperation with people who have similar agricultural activities for digital marketing. 	Develop cooperative actions with other entrepreneurs in digital marketing.	3
<p>Content of the Module:</p> <p>Introduction</p> <p>1. Introduction</p> <p>2. What is Cooperation in Digital Marketing?</p> <ul style="list-style-type: none"> 2.1. Definition of Cooperation and its Importance 2.2. Types of Agribusiness Cooperation in Digital Marketing <p>3. Benefits of Cooperation in Digital Marketing</p> <ul style="list-style-type: none"> 3.1. Giving Farmers the Opportunity to Take Place in the Digital Environment with their Products 3.2. Bargaining Power 3.3. Reducing Costs 3.4. To be Supported by Institutions and Organisations 3.5. Directing the Product and Production Method Demanded by the Consumer 3.6. Facilitating the Exchange of Information & the Development of Social Relationships 3.7. Presence of Customers Supporting Producers/Cooperatives in Consumption Preferences 3.8. Serving the Sustainability of Production 				

3.9. Increasing Product Visibility

4. Good Practices in Agribusiness Cooperation in Digital Marketing

4.1. Village with Lavender Scented Women's Cooperative

4.2. Sarigöl Women's Enterprise Production and Business Cooperative (SARKOOP)

4.3. "Doğal ve Sağlıklı Ürünler Anadolu'dan Sofranıza" Facebook Group

4.4. The Farmers Market Coalition

14.7.3. Useful Resources for Module 7

Information Sources	<ul style="list-style-type: none"> • https://www.researchgate.net/profile/Zacharoula_Andreopoulou/publication/308898959_Women_Cooperatives_in_the_Digital_era_as_an_Opportunity_for_Successful_Entrepreneurship/links/57f602d008ae280dd0b93751 • https://www.researchgate.net/profile/GroziDelchev/publication/323615568_Stability_Valuation_of_Some_Mixtures_between_Stimulators_and_Antibroadleaved_Herbicides_for_the_Grain_Yield_of_Durum_Wheat/links/5aa01b15a6fdcc22e2cd6086/Stability-Valuation-of-Some-Mixtures-between-Stimulators-and-Antibroadleaved-Herbicides-for-the-Grain-Yield-of-Durum-Wheat.pdf#page=831 • https://www.ftc.org.tw/htmlarea_file/library/20110726094659/eb579.pdf • file:///C:/Users/Administrator.DESKTOP-5BU68GL/Downloads/25857200.pdf • Community-supported agriculture in the United States: Social, ecological, and economic benefits to farming, https://onlinelibrary.wiley.com/doi/epdf/10.1111/joac.12280 • Sustainability as business strategy in community supported agriculture: Social, environmental and economic benefits for producers and consumers, https://www.emerald.com/insight/content/doi/10.1108/BFJ-03-2018-0207/full/html?skipTracking=true&utm_source=TrendMD&utm_medium=cpc&utm_campaign=British_Food_Journal_TrendMD_0&WT.mc_id=Emerald_TrendMD_0
Websites	<ul style="list-style-type: none"> • https://en.wikipedia.org/wiki/Agribusiness • https://www.fao.org/policy-support/policy-themes/sustainable-agribusiness-food-value-chains/en/ • https://www.investopedia.com/terms/a/agribusiness.asp • http://www.takbi.com • https://tobb.org.tr/Sayfalar/20210716-HepsiTurkiye.html • https://medium.com/platformkoop/kooperatif%C3%A7ilikte-i%C7%9C%87yi-%C3%B6rnekler-yerel-kalk%C4%B1m-mada-preston-ve-i%C7%9C%87zmir-modeli-9915dcb89e0c • https://medium.com/platformkoop/kooperatifler-ile-birlikte-de%C4%9Fer-%C3%BCretmek-7255430d0108 • http://www.platformkoop.org/

	<ul style="list-style-type: none"> • https://torku.com.tr/en • https://gidatopluluklari.org/ • https://www.ekoharita.org/projeler/toplulukdesteklitirim/ • https://www.cngfarming.org/ • https://www.guneskoy.org.tr/ • https://www.openfoodnetwork.org/ • https://www.acikgida.com/
YouTube Videos	<ul style="list-style-type: none"> • https://www.youtube.com/watch?v=0_OygF1RCFw • https://youtu.be/DChZsUDZ-s4?list=PLzp5NgJ2-dK6rvL0nelyknuTmM-3QKwBh • https://www.youtube.com/watch?v=ShoD-FOIMUY • https://www.youtube.com/watch?v=_UulgefyYvY • https://www.youtube.com/watch?v=iLkNZsDXLpw • https://www.youtube.com/watch?v=wZaumnl29k • https://www.youtube.com/watch?v=wZaumnl29k • https://www.youtube.com/watch?v=tQ5jADa0DAs • https://www.youtube.com/watch?v=TTf_VXparLY • https://www.youtube.com/watch?v=TTf_VXparLY • https://www.youtube.com/watch?v=LSQqqWHwDNO • https://www.youtube.com/watch?v=oPzyYFsfTI • https://tobb.org.tr/Sayfalar/20210716-HepsiTurkiye.html • https://www.youtube.com/watch?v=lgo_gP_vQVY • https://youtu.be/n7dDi-Ojezo

14.7.4. Contribution of the Learning Outcomes of the Module 7 to the Program Outcomes

Learning Outcome – Program Outcome Matrix:

(1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High)

	Programme Outcome 1 “Interprets the importance of digital marketing in the changing world.”	Programme Outcome 2 “Develops digital marketing content.”	Programme Outcome 3 “Analyses social media campaigns.”	Programme Outcome 4 “Manages customer relations in digital marketing.”	Programme Outcome 5 “Develops a digital marketing method.”	Programme Outcome 6 “Uses digital marketing tools.”	Programme Outcome 7 “Applies digital security principles in virtual environments.”
Defines cooperation in digital marketing	2	2			4	4	
Explains the basic principles of cooperation.	2	2			4	4	
Discusses the benefits of cooperation.	2	2			4	4	
Summarizes what is an effective and efficient cooperation is.	2	2			4	4	
Reviews about the possibilities of Digital Marketing through organization.	2	2			4	4	3
Recognizes the necessary legal regulations about cooperation	2	2			4	4	4



14.8. MODULE 8 - PERSONAL CYBER SECURITY

14.8.1. Introduction

Information has given its name to the era we live in and is defined as the greatest power of today's world. Everyone wants to have the power of knowledge. However, the use of this power for illegal works is increasing day by day. For this reason, individuals, institutions and countries should pay special attention to cyber security. Nowadays there is almost no limit to what you can do online. The internet makes it possible to access information quickly, communicate around the world, and much more. Unfortunately, the increasing use of the internet in the world brings many conveniences, while the protection of personal data has become more important. In addition to risks such as malware, spam and phishing, social media posts can also create security vulnerabilities. If you want to stay safe online, you'll need to understand these risks and learn how to avoid them. In this context general objective of the unit is to increase the competencies of the participants about Information Security. Personal Cyber Security unit comprise of;

- Definitions and importance of cyber security
- Social media security
- Wireless security
- Threats and vulnerabilities
- Password security

14.8.2. Objectives, Learning Outcomes and Contents of Module 8

Module 8	PERSONAL CYBER SECURITY
Objectives and expected results	<p>Nowadays individuals or the institutions keep their information in e-environments such as cloud storing also process the data using information and communication technologies. Not only work-related data, but also personal data are processed in the internet network via ICT devices. Each e-service offered by institutions brings with it some security problems as well as the conveniences they provide. Social networks, public internet access points pose serious risks in terms of security.</p> <p>However, this situation also poses the risk of personal information falling into the hands of irrelevant and unauthorized parties without the consent of the owners, using it illegally in a way that will disturb or harm the owner of personal information, and a violation of personal privacy.</p> <p>The main purpose of this module is to develop skills and competences of agripreneurs about personal cyber security. In this context social media security, wireless security, password security, threats and vulnerabilities are the main topics.</p>
Keywords	Social media security, Wireless security, threats and vulnerabilities, Password security



Suggested Methodological Tips	<p>The ability of the use of a computer/smartphone will benefit the acquisition of digital marketing.</p> <p>Searching the relevant websites, social media platforms and information resources will facilitate learning.</p> <p>The knowledge will be reinforced with the acquisition test to be applied.</p>			
Tools and Sources	<p>Computer/Laptop/Tablet/Smartphone</p> <p>Internet Connection</p> <p>Projection device</p> <p>Acrobat Reader</p> <p>Video player programs etc.</p>			
LEARNING OUTCOMES				
ACHIEVEMENTS	KNOWLEDGE	SKILLS	COMPETENCES	DURATION (HOURS)
<p>-Take necessary measures to ensure information security.</p>	<p>-Explain the importance of information security.</p> <p>-Distinguishes social media posts that may violate privacy and security.</p> <p>- Discuss the security of public wireless networks.</p> <p>-Outline the threats and vulnerabilities.</p> <p>-Define the features of a strong password.</p>	<p>-Configure the security and privacy settings of social media sites.</p> <p>-Distinguish spam, phishing or another form of attack.</p> <p>-Apply characteristics of strong passwords.</p>	<p>-Apply personal data protection strategies in the online services.</p>	<p>4</p>
<p>Content of the Module:</p> <ol style="list-style-type: none"> 1. Introduction 2. Importance Of Cyber Security 3. Three Pillars of Cyber Security 4. Social Media Security 				

4.1. Facebook Security Settings

4.2. Instagram Security Settings

5. Wireless Security

6. Risks Threats and Vulnerabilities

6.1. Malicious Software-Malware

6.2. Spam & Phishing

7. Password Security



14.8.3. Useful Resources for Module 8

14.8.3. Useful Resources for Module 8	
Information Sources	<ul style="list-style-type: none"> • https://www.coursera.org/lecture/information-security-data/what-is-information-security-1qTtP • https://en.wikipedia.org/wiki/Information_security • https://www.futurelearn.com/courses/introduction-to-cyber-security • https://www.open.edu/openlearn/science-maths-technology/information-security/content-section-0?intro=1 • https://www.reed.co.uk/courses/level-2-certificate-in-cyber-security/337876#/courses/free/cyber-security • https://elearning.iaea.org/m2/course/index.php?categoryid=104 • https://agora.unicef.org/course/info.php?id=12037
Websites	<ul style="list-style-type: none"> • https://en.wikipedia.org/wiki/Information_security • https://www.cisco.com/c/en/us/products/security/what-is-information-security-infosec.html • https://www.imperva.com/learn/data-security/information-security-infosec/ • https://www.itgovernance.co.uk/what-is-cybersecurity • https://www.ibm.com/topics/cybersecurity • https://www.cyber.gov.au/ • https://ecs-org.eu/ • https://whatyouneedtoknow.co.uk/showreel/
YouTube Videos	<ul style="list-style-type: none"> • https://www.youtube.com/watch?v=7L9JerWIT3Y • https://www.youtube.com/watch?v=eUxUUarTRW4 • https://www.youtube.com/watch?v=klJu-KR-jcs • https://www.youtube.com/watch?v=inWWhr5tnEA • https://www.youtube.com/watch?v=-Z3pp14oUiA • https://www.youtube.com/watch?v=n8mbzU0X2nQ • https://www.youtube.com/watch?v=jlylqjOlqzY • https://www.youtube.com/watch?v=Zbqo7MGVElw • https://www.youtube.com/watch?v=f8iG8i2XiY8 • https://www.youtube.com/watch?v=L1imjki03BQ

14.8.4. Contribution of the Learning Outcomes of the Module 8 to the Program Outcomes

Learning Outcome – Program Outcome Matrix:

(1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High)

	Programme Outcome 1 “Interprets the importance of digital marketing in the changing world.”	Programme Outcome 2 “Develops digital marketing content.”	Programme Outcome 3 “Analyses social media campaigns.”	Programme Outcome 4 “Manages customer relations in digital marketing.”	Programme Outcome 5 “Develops a digital marketing method.”	Programme Outcome 6 “Uses digital marketing tools.”	Programme Outcome 7 “Applies digital security principles in virtual environments.”
Explains the importance of information security.	2					3	5
Distinguishes social media posts that may violate privacy and security.	2					3	5
Discusses the security of public wireless networks.	2					3	5
Outlines the threats and vulnerabilities	2			3	3	3	5
Defines the features of a strong password.	2			3	3	3	5



14.9. MODULE 9- PRIVACY AND SECURITY IN DIGITAL MARKETING

14.9.1. Introduction

Globally, we are going through a process where digital technologies affect every aspect of life. One of the negativities of this process is cyber-attacks. Cyber-attacks can cause unpredictable damage to any business, regardless of small or large business. It even has more disruptive effects for small businesses. Because small businesses have a hard time recovering after a cyber-attack.

The subject of "PRIVACY AND SECURITY IN DIGITAL MARKETING" becomes important for all kinds of entrepreneurs (social entrepreneurs, agricultural entrepreneurs, etc.) who try to expand their business using digital marketing methods. Even if it is not in their job description, every entrepreneur who does or wants to do digital marketing has to be careful about this issue. The vulnerability that will occur in digital marketing not only puts the data of the business at risk, but also endanger all customers and solution partners working with that business.

It can be thought that cyber security is not the responsibility of the entrepreneur, and the IT team should deal with it. But every start-up targeting a digital marketing is also responsible for protecting the privacy and data of the brand or company. For this reason, digital security and privacy fall under the responsibility of not only marketing staff but also managers. In order for businesses not to give any security gaps in digital marketing, they need to create a solid security strategy and include it in their marketing strategy. It is always necessary to be prepared for cyber-attacks that are thought to increase in the future.

Entrepreneurs trying to reach a large audience using marketing techniques become a rich target for cyber attackers. The damage that may occur when you share an unsafe, malicious software from the page where the business is marketing will affect all customers.

14.9.2. Objectives, Learning Outcomes and Contents of Module 9

Module 9	PRIVACY AND SECURITY IN DIGITAL MARKETING
Objectives and expected results	<p>The main purpose of this module is to make entrepreneur candidates realize the importance of security and privacy strategy against cyber-attacks in digital marketing activities, to introduce the problems that may arise as a result of such an attack, and to make them comprehend the steps to be followed for the healthy execution of digital marketing.</p> <p>Today, using digital marketing techniques is an indispensable marketing method for businesses. However, digitalization brings with it some problems. The first of these is cyber-attacks. Business owners (entrepreneurs or prospective entrepreneurs) should consider these possibilities and use digital marketing techniques. It is extremely important for operators to keep their digital systems up-to-date and to take precautionary measures against potential vulnerabilities. These trainings are given to give a different perspective to the entrepreneur. Entrepreneurs must participate fully in education, free from all prejudices.</p> <p>An interactive understanding should be maintained in the trainings that will last for 5 hours. Giving examples from the work experiences of teachers and entrepreneurs and sharing good or bad examples in digital marketing will make the training more beneficial.</p> <p>It is important for the trainers who will give this training to learn the stories of entrepreneurs about their past initiatives, especially to identify the problems</p>



	<p>they have experienced in digital marketing. At the beginning and end of the training, the level of benefit of the participants from the training should be measured with evaluation studies. In addition, educators should give practice-oriented whenever possible. Entrepreneurs who will participate in the training should inform the teacher about previous digital marketing activities, if any. Entrepreneurs should try to understand the reflections of theoretical concepts in business life through examples.</p>
Keywords	vulnerability, digital marketing, social media marketing, privacy and security
Suggested Methodological Tips	<p>Giving practical examples during the training will increase the quality of education. Question-answer, brainstorming and projecting techniques should be used to facilitate the understanding of theoretical issues.</p> <p>Group work can be emphasized in order to reinforce the permanent learning of the participants.</p> <p>The ability of the use of a computer/smartphone will benefit the acquisition of digital marketing.</p> <p>Searching the relevant websites, social media platforms and information resources will facilitate learning.</p> <p>The knowledge will be reinforced with the acquisition test to be applied.</p>
Tools and Sources	<p>Computer/Laptop/Tablet/Smartphone</p> <p>Internet Connection</p> <p>Projection device</p> <p>Google Chrome</p> <p>Acrobat reader,</p> <p>Video player programs etc.</p>

LEARNING OUTCOMES

ACHIEVEMENTS	KNOWLEDGE	SKILLS	COMPETENCES	DURATION (HOURS)
Continue their digital marketing activities safely.	<p>The Learner knows and understands,</p> <ul style="list-style-type: none"> -Recognize the importance of security and privacy in digital marketing, -Identify security vulnerabilities affecting digital marketing, -Define the confidential information of the business and its customers. 	<p>The Learner is able to,</p> <ul style="list-style-type: none"> -Recognize all kinds of security vulnerabilities that hinder marketing and develops solutions. - Keep the marketing system up to date for future security vulnerabilities. 	<p>The Learner is ready to,</p> <p>Apply e-commerce security strategies in the online services.</p>	5

Content of the Module:

1. Introduction
2. Importance of Privacy and Security in Digital Marketing
 - 2.1. Definitions
 - 2.2. Why is Security and Privacy Important in Digital Marketing
3. Security and Privacy Vulnerabilities Affecting Digital Marketing
 - 3.1. What tools create security and privacy gaps in digital marketing?
 - 3.2. Collection and Protection of Personal Data
 - 3.3. Credit Card Security
 - 3.4. Mail Order Credit Card Information Security
 - 3.5. Third Party Websites and Applications
 - 3.6. E-Mail Security
 - 3.7. Social Media
 - 3.8. Browser Cookies

14.9.3. Useful Resources for Module 9

14.9.3. Useful Resources for Module 9	
Information Sources	<ul style="list-style-type: none"> • https://www.varonis.com/blog/data-breach-statistics • https://www.researchgate.net/publication/343996688_Exploring_Cybersecurity_Threats_in_Digital_Marketing • https://iopscience.iop.org/article/10.1088/1757-899X/940/1/012065 • https://www.ejmcm.com/article_1505_57afb6807136e8f18c9a30f183a73179.pdf • https://iopscience.iop.org/article/10.1088/1757-899X/940/1/012065/pdf • https://hrcak.srce.hr/file/370332 • https://rockcontent.com/blog/digital-marketing-and-privacy/ • https://bilgiguvende.com/category/guvenlik-onerileri/ • https://lorentlabs.com/dijital-pazarlama-sirketinizi-siber-saldirilardan-korumak-icin-4-ipucu/ • https://info.varonis.com/hubfs/docs/research_reports/2021-Financial-Data-Risk-Report.pdf?hsLang=en
Websites	<ul style="list-style-type: none"> • https://www.marketingtr.net/tr • https://bigdata-madesimple.com/ • https://lorentlabs.com/ • https://www.softwareone.com/tr-tr/ • https://en.wikipedia.org/wiki/Digital_security • https://www.simplilearn.com/what-is-digital-security-article • https://safeonline.ng/fundamentals/an-overview-of-digital-security-the-need-and-dangers/ • https://referralrock.com/blog/cybersecurity-threats-for-digital-marketers/
YouTube Videos	<ul style="list-style-type: none"> • https://www.youtube.com/watch?v=bixR-KIJKYM • https://www.youtube.com/watch?v=l2pwcAVonKI • https://www.youtube.com/watch?v=3BEUQ0X9IBo • https://www.youtube.com/watch?v=peFcxwPF2w • https://www.youtube.com/watch?v=GY3AzTI9tXo • https://www.youtube.com/watch?v=xSuYOpWX3io • https://www.youtube.com/watch?v=H_gh-mc3Dac • https://www.youtube.com/watch?v=LLp3AcT-7U8 • https://www.youtube.com/watch?v=f_2evV6Fa-s • https://www.youtube.com/watch?v=gJIN_n16H3c

14.9.4. Contribution of the Learning Outcomes of the Module 9 to the Program Outcomes

Learning Outcome – Program Outcome Matrix:

(1: Very Low, 2: Low, 3: Medium, 4: High, 5: Very High)

	Programme Outcome 1 “Interprets the importance of digital marketing in the changing world.”	Programme Outcome 2 “Develops digital marketing content.”	Programme Outcome 3 “Analyses social media campaigns.”	Programme Outcome 4 “Manages customer relations in digital marketing.”	Programme Outcome 5 “Develops a digital marketing method.”	Programme Outcome 6 “Uses digital marketing tools.”	Programme Outcome 7 “Applies digital security principles in virtual environments.”
Recognizes the importance of security and privacy in digital marketing.	2				3	4	5
Identifies security vulnerabilities affecting digital marketing.	2				3	4	5
Defines the confidential information of the business and its customers.	2				3	4	5



15.E-PLATFORM GUIDE FOR TRAINERS

“Safe Digital Marketing for Agripreneurs” Course- <https://digiagrimark.net> is built on a Learning Management System based on the Moodle platform.

Moodle is a free, online Learning Management system enabling educators to create their own private website filled with dynamic courses that extend learning, anytime, anywhere.

It is the world's most widely used open-source Learning Management System with over 100 million users worldwide.

We can list the prominent features of the Moodle Platform as follows:

- Moodle is an open-source system.
- It is a proven and reliable platform worldwide.
- It is designed to support both teaching and learning. It is easy to use.
- It is always up to date and under development.
- It has the largest community support of developers, teachers and designers working all over the world.
- It has very good documentation and forum support.
- It is flexible and customizable.
- The platform has support in 126 languages.

Nine Modules, which have been developed in line with the “Safe Digital Marketing for Agripreneurs” Curriculum, included in the Digiagrimark Education Platform:

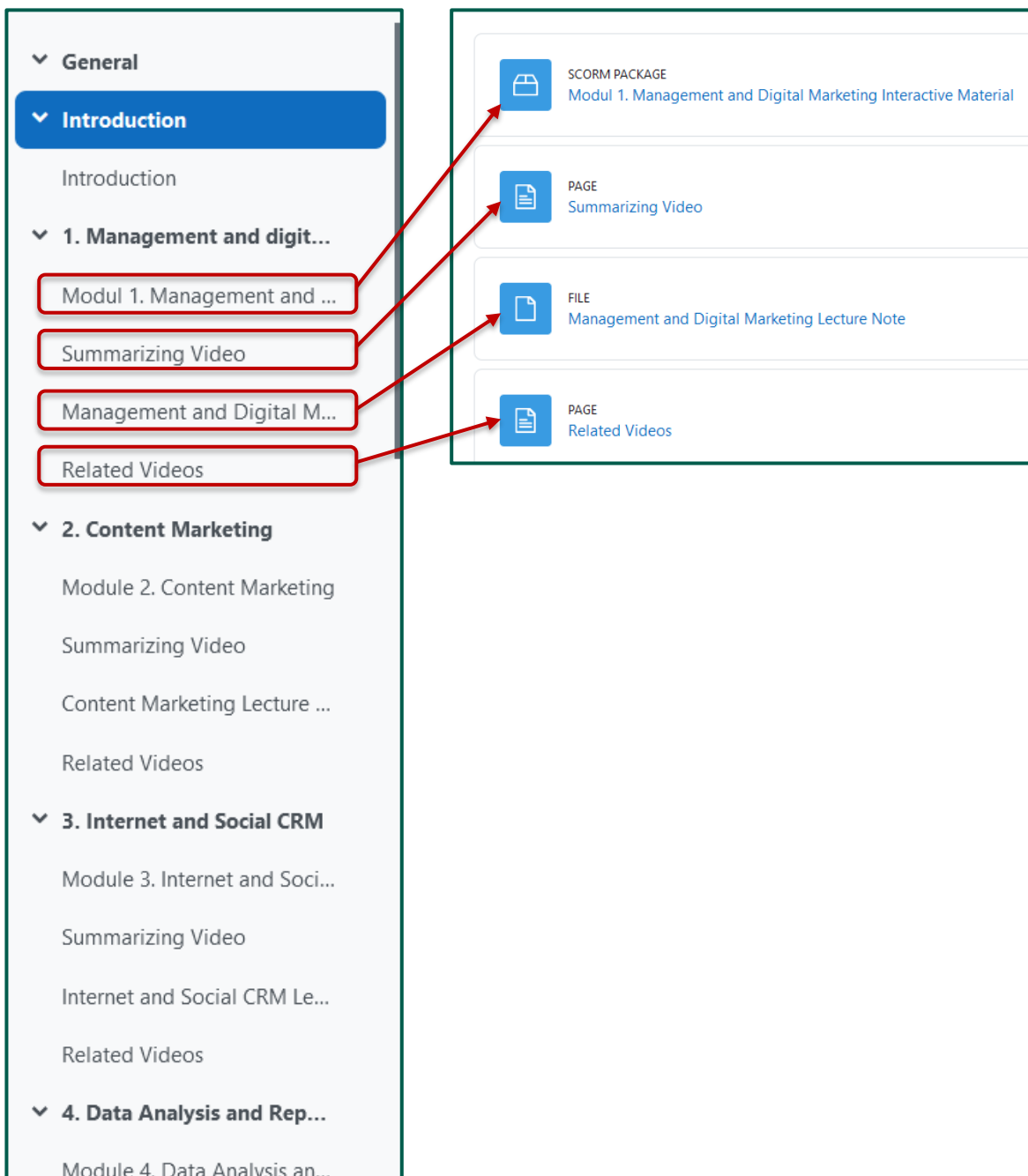
1. Marketing Management & Digital Marketing,
2. Content Marketing,
3. Internet and Social CRM,
4. Data Analysis and Reporting,
5. Digital Advertisements and Campaigns, 6-Marketplace and E-Commerce,
6. Agribusiness Cooperation,
7. Personal Cyber Security,
8. Privacy and Security in Digital Marketing



15.1. COURSE STRUCTURE

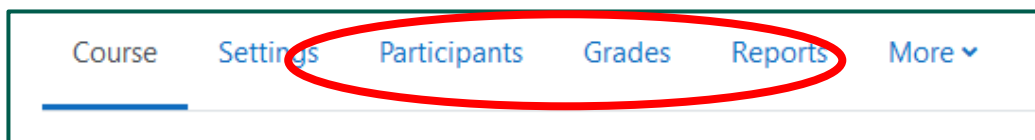
You can register to the e-learning platform at <https://digiagrimark.net> by using the "Login" button. After registration, you need to send your information (name, surname, education status, e-mail address and phone number) to digiagrimark@gmail.com e-mail address in order to be identified as an instructor. When you are authorized by the system administrator, you will be notified via e-mail. After you log in to the e-learning platform, you can navigate between the modules using the index section you see on the left. When you click on each module, you can access detailed information about that module.

Each module contains an interactive material (Scorm Package), summarizing video (page), lecture notes in pdf format (file) and video resources (page) related with the module content. To view the contents, simply click on the relevant material.



15.2. STUDENT REPORTS

The screenshot you see below will help you to access your students' reports.



With the Participants tab, you can see the list of students enrolled in the course, and you can access information about when they last attended the course.

<input type="checkbox"/>	FA	FETHİ ATALAR	fexartdesign@gmail.com	Student	No groups	76 days 21 hours	Active	i	⚙️
<input type="checkbox"/>	iA	ismail AYYILDIZ	ayyildiz4545@hotmail.com	Student	No groups	55 days 19 hours	Active	i	⚙️
<input type="checkbox"/>	RB	Rukiye Baran	203512048@stu.adu.edu.tr	Student	No groups	57 days 15 hours	Active	i	⚙️
<input type="checkbox"/>	MB	Mehmet Bilen	projearge09@gmail.com	Student	No groups	79 days 12 hours	Active	i	⚙️
<input type="checkbox"/>	Vb	Vale br	valentinabrilli9@gmail.com	Student	No groups	97 days 16 hours	Active	i	⚙️

With the Grades tab you can access the access information of each student for each module. Grade analysis button provides access to this information.

Module 9. Privacy and Sec...	Introduction	Certificate Exam	Course total
-Q	-Q	-Q	-
-Q	-Q	-Q	-
-Q	-Q	-Q	-
-Q	-Q	-Q	-
-Q	-Q	-Q	-
-Q	-Q	-Q	-
-Q	-Q	-Q	-
-Q	-Q	-Q	-

Under the Reports tab, you can examine the rates of access to each module with the activity reports option and the activities that students completed or left incomplete with the activity completion option.

1. Management and digital marketing		
Modul 1. Management and Digital Marketing Interactive Material	99 views by 15 users	-
Summarizing Video	36 views by 15 users	-
Management and Digital Marketing Lecture Note	33 views by 13 users	-
Related Videos	24 views by 10 users	-

FETHİ ATALAR	fexartdesign@gmail.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ismail AYYILDIZ	ayyildiz4545@hotmail.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Rukiye Baran	203512048@stu.adu.edu.tr	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mehmet Bilen	projearge09@gmail.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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AGRIPRENEUR'S SAFE DIGITAL MARKETING TRAINER HANDBOOK

