



## Safe Digital Marketing for Agripreneurs – DIGIAGRIMARK

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



## SAFE DIGITAL MARKETING FOR AGRIPRENEURS CURRICULUM/COURSE

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## **SAFE DIGITAL MARKETING FOR AGRIPRENEURS**

### **1. INTRODUCTION**

The digital transformation of farmers and peasants is not parallel with digital transformation in the world; it is limited only to some technological agricultural tools used by farmers. The agricultural community is very weak in digital skills and accordingly very weak in digital marketing. They are so vulnerable to digital threats such as phishing, E-Commerce Fraud, social engineering, etc. Therefore, digital safety and security is vital, especially for farmers/agripreneurs who will have to use online marketing tools to sell the goods/services.

25 European countries signed a Declaration of cooperation on 'A smart and sustainable digital future for European agriculture and rural areas' to take a number of actions to support a successful digitalisation of agriculture and rural areas in Europe. It recognises the potential of digital technologies to help tackle important and urgent economic, social, climate and environmental challenges facing the EU's agri-food sector and rural areas.

Digitalization will change every part of the agri-food chain but require major transformations in farming, rural economics, marketing of produce. The application of ICT in agriculture has positive effects on farmers in terms of accessing market information and promoting agricultural products. In digital world, we can revolutionize the agrarian market end to end digitally. ICT helps small farm holders to find multiple buyers.

There are various digital marketing training opportunities and safety and security titles for individuals in the digital world. However, there isn't any course in the Digitally Safe Agri Marketing for farmers, small scale agricultural entrepreneurs and potential young farmers in Turkey, in the EU, even worldwide.

Because they are not tailored to agripreneurs' needs and digitally low skilled farmers/peasants. Most of farmers/peasants are not able to get benefit from existing materials, to use programs and services and to follow technological developments.

That's why, for the farmers to take place in the digital marketing world safely, it become necessary to prepare a training curriculum/course of Safe Digital Marketing at farmers' level, which fits their needs, and they can participate willingly.

The output-Curriculum /Course can be used in online trainings by the learner target groups that are farmers, agricultural entrepreneurs, peasants or any individual, and in face-to-face or blended trainings by the trainer groups that are ICT experts, teachers, engineers, planners, trainers with certificates in the digital field.

The Curriculum/Course has been prepared in compliance with EQF. Development of Curriculum for Safe Digital Marketing for Agripreneurs is an output that has innovative factors because it is the first detailed and tailored curriculum for the agricultural sector.



## 2. THE METHODOLOGY FOLLOWED IN THE PREPARATION 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 3<sup>rd</sup> and as nine modules.



### 3. ENTRY CONDITIONS

1. Basic knowledge in and familiarity with ICT and online platforms/social media
2. Be 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.

### 4. QUALIFICATIONS OF THE TRAINERS/EDUCATORS

Trainer/instructor qualifications are determined in the following order:

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

### 5. 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.



## 6. EXPLANATIONS ON IMPLEMENTATION OF THE PROGRAM

Throughout history, people have had compulsory needs to maintain their lives. Over time, to meet these needs, they found tools that made their lives easier. The invention of arrow hunting, hunting livestock, animal husbandry made it easier to settle in the land. This situation led people to exchange goods among themselves. This exchange, which took place in the first periods of history, was primarily the exchange of vehicles for the goods owned. Later, in an invention as important as the invention of the wheel, with the use of money in commodity exchanges, the exchange function of marketing (buying and selling) began to gain effectiveness. One of the areas affected by the developments in technology is the science of marketing itself. From this point of view, digital marketing emerges as a new field. Today, it is a fact that the practices made in the classroom in order to provide education at different levels have begun to lose their quality of being universally satisfying and effective practices. In this context, the importance of open and distance education applications, which aim to provide various education options and create different learning environments, is increasing for individuals with different interests, needs, individual abilities, ages, education levels, geographical and economic conditions or who have educational disabilities for any reason.

Digitalization will change every part of the agri-food and agri-good chains but require major transformations in farming, rural economics, marketing of produce. The application of ICT in agriculture has positive effects on farmers in terms of accessing market information and promoting agricultural products. In digital world, we can revolutionize the agrarian market end to end digitally. ICT helps small farm holders to find multiple buyers.

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 marketing and ICT.

Considering the target audience of the project and the pandemic conditions, we recommend an e-learning approach in an asynchronous distance education at 100%. 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 centers, 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 will 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.

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.

A computer is provided to each individual during the application.

At the end of the program, oral, written, one or more of the application methods and exams can be held to assess the achievements.



Those who are successful in the exam to be held at the end of the course program are certified.

In the implementation of the training program, face-to-face training is recommended first. However, considering the target audience of the project and the pandemic conditions, a blended learning approach can be used. In the blended learning method, a minimum of 25% is face-to-face and 75% is distance learning. In cases where both methods cannot be applied, trainings can be continued through asynchronous distance education.

## 7. 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)
1. Management and digital marketing	3
2. Content Marketing	3
3. Internet and Social CRM	3
4. Data Analysis and Reporting	3
5. Digital Ads and Campaigns	4
6. Marketplace and e-commerce	4
7. Agribusiness cooperation	3
8. Personal Cyber Security	4
9. Privacy and Security in Digital Marketing	5
TOTAL	32



## **8. EDUCATIONAL TOOLS TO BE USED IN THE APPLICATION OF THE PROGRAM**

In the implementation process of the program;

1. "Safe Digital Marketing for Agripreneurs" Curriculum is used.
2. Online application of the course/curriculum is recommended. Self-learning activities will be included.
4. The curriculum can also be applied face-to-face or blended, taking into account the digital skill levels of the participants.
3. The reference textbooks, individual learning materials, "Safe Digital Marketing for Agripreneurs Training Platform", online learning materials, electronic books, visual resources and reference textbooks, lecture notes prepared by the trainers can be used.
4. Tools and Equipment to be Used:
  9. Information Technologies equipment: computers, smart phones, tablets, projectors, smart boards, etc.
  10. Prepared lecture material and/or virtual classes.
  11. E-learning platform
  12. Audio and video files
  13. Wikis, websites and bibliography suggested
  14. PowerPoint presentations
  15. Case studies and success stories

## 9. 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.
- In measurement and evaluation activities, measurement tools suitable for learning outcomes are selected.
- More than one learning outcome can be measured with a measurement tool.
- The criteria to be used in measurement tools consist of success criteria.
- Performance criteria should be explained on the basis of knowledge, skills and competencies.
- Assessment and evaluation activities should be compatible with the objectives and achievements of the course.
- In online education, an evaluation consisting of multiple-choice questions is made.
- Assessment points will be made out of 100.
- Each end-of-module assessment success score must be at least 50 out of 100.
- Learners will have two chances to enter to the exam.



## 10. 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.

## 11. OUTCOMES OF THE COURSE

Benefits of Participants in "Safe Digital Marketing 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.



## **12. MODULES**

### **12.1. MODULE 1 – MANAGEMENT AND DIGITAL MARKETING**

#### **12.1.1. 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.



### 12.1.2. Learning Objectives of the Module 1

#### MODULE 1. MANAGEMENT AND DIGITAL MARKETING (INERCIA DIGITAL)

##### Contents:

1. Introduction.
2. What is Management & Digital Marketing
3. Evolution of the term.
4. Main characteristics. Difference between Marketing and Digital Marketing.
5. Basic elements of (Digital) Marketing.
6. Digital Marketing tools.
7. Digital Marketing Plan.

##### LEARNING OUTCOMES

ACHIEVEMENTS	KNOWLEDGE	SKILLS	COMPETENCES	WORKLOAD/ TOTAL DURATION (HOURS)
Interpret management, digital marketing and related tools.	<p>The learner knows and understands how to:</p> <ul style="list-style-type: none"> <li>-Define the concept of Marketing and its basics.</li> <li>-Explain the basics of Marketing, Management and Digital Marketing.</li> <li>-Differentiate Marketing and Digital Marketing.</li> <li>-Identify the benefits of Digital Marketing.</li> <li>-Indicate the resources or tools to apply to Digital Marketing.</li> </ul>	<p>The Learner is able to:</p> <ul style="list-style-type: none"> <li>-Distinguish the procedure of marketing and digital marketing.</li> <li>-Illustrate the digital marketing tools</li> </ul>	<p>The learner is ready to:</p> <ul style="list-style-type: none"> <li>-Recognize the innovatory way of marketing.</li> </ul>	3

### 12.1.3. 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."
Define the concept of Marketing and its basics.	2	2	2	2	2	2	2
-Explain the basics of Marketing, Management and Digital Marketing.	2	2	2	2	2	2	2
-Differentiate Marketing and Digital Marketing.	3	2	1	1	1	1	1
-Identify the benefits of Digital Marketing.	3	2	1	1	1	1	1
-Indicate the resources or tools to apply to Digital Marketing.	2	1	1	1	1	3	1



#### 12.1.4. Contents of the Module and Tips for the Learners and the Trainers

Module 1	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.
Duration	3 hours
<p><b>Content of the Module</b></p> <p><b>1. Introduction.</b></p> <p>With the widespread use of smartphones and the internet, modern consumers are going digital. Therefore, in order to create a website or do social media marketing to reach the targeted audience and grow our business, it is necessary to know how digital marketing works.</p> <p><b>2. What is Digital Marketing?</b></p> <p>Digital marketing is defined as the use of digital channels to promote a product or service. The goal of this approach is to connect with customers online. Digital marketing is a broad practice, simply because there are so many online channels available. Posting on social media, emailing or blogging are forms of digital marketing. Together, the promotional content on these various platforms forms a cohesive online marketing strategy.</p> <p><b>3. Evolution of the term.</b></p> <p>Digital marketing started to be applied in the 90s as a way to transfer the advertising techniques of traditional media to the first web pages (web 1.0). Along with the development and evolution of digital technology (web 2.0), online marketing has undergone profound changes, not only in the techniques and tools used, but also in the possibilities it offers to the audience. The main change is found in the communicative feedback between brands and users,</p>	

through social networks, forums, blogs and so on. The internet has gradually become a large community, in which it is possible to exchange information in both directions.

#### **4. Main characteristics. Difference between Marketing and Digital Marketing.**

- 1) Lower cost
- 2) Exhaustive segmentation
- 3) Consumer Integration
- 4) Immediate results
- 5) Branding

#### **5. Basic elements of (Digital) Marketing.**

- Search Engine Optimization (SEO) and Search Engine Marketing (SEM)

SEO is a digital marketing strategy based on keywords. It is used to optimize the content of a website so that it appears in a higher position in the results pages of Internet search engines (SERP) such as Google. According to recent research, more than 70% of consumers begin their process of purchasing a product or service in Internet search engines.

- Content marketing

The Content Marketing Institute (2015) defines content marketing as the “business and advertising process of creating and distributing relevant and valuable content to attract, acquire, and engage a well-defined and analyzed target audience – with the goal of promoting profitable actions by the consumer.

- Social networks

According to Datareportal (2021) in July 2021 there were more than 4.48 billion social network users in the world, which is equivalent to almost 57% of the total world population and suggests that 9 out of 10 internet users use social networks. social networks. With these numbers it is clear why including these platforms in a digital marketing strategy is a fundamental option.

- Email Marketing

Email marketing allows information to be disseminated quickly, directly and massively to a highly segmented audience and for free. However, the key to its success lies in its content. Like other advertising strategies, email marketing has also evolved with the advancement of new technologies.

- Marketing analytics



Marketing data can be analyzed using a wide variety of methods and models depending on the KPIs that we want to measure (bounce rates, traffic to our website, conversion rate, our investments and profitability...).

## 6. Digital Marketing tools.

As some of the most important elements of digital marketing have been presented, we will see some specific tools of each type that can be very useful:

- SEM tools:
- Content Tools:
- Social networking tools
- Email tools
- Analysis tools

## 7. Digital Marketing Plan

In order to finish with the content, it is important to establish what a digital marketing plan is: it is a document that includes all the planning of your digital marketing campaigns or actions in order to meet the marketing objectives and thus the global objectives of the company.

This document details, among others:

- Business objectives in the short, medium and long term.
- Strategies to achieve digital goals.
- The channels to use.
- Action and development plans.
- The investment.
- The time or roadmap.

<p><b>Suggested Methodological Tips</b></p>	<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>
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<b>Resources Needed</b>	<p>Computer/Laptop/Smartphone</p> <p>Internet Connection</p> <p>Google Chrome</p> <p>Acrobat reader, MS Office or WPS Office</p> <p>Video player programs etc.</p>
<b>Information Sources</b>	<ol style="list-style-type: none"> <li>1. <a href="https://instagantt.com/project-management/what-is-marketing-management">https://instagantt.com/project-management/what-is-marketing-management</a></li> <li>2. <a href="https://www.marketo.com/digital-marketing/">https://www.marketo.com/digital-marketing/</a></li> <li>3. <a href="https://blog.hubspot.com/marketing/what-is-digital-marketing">https://blog.hubspot.com/marketing/what-is-digital-marketing</a></li> <li>4. <a href="https://en.wikipedia.org/wiki/Digital_marketing">https://en.wikipedia.org/wiki/Digital_marketing</a></li> <li>5. <a href="https://www.investopedia.com/terms/d/digital-marketing.asp">https://www.investopedia.com/terms/d/digital-marketing.asp</a></li> <li>6. <a href="https://www.digitalmarketer.com/digital-marketing/">https://www.digitalmarketer.com/digital-marketing/</a></li> <li>7. <a href="https://www.snhu.edu/about-us/newsroom/business/types-of-digital-marketing">https://www.snhu.edu/about-us/newsroom/business/types-of-digital-marketing</a></li> <li>8. <a href="https://www.ama.org/pages/what-is-digital-marketing/">https://www.ama.org/pages/what-is-digital-marketing/</a></li> <li>9. <a href="https://www.sas.com/en_us/insights/marketing/digital-marketing.html">https://www.sas.com/en_us/insights/marketing/digital-marketing.html</a></li> </ol>
<b>Websites</b>	<ol style="list-style-type: none"> <li>1. <a href="https://www.i-scoop.eu/digital-transformation/digital-transformation-and-information-management-enabling-change/">https://www.i-scoop.eu/digital-transformation/digital-transformation-and-information-management-enabling-change/</a></li> <li>2. <a href="https://mailchimp.com/es/marketing-glossary/digital-marketing/#:~:text=Digital%20marketing%2C%20also%20called%20online,messages%20as%20a%20marketing%20channel.">https://mailchimp.com/es/marketing-glossary/digital-marketing/#:~:text=Digital%20marketing%2C%20also%20called%20online,messages%20as%20a%20marketing%20channel.</a></li> <li>3. <a href="https://www.griddigitalmarketing.com/">https://www.griddigitalmarketing.com/</a></li> <li>4. <a href="https://www.digitalmarketing.com/">https://www.digitalmarketing.com/</a></li> <li>5. <a href="https://marketbusinessnews.com/financial-glossary/digital-marketing/">https://marketbusinessnews.com/financial-glossary/digital-marketing/</a></li> <li>6. <a href="https://kajabi.com/blog/digital-marketing">https://kajabi.com/blog/digital-marketing</a></li> <li>7. <a href="https://iide.co/blog/top-digital-marketing-examples/">https://iide.co/blog/top-digital-marketing-examples/</a></li> <li>8. <a href="https://www.equinetacademy.com/what-is-digital-marketing/">https://www.equinetacademy.com/what-is-digital-marketing/</a></li> </ol>



	<ol style="list-style-type: none"><li>9. <a href="https://azbigmedia.com/business/7-examples-of-digital-marketing-you-should-know/">https://azbigmedia.com/business/7-examples-of-digital-marketing-you-should-know/</a></li><li>10. <a href="https://www.webfx.com/blog/marketing/7-digital-marketing-examples-to-inspire-your-campaigns/">https://www.webfx.com/blog/marketing/7-digital-marketing-examples-to-inspire-your-campaigns/</a></li></ol>
<b>YouTube Videos</b>	<ol style="list-style-type: none"><li>1. <a href="https://www.youtube.com/watch?v=bixR-KIJKYM">https://www.youtube.com/watch?v=bixR-KIJKYM</a></li><li>2. <a href="https://www.youtube.com/watch?v=wZZnxXyES80">https://www.youtube.com/watch?v=wZZnxXyES80</a></li><li>3. <a href="https://www.youtube.com/watch?v=h95cQkEWBx0">https://www.youtube.com/watch?v=h95cQkEWBx0</a></li><li>4. <a href="https://www.youtube.com/watch?v=nMzp1yfflco">https://www.youtube.com/watch?v=nMzp1yfflco</a></li><li>5. <a href="https://www.youtube.com/watch?v=KnfJUpwF1Gk">https://www.youtube.com/watch?v=KnfJUpwF1Gk</a></li><li>6. <a href="https://www.youtube.com/watch?v=SbJnXHfDJPg">https://www.youtube.com/watch?v=SbJnXHfDJPg</a></li><li>7. <a href="https://www.youtube.com/watch?v=4imowpDWrDg">https://www.youtube.com/watch?v=4imowpDWrDg</a></li><li>8. <a href="https://www.youtube.com/watch?v=gq_BRyRpe9U">https://www.youtube.com/watch?v=gq_BRyRpe9U</a></li><li>9. <a href="https://www.youtube.com/watch?v=d0uZF2r0er8">https://www.youtube.com/watch?v=d0uZF2r0er8</a></li><li>10. <a href="https://www.youtube.com/watch?v=sXuONVbhZzs">https://www.youtube.com/watch?v=sXuONVbhZzs</a></li></ol>



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- <https://www.cyberclick.es/marketing/plan-de-marketing>
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## **12.2. MODULE 2 - CONTENT MARKETING**

### **12.2.1. 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.

## 12.2.2. Learning Objectives of the Module 2

MODULE 2. CONTENT MARKETING (AYDIN VALILIGI)				
Contents: 1. Introduction 2. What is Content Marketing 3. Importance/Benefits of Content Marketing 4. Content Marketing Strategy				
LEARNING OUTCOMES				
ACHIEVEMENTS	KNOWLEDGE	SKILLS	COMPETENCES	WORKLOAD/ TOTAL DURATION (HOURS)
Develop a content marketing strategy.	The Learner knows and understands to, -Define content marketing. -Explain the benefits of content marketing. -Recognize the importance of content in terms of digital marketing. -Describe the content marketing steps. -Explain how effective content should be. - Review the effects of marketing activities carried out through social media platforms.	The Learner is able to, -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.	The Learner is ready to, Apply content marketing strategy and process in digital/online platforms	3



### 12.2.3. 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 <i>“Interprets the importance of digital marketing in the changing world.”</i>	Programme Outcome 2 <i>“Develops digital marketing content.”</i>	Programme Outcome 3 <i>“Analyses social media campaigns.”</i>	Programme Outcome 4 <i>“Manages customer relations in digital marketing.”</i>	Programme Outcome 5 <i>“Develops a digital marketing method.”</i>	Programme Outcome 6 <i>“Uses digital marketing tools.”</i>	Programme Outcome 7 <i>“Applies digital security principles in virtual environments.”</i>
<i>Define content marketing.</i>	2	2	2			2	
<i>Explain the benefits of content marketing.</i>	2	2	2				
<i>Recognize the importance of content in terms of digital marketing.</i>	2	2	2				
<i>Describe the content marketing steps.</i>	2	3	2	4	4	4	
<i>Explain how effective content should be.</i>	3	3	3		4	4	
<i>Review the effects of marketing activities carried out through social media platforms.</i>	3	3	4		3		

### 12.2.4. Contents of the Module 2 and Tips for the Learners and the Trainers

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
Duration	3 hours
<p><b>Content of the Module</b></p> <p><b>1. Introduction</b></p> <p>Content marketing is strategic marketing that focuses on creating and sharing valuable and stable content. The purpose of this content is to attract and keep a targeted audience and sustainably direct beneficial customer action.</p> <p>Content marketing provides a consistent and reliable/trustable relationship between entrepreneur and targeted audience.</p> <p>In this module, the participant will learn what is content marketing, how to plan content marketing, to develop a framework &amp; strategy, to determine the target audience, to define the steps, to develop a good content and how to measure its impact.</p> <p><b>2. What is Content Marketing?</b></p> <p><b>2.1. Definitions of Content Marketing</b></p> <p>There are several content marketing definitions: from one of the earliest definition as “Content marketing attracts potential consumers and increases their engagement and empowerment through the creation, dissemination and sharing of free content, relevant, meaningful, valuable</p>	

and able to inspire confidence in existing and potential customers” given by S. Kucuk and S. Krishnamurthy (2007), to the one of the newest “The content marketing is sharing the valuable information regarding the products and brands to attract others to participate in purchasing activities that create the engagement relationship between consumers and the companies” given by N. S. Ahmad, R. Musa and M. H. R. Harun (2016).

## **2.2. Purpose of the Content Marketing**

Content marketing aims to attract and develop a specific target audience with the ultimate goal of generating genuine customer engagement. By using content marketing, the entrepreneur aims to positively change and improve the behaviour of customers for his products and enterprise.

## **2.3. History of the Content Marketing**

Traditional entrepreneurs have used content to disseminate information about a brand and build a brand's reputation. Taking advantage of technological advances in transportation and communication, business owners started to apply content marketing techniques.

## **2.4. Types of the Content and the Channels in Content Marketing**

Digital content marketing is a management process. It uses digital products through different electronic channels to identify, forecast and satisfy the necessity of the customers.

# **3. Advantages and Disadvantages of Content Marketing**

## **3.1. Why Content Marketing Is Important?**

Content marketing is important because it helps entrepreneurs build trust with consumers, increase conversions and changes, and improve their business.

## **3.2. Advantages of Content Marketing**

Content marketing can help the agripreneurs communicate with their target groups and build relationships, and at the end increasing the sales. It can support in establishing brand awareness and trust.

## **3.3. Disadvantages of content marketing**

Besides the benefits of the content marketing, there may be certain challenges. The benefits of the content marketing aren't immediate - content marketing process can take a long time.



## **4. Content Marketing Strategy**

There are the several fundamental steps that are necessary to start successful content marketing. Agripreneur needs to define the steps and how to start content marketing

### **4.1. Goal Setting**

In content marketing, the entrepreneur must first determine her/his goal. Setting specific goals contributes to the development goals of the entrepreneur's business.

### **4.2. Target Audience Determination**

Determining the target audience is the base of a content marketing strategy. This allows to identify who the potential customers are, and to understand the needs/problems the product is addressing.

### **4.3. Communication**

Internal communication in the content marketing system is important. Effective internal communication is based on the content marketing decisions, distribution channels and capabilities. (Aušra Pažėraitė, Rūta Repovienė. 2018.)

### **4.4. Content Creation**

Content marketing, or storytelling, is very powerful. Copywriting is any writing that's done for marketing purposes. Content writing, is a more original form of writing focused on one or more content marketing goals. Content creation and delivery is the process of developing ideas that appeal to potential buyers, creating written or visual content, and making content accessible on a platform for a target audience.

### **4.5. Content Marketing Channels**

Once creating the content is completed, the person needs to define how to distribute it. A content marketing channel plan can be prepared based on the situation, objectives, target audiences and time schedule.

### **4.6. Content Marketing Schedule**

Creating a publishing calendar for content marketing ensures that new content is presented to the target audience on a regular and consistent basis. The entrepreneur should prepare the calendar after determining the goals, target audience, content and marketing channels to increase the success of the content marketing strategy.



#### 4.7. Efficiency Measurement

Efficiency of content is how well content enables targeted people (customers) to achieve their goals, and how well the agripreneurs to achieve her/his goals.

<p>Suggested Methodological Tips</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>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>
<p>Resources/ Tools Needed</p>	<p>Computer/Laptop/Smartphone</p> <p>Internet Connection</p> <p>Google Chrome</p> <p>Acrobat reader, MS Office or WPS Office</p> <p>Video player programs etc.</p>
<p>Information Sources</p>	<ol style="list-style-type: none"> <li>1. Understanding digital content marketing- <a href="https://www.tandfonline.com/doi/abs/10.1362/026725708X325977">https://www.tandfonline.com/doi/abs/10.1362/026725708X325977</a></li> <li>2. <a href="https://heinonline.org/HOL/LandingPage?handle=hein.journals/ijsoctu4&amp;div=75&amp;id=&amp;page=">https://heinonline.org/HOL/LandingPage?handle=hein.journals/ijsoctu4&amp;div=75&amp;id=&amp;page=</a></li> <li>3. Content Marketing Strategy. Definition, Objectives and Tactics- <a href="https://marketing.expertjournals.com/23446773-511/">https://marketing.expertjournals.com/23446773-511/</a></li> <li>4. To analyze Consumer Satisfaction level in Digital Content Marketing with emphasis on shopping websites. - <a href="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">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</a></li> <li>5. Improving Content Marketing Processes with the Approaches by Artificial Intelligence-</li> <li>6. <a href="https://www.cceol.com/search/article-detail?id=585926">https://www.cceol.com/search/article-detail?id=585926</a></li> <li>7. Content Marketing Decisions for Effective Internal Communication- <a href="https://www.cceol.com/search/article-detail?id=692079">https://www.cceol.com/search/article-detail?id=692079</a></li> </ol>

<p>Websites</p>	<ol style="list-style-type: none"> <li>1. <a href="https://www.tutorialspoint.com/digital_marketing/digital_marketing_content.htm">https://www.tutorialspoint.com/digital_marketing/digital_marketing_content.htm</a></li> <li>2. <a href="https://www.excelr.com/importance-of-content-in-digital-marketing">https://www.excelr.com/importance-of-content-in-digital-marketing</a></li> <li>3. <a href="https://www.webfx.com/digital-marketing/learn/how-important-is-content-to-a-digital-marketing-strategy/">https://www.webfx.com/digital-marketing/learn/how-important-is-content-to-a-digital-marketing-strategy/</a></li> <li>4. <a href="https://www.demandjump.com/blog/what-is-content-marketing-in-digital-marketing">https://www.demandjump.com/blog/what-is-content-marketing-in-digital-marketing</a></li> <li>5. <a href="https://www.digitalmarketer.com/digital-marketing/content-marketing-strategy/">https://www.digitalmarketer.com/digital-marketing/content-marketing-strategy/</a></li> <li>6. <a href="https://www.brafton.com/content-marketing/">https://www.brafton.com/content-marketing/</a></li> <li>7. <a href="https://www.brightdesign.co.uk/digital-marketing-vs-content-marketing/">https://www.brightdesign.co.uk/digital-marketing-vs-content-marketing/</a></li> <li>8. <a href="https://visme.co/blog/content-marketing-tips/">https://visme.co/blog/content-marketing-tips/</a></li> <li>9. <a href="https://digitalmarketinginstitute.com/blog/5-essential-tips-for-a-successful-content-marketing-strategy">https://digitalmarketinginstitute.com/blog/5-essential-tips-for-a-successful-content-marketing-strategy</a></li> <li>10. <a href="https://contentmarketinginstitute.com/what-is-content-marketing/">https://contentmarketinginstitute.com/what-is-content-marketing/</a></li> <li>11. <a href="https://assetdigitalcom.com/content-marketing-important/">https://assetdigitalcom.com/content-marketing-important/</a></li> <li>12. <a href="https://neilpatel.com/what-is-content-marketing/">https://neilpatel.com/what-is-content-marketing/</a></li> </ol>
<p>YouTube Videos</p>	<ol style="list-style-type: none"> <li>1. Content Marketing For Beginners: Complete Guide <a href="https://www.youtube.com/watch?v=OR_3iarc8IA">https://www.youtube.com/watch?v=OR_3iarc8IA</a></li> <li>2. What is Content Marketing? <a href="https://www.youtube.com/watch?v=WQmvJVKOWXM">https://www.youtube.com/watch?v=WQmvJVKOWXM</a></li> <li>3. Content Marketing Strategy in 7 Minutes <a href="https://www.youtube.com/watch?v=8-shSAxeK00">https://www.youtube.com/watch?v=8-shSAxeK00</a></li> <li>4. Joe Pulizzi: Six Steps to Creating a Content Brand <a href="https://www.youtube.com/watch?v=4xcgf_1ZsNU&amp;t=281s">https://www.youtube.com/watch?v=4xcgf_1ZsNU&amp;t=281s</a></li> <li>5. Content Marketing Strategy   Joe Pulizzi <a href="https://www.youtube.com/watch?v=0BaSjglvEf8&amp;t=1s">https://www.youtube.com/watch?v=0BaSjglvEf8&amp;t=1s</a></li> <li>6. What is Content Marketing in 2022? &amp; How to Build Your Content Marketing Strategy <a href="https://www.youtube.com/watch?v=NurWsgwnSmE">https://www.youtube.com/watch?v=NurWsgwnSmE</a></li> </ol>



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<https://www.forbes.com/sites/joshsteimle/2014/09/19/what-is-content-marketing/?sh=7cf0846510b9>
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<https://www.marketo.com/content-marketing/>





## **12.3. MODULE 3. INTERNET AND SOCIAL CRM**

### **12.3.1. 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.

### **12.3.2. Learning Objectives of the Module 3**

#### **MODULE 3. Internet and Social CRM (NEWTIE)**

##### **Contents:**

- Internet, sites and web channels
  - Fundamentals of web design
    - Structure and layout of the website  
color, backgrounds, graphics, and tables of the website
  - Plan the content, structure and layout of the website, create pages full of neatly formatted text, build links between the pages and to the outside world
  - Add color, backgrounds, graphics, and tables to the website
  - Understand the best possible location in search engine listings and powerful no-cost or low-cost web marketing strategies
- Information technologies and customer relationship
  - Efficient use of e-mail
  - Establishing social media accounts
  - Methods to increase the effectiveness of social media accounts
  - Electronic Customer Relationship Management

<b>LEARNING OUTCOMES</b>				
<b>ACHIEVEMENTS</b>	<b>KNOWLEDGE</b>	<b>SKILLS</b>	<b>COMPETENCES</b>	<b>WORKLOAD/ TOTAL DURATION (HOURS)</b>
<ul style="list-style-type: none"> <li>-Develop a website, planning its contents, structure and layout</li> <li>-Create an e-mail and social media promotion campaign for the business model, using E-CRM</li> </ul>	<p>The Learner knows and understands how to,</p> <ul style="list-style-type: none"> <li>-Explain the fundamentals of web design.</li> <li>-Distinguish the best possible location in search engine listings</li> <li>-Explain about the methods to increase the effectiveness of social media accounts</li> <li>-Discuss about CRM and its benefits.</li> </ul>	<p>The Learner is able to,</p> <ul style="list-style-type: none"> <li>-add color, backgrounds, graphics, and tables to your website</li> <li>-use an e-mail account efficiently</li> <li>-Establish social media accounts</li> <li>- use methods to increase the effectiveness of social media accounts</li> <li>- Review the effectiveness of a product promotion website.</li> </ul>	<p>The Learner is ready to,</p> <ul style="list-style-type: none"> <li>- Create his own web site for his business.</li> <li>- use information tools and technologies such as e-mail and social media to increase his business.</li> <li>- improve interactions with customers and enables businesses to customize products and services through an E-CRM.</li> </ul>	3



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



### 12.3.4. Contents of the Module 3 and Tips for the Learners and the Trainers

Module 3	INTERNET AND SOCIAL CRM
<b>Objectives and expected results</b>	<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>
<b>Keywords</b>	Internet, web pages, e-mail, social media, CRM, E-CRM
<b>Duration</b>	3 hours
<p><b>Content of the Module</b></p> <ul style="list-style-type: none"> <li>● <b>Internet sites and web channels</b> <ul style="list-style-type: none"> <li>○ Fundamentals of web design</li> <li>○ Plan the content, structure and layout of your website, create pages full of neatly formatted text, build links between the pages and to the outside world</li> <li>○ To add color, backgrounds, graphics, and tables to your website</li> <li>○ Understand the best possible location in search engine listings and powerful no-cost or low-cost web marketing strategies</li> </ul> </li> <li>● <b>Information technologies and customer relationship</b> <ul style="list-style-type: none"> <li>○ Efficient use of e-mail</li> <li>○ Establishing social media accounts: Facebook, Instagram, Blog, Podcast, Wiki, etc.</li> <li>○ Methods to increase the effectiveness of social media accounts</li> <li>○ Electronic Customer Relationship Management</li> </ul> </li> </ul>	



<p><b>Suggested Methodological Tips</b></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 consulting test to be applied.</p>
<p><b>Resources Needed</b></p>	<p>Computer/Laptop/Smartphone</p> <p>Internet Connection</p> <p>Google Chrome</p> <p>Acrobat reader, MS Office or WPS Office</p> <p>Video player programs etc.</p> <p>E-mail, Facebook, Instagram, LinkedIN accounts.</p>
<p><b>Information Sources</b></p>	<ol style="list-style-type: none"> <li>1. Blokdyk, G. - Electronic Customer Relationship Management E-CRM A Complete Guide, 5STARCOOKS, 2019. ISBN-13: 978-0655547242.</li> <li>2. Fjermestad J. and Robertson Jr. N. - Electronic Customer Relationship Management, 1st edition, Routledge 2016. ISBN 9781138692800.</li> <li>3. MacDonald, M. - Creating a Web Site: The Missing Manual, 2<sup>nd</sup> edition, O'Reilly, 2008. ISBN: 9780596520977.</li> <li>4. Charlesworth, A. - An Introduction to Social Media Marketing, 1<sup>st</sup> edition, Routledge, 2014. ISBN 9780415856171.</li> </ol>

<b>Websites</b>	<ol style="list-style-type: none"> <li>1.</li> <li>2. <a href="http://www.wix.com/">http://www.wix.com/</a></li> <li>3. <a href="https://createaprowebsite.com/">https://createaprowebsite.com/</a></li> <li>4. <a href="https://www.odoo.com/">https://www.odoo.com/</a></li> <li>5.</li> <li>6. <a href="https://university.duda.co/page/fundamentals-of-web-design">https://university.duda.co/page/fundamentals-of-web-design</a></li> <li>7.</li> <li>8. <a href="https://www.papirfly.com/knowledge-hub/marketing/social-media">https://www.papirfly.com/knowledge-hub/marketing/social-media</a></li> <li>9. <a href="https://www.usf.edu/ucm/marketing/intro-social-media.aspx">https://www.usf.edu/ucm/marketing/intro-social-media.aspx</a></li> <li>10. <a href="https://courses.lumenlearning.com/boundless-marketing/chapter/introduction-to-social-media-and-digital-marketing/">https://courses.lumenlearning.com/boundless-marketing/chapter/introduction-to-social-media-and-digital-marketing/</a></li> </ol>
<b>YouTube Videos</b>	<ol style="list-style-type: none"> <li>1. <a href="https://www.youtube.com/watch?v=YWA-xbsJrVg">https://www.youtube.com/watch?v=YWA-xbsJrVg</a></li> <li>2. <a href="https://pt.coursera.org/lecture/social-media-marketing-introduction/introduction-to-social-media-marketing-jjFhz">https://pt.coursera.org/lecture/social-media-marketing-introduction/introduction-to-social-media-marketing-jjFhz</a></li> <li>3. <a href="https://www.youtube.com/watch?v=tO1zS3gcngI">https://www.youtube.com/watch?v=tO1zS3gcngI</a></li> <li>4. <a href="https://www.youtube.com/watch?v=4ImYsGTLYdw">https://www.youtube.com/watch?v=4ImYsGTLYdw</a></li> <li>5. <a href="https://www.youtube.com/watch?v=ISMVaG-l17I">https://www.youtube.com/watch?v=ISMVaG-l17I</a></li> <li>6. <a href="https://www.youtube.com/watch?v=CZ_oNQ31fXs">https://www.youtube.com/watch?v=CZ_oNQ31fXs</a></li> </ol>



## **12.4. MODULE 4 - DATA ANALYSIS AND REPORTING**

### **12.4.1. 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.



### 12.4.2. Learning Objectives of the Module 4

MODULE 4. DATA ANALYSIS AND REPORTING (TAYEM)				
<b>Contents:</b>				
1. Introduction 2. Google analytics fundamentals and use / Provision and interpretation of marketplace indicators 3. Recognition of the target audience 4. Determination of advertising and discount campaign processes				
LEARNING OUTCOMES				
ACTIONS/ ACHIEVEMENTS	KNOWLEDGE	SKILLS	COMPETENCES	WORKLOAD / TOTAL DURATION (HOURS)
Infer from digital marketing conclusions on an Analytics report.	The learner knows and understands: -Explain how to create an google analytics account. -Explain the basics of Google analytics. -Interpret the Google analytic reports. -Describe how to obtain the data of the target audience.	The learner is able to: -Obtain data by subscribing to Google analytics. -Interpret Google Analytics reports.	The learner is ready to: -Reorganize the marketing strategy according to the Google Analytics report.	3

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

#### 12.4.4. Contents of the Module 4 and Tips for the Learners and the Trainers

Module 4	DATA ANALYSIS AND REPORTING
<b>Objectives and expected results</b>	<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.</p> <p>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>
<b>Keywords</b>	Big data, data analysis, google analytics, digital marketing
<b>Duration</b>	3 hours
<p><b>Content of the Module</b></p> <ol style="list-style-type: none"> <li><b>1. Introduction</b></li> <li><b>2. Google analytics fundamentals and use</b></li> </ol> <p>Google Analytics gives you one place access to all the free tools you need to analyse data about your business. So, you can make smarter decisions. By getting to know the users of your site and app, you can better control your performance in marketing, content, products and other areas. Analytics works with Google's advertising and publishing products. So, you can use your analytics to drive results in your business.</p> <p><b>2.1. What is google analytics and how does it work?</b></p> <p>Google Analytics is a web analytics service that provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes. The service is part of the Google</p>	



Marketing Platform and is available for free to anyone with a Google account. Google Analytics acquires user data from each website visitor through the use of page tags. A JavaScript page tag is inserted into the code of each page. This tag runs in the web browser of each visitor, collecting data and sending it to one of Google's data collection servers.

## **2.2. Organization/account/property/view setup and management**

Sign in to Google Analytics with your Google account

- Click the Admin button on the bottom left sidebar of your dashboard
- Select an account or create an account
- Click on the dropdown menu to create a property
- Click on Website and add your site's name and URL
- Choose your industry
- Choose your time zone
- Click on Get Tracking ID
- Install Tracking ID on your website

## **2.3. Basic terms and interface definition**

Account

Property

Tracking ID

Conversion

Channel/Traffic source

Session duration

Active users, etc.

## **3. Recognition of the target audience**

By migrating audiences from your Universal Analytics property to your Google Analytics property, you can identify the same user groups based on your Google Analytics data and export those audiences to your linked Google Ads accounts to address the same use cases.

### **3.1. Audience reports overview**

Audiences in Analytics are users that you group together based on any combination of attributes that is meaningful to your business.



An audience might be simply current shoppers (include users who have > 0 product views; exclude users who have > 0 purchases).

Or you might need a more detailed definition that identifies shoppers who viewed the detail page for Product A, and then within 3 sessions or 7 days returned to purchase the product.

You can create broad definitions like all users who at any time purchased a product, or all users who have purchased within the last 12 months but not during the last 2.

### **3.2. Overview of behaviour reports**

The Behaviour metrics let you know how well your site engages users, whether they're leaving after viewing only a single page (Bounce Rate), whether they're viewing multiple pages (Pages/Session), and whether they're spending the amount of time engaging with your content that you'd like.

### **3.3. Create a sample report**

A custom report is a report that you create. You pick the dimensions and metrics and decide how they should be displayed.

## **4. Determination of advertising and discount campaign processes**

If a particular audience is performing well in terms of delivering users who engage and convert, you can:

- Devote more of your marketing budget to bidding on ads for those users
- Expand the number of sites on which you bid for ads shown to those users
- Expand the hours through the day when you bid on ads shown to those users

### **4.1. Adding audiences to Google Analytics**

You can use preconfigured audiences that the Analytics team has developed to cover many of your use cases, you can create new audiences from scratch, and you can import any of your existing segments to use as the basis for new audiences. Once you've developed an audience, it becomes available in the accounts you select, and you can put it to work right away as part of a campaign or experiment.

### **4.2. Move the audiences**

Audiences let you segment your users in the ways that are important to your business. You can segment by dimensions, metrics, and events to include practically any subset of users.

As Analytics gets new data about users, their audience memberships are reevaluated to ensure they still meet the audience criteria. If the latest data indicate they no longer meet the criteria, they are removed from those audiences.

<b>Suggested Methodological Tips</b>	<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>
<b>Resources Needed??</b>	<p>Computer/Laptop/Smartphone</p> <p>Internet Connection</p> <p>Google Chrome</p> <p>Acrobat reader, MS Office or WPS Office</p> <p>Video player programs etc.</p> <p>E-mail, Facebook, Instagram, Twitter accounts.</p>
<b>Information Sources</b>	<ol style="list-style-type: none"> <li>1. Ledford J., Teixeira J., Tyler E. M., - Google Analytics Third Edition, 2010. ISBN 978-0-470-53128-0</li> <li>2. Kelsey T., Lyon B., - Introduction to Google Analytics: A Guide for Absolute Beginners, 2017. ISBN 978-1-4842-2828-9</li> <li>3. Phillips-Wren, G. &amp; Hoskisson, A. (2015). An analytical journey towards big data. Journal of Decision Systems, 24(1), p. 87–102.</li> <li>4. Porter, M. E., &amp; Heppelmann, J. E. (2014). How smart, connected products are transforming competition. Harvard Business Review, 92(11), 64-88.</li> <li>5. Richardson, C. (2017). 7 Great Benefits of Big Data in Marketing, <a href="https://www.smartdatacollective.com/benefits-big-data-in-marketing/">https://www.smartdatacollective.com/benefits-big-data-in-marketing/</a> Retrieved: 31.03.2022</li> <li>6. Sathi, A. (2014). Engaging customers using big data: how Marketing analytics are transforming business. Palgrave Macmillan, New York.</li> <li>7. <a href="https://analytics.google.com/analytics/web/provision/?pli=1#/provision">https://analytics.google.com/analytics/web/provision/?pli=1#/provision</a></li> <li>8. <a href="https://tr.wikipedia.org/wiki/Google_Analytics">https://tr.wikipedia.org/wiki/Google_Analytics</a></li> </ol>



<b>Websites</b>	<ol style="list-style-type: none"><li>1. <a href="https://moz.com/beginners-guide-to-google-analytics">https://moz.com/beginners-guide-to-google-analytics</a></li><li>2. <a href="https://searchbusinessanalytics.techtarget.com/definition/Google-Analytics">https://searchbusinessanalytics.techtarget.com/definition/Google-Analytics</a></li><li>3. <a href="https://www.businessnewsdaily.com/6027-how-to-use-google-analytics.html">https://www.businessnewsdaily.com/6027-how-to-use-google-analytics.html</a></li><li>4. <a href="https://blog.hootsuite.com/how-to-set-up-google-analytics/">https://blog.hootsuite.com/how-to-set-up-google-analytics/</a></li><li>5. <a href="https://blog.hubspot.com/marketing/google-analytics">https://blog.hubspot.com/marketing/google-analytics</a></li><li>6. <a href="https://www.topfloortech.com/blog/the-6-most-important-reports-in-google-analytics/#gref">https://www.topfloortech.com/blog/the-6-most-important-reports-in-google-analytics/#gref</a></li><li>7. <a href="https://www.shivarweb.com/2977/what-does-google-analytics-do/">https://www.shivarweb.com/2977/what-does-google-analytics-do/</a></li><li>8. <a href="https://kinsta.com/blog/how-to-use-google-analytics/">https://kinsta.com/blog/how-to-use-google-analytics/</a></li><li>9. <a href="https://pestleanalysis.com/marketing-data-analysis/">https://pestleanalysis.com/marketing-data-analysis/</a></li></ol>
<b>YouTube Videos</b>	<ol style="list-style-type: none"><li>1. <a href="https://www.youtube.com/watch?v=6sBsMt3vWgg">https://www.youtube.com/watch?v=6sBsMt3vWgg</a></li><li>2. <a href="https://www.youtube.com/watch?v=RhS85WQiBLU">https://www.youtube.com/watch?v=RhS85WQiBLU</a></li><li>3. <a href="https://www.youtube.com/watch?v=ryoRnqaj5Ko">https://www.youtube.com/watch?v=ryoRnqaj5Ko</a></li><li>4. <a href="https://www.youtube.com/watch?v=SaaDLcC0ahM">https://www.youtube.com/watch?v=SaaDLcC0ahM</a></li><li>5. <a href="https://www.youtube.com/watch?v=LrjpgPcRWgY">https://www.youtube.com/watch?v=LrjpgPcRWgY</a></li><li>6. <a href="https://www.youtube.com/watch?v=_pPTgnnrCPc">https://www.youtube.com/watch?v=_pPTgnnrCPc</a></li><li>7. <a href="https://www.youtube.com/watch?v=u4QIVsNh2Q4">https://www.youtube.com/watch?v=u4QIVsNh2Q4</a></li><li>8. <a href="https://www.youtube.com/watch?v=FVzJkB4lxEQ">https://www.youtube.com/watch?v=FVzJkB4lxEQ</a></li><li>9. <a href="https://www.youtube.com/watch?v=e6ntvZDErQ4">https://www.youtube.com/watch?v=e6ntvZDErQ4</a></li><li>10. <a href="https://www.youtube.com/watch?v=Y7pRsuz0NzA">https://www.youtube.com/watch?v=Y7pRsuz0NzA</a></li><li>11. <a href="https://www.youtube.com/watch?v=dtv2LHFD7h4">https://www.youtube.com/watch?v=dtv2LHFD7h4</a></li></ol>

#### **12.4.5. References**

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2. [https://tr.wikipedia.org/wiki/Google\\_Analytics](https://tr.wikipedia.org/wiki/Google_Analytics)
3. <https://www.umassmed.edu/globalassets/it/web-services/google-analytics/google-analytics-user-guide.pdf>



## **12.5. MODULE 5 – DIGITAL ADS AND CAMPAIGNS**

### **12.5.1. 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.



### 12.5.2. Learning objectives of the Module 5

MODULE 5. DIGITAL ADS AND CAMPAIGNS (IED)				
<b>Contents:</b> 1. Introduction 2. What Makes a Digital Advertising Campaign Successful? 3. Three Steps for Delivering Effective Digital Ad Campaigns.				
LEARNING OUTCOMES				
ACHIEVEMENTS	KNOWLEDGE	SKILLS	COMPETENCES	WORKLOAD/ TOTAL DURATION (HOURS)
Create own digital ads strategy.	The learner knows and understands: -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.	The Learner is able to: -Prepare a successful digital advertising campaign -Deliver an effective digital advertising campaign	The learner is ready to: -Organize an effective digital advertising campaign.	4



### 12.5.3. 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 <i>“Interprets the importance of digital marketing in the changing world.”</i>	Programme Outcome 2 <i>“Develops digital marketing content.”</i>	Programme Outcome 3 <i>“Analyses social media campaigns.”</i>	Programme Outcome 4 <i>“Manages customer relations in digital marketing.”</i>	Programme Outcome 5 <i>“Develops a digital marketing method.”</i>	Programme Outcome 6 <i>“Uses digital marketing tools.”</i>	Programme Outcome 7 <i>“Applies digital security principles in virtual environments.”</i>
<i>Explain the importance of digital ads.</i>	2	2	5	3	2	4	
<i>Define the types of digital ads.</i>	1	2	5	3	4	4	
<i>Identify the right digital channels for digital ads.</i>	1	2	5	4	5	5	
<i>Determine the target audience for digital ads and campaigns.</i>	1	4	5	4	5	5	
<i>Explain the benefits of digital campaigns.</i>	1	4	5	3	5	4	
<i>Discuss the problems can occur during the campaigns.</i>	1	4	5	3	5	4	



**12.5.4. Contents of the Module 5 and Tips for the Learners and the Trainers**

Module 5	DIGITAL ADS AND CAMPAIGNS
<b>Objectives and expected results</b>	<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 &amp; 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>
<b>Keywords</b>	Digital marketing, Digital advertisements and campaigns, social media, webpages, Search Engine Optimization (SEO), Paid Search Advertising
<b>Duration</b>	4 hours
<p><b>Content of the Module</b></p> <p><b>1. Introduction</b></p> <p>Definitions and importance of digital advertisement and campaigns.</p> <p><b>2. What Makes a Digital Advertising Campaign Successful?</b></p> <p>Ways and strategies that make a digital advertising campaign successful:</p> <p>Agripreneurs have the ideal opportunity to reach customers through digital advertising. They can send targeted messages to everyone, on any device, at any time using digital ads. Personalized,</p>	

scalable digital advertising campaigns, on the other hand, are easier said than done, especially today that the digital advertising landscape is more crowded than ever.

Agripreneurs must take the effort to understand their audiences, create relevant content, and track their media spend to achieve excellent digital advertising campaigns. These may appear to be daunting responsibilities, but anyone can complete them with the help of one powerful tool: data.

### **3. Three Steps for Delivering Effective Digital Ad Campaigns.**

#### **3.1. - Activation of the first-party data**

A compelling digital advertisement is one that appears natural and relevant. These advertisements are highly tailored, and they're frequently the consequence of advertisers knowing precisely who they're aiming for. In today's age of data privacy, however, learning crucial details about your audience is quite tough.

First-party data holds the key. Names, transaction details, general interaction, and email addresses are examples of first-party data collected from customers throughout the purchase journey. This information is incredibly useful. For one reason, it might assist you segment your audience. It also reveals which digital channels your target audience prefers.

For example, someone should be able to respond to queries like how much time their customers spend on social media, whether they prefer to buy things on their mobile devices, and so on. Answers to these kinds of inquiries can assist them in reaching the right clients using the data they already have.

#### **3.2. - Optimization of the advertising spends**

It's time to optimize your advertising once you've tapped into what you already know about your clients. You can focus on one thing: your budget, rather than enhancing your digital ad campaigns.

Consider who you shouldn't be targeting to reduce your media cost. This can help you save a lot of money on advertising. It can also ensure that you're putting your money into the most promising recipients of the messaging you've spent so much time crafting.

#### **3.3. - Growing of the data**

Increased customer conversions can help businesses boost their ROI. You need to grow your customer base to increase conversions, and many marketers utilize acquisition campaigns to do just that.



So, who should a campaign be aimed at? Don't overlook the valuable information you currently possess. Consider your current customers for a moment. Who are your most valuable clients? Who keeps returning for more? By answering these questions, you can construct a set of customers who share your best customers' demographics, attributes, and behaviors.

<p><b>Suggested Methodological Tips</b></p>	<p>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>
<p><b>Resources Needed</b></p>	<p>Computer/Laptop/Smartphone</p> <p>Internet Connection</p> <p>Google Chrome (or any navigation tool)</p> <p>Acrobat reader, MS Office or WPS Office</p> <p>Video player programs etc.</p> <p>E-mail, Facebook, Instagram, Twitter, LinkedIn accounts.</p>
<p><b>Information Sources</b></p>	<ol style="list-style-type: none"> <li>1. Digital Marketing for Agriculture Sectors</li> <li>2. What Is Digital Advertising? (Your Digital Ad Handbook) (webfx.com)</li> <li>3. What Is Digital Advertising? (Your Digital Ad Handbook) (sparcmedia.com)</li> <li>4. 6 Best Benefits of Digital Marketing (&amp; Online Advertising) (webfx.com)</li> <li>5. What Makes A Digital Marketing Campaign Successful? - Business 2 Community</li> <li>6. 5 Key Tips to Creating a Successful Advertising Campaign (academyart.edu)</li> <li>7. Essential Roles for a Successful Digital Marketing Team   Outbrain</li> <li>8. Deliver Successful Digital Advertising Campaigns Unit   Salesforce</li> </ol>

<b>Websites</b>	<ol style="list-style-type: none"> <li>1. 5 Best Digital Marketing Campaigns To Inspire You In 2021 - Mediatool</li> <li>2. Top 7 Best Marketing Campaigns [2022 Edition] (simplilearn.com)</li> <li>3. Digital Advertising Strategy – The Ultimate Guide to Digital Marketing   DigitalMarketer</li> <li>4. What Makes an Ad Campaign a Success? - BrandOnWheelz</li> <li>5. 9 Characteristics of An Effective Advertising Campaign (marketingeyeatlanta.com)</li> <li>6. What Can Make A PPC Advertising Campaign Successful? - O3 Digital</li> <li>7. How to Measure Digital Advertising Campaign Effectiveness (postclick.com)</li> <li>8. How to Create a Successful Digital Marketing Campaign Strategy (exposureinja.com)</li> <li>9. 6 Best Online Advertising Strategies for Businesses in 2021 (webfx.com)</li> <li>10. Best Digital Marketing Agency Ad Campaigns For Your Inspiration (digitalagencynetwork.com)</li> </ol>
<b>YouTube Videos</b>	<ol style="list-style-type: none"> <li>1. Digital Agriculture Transforming Farmers’ Lives   Michael Robertson   TEDxUWA - YouTube</li> <li>2. How data-driven farming could transform agriculture   Ranveer Chandra   TEDxUniversityofRochester - YouTube</li> <li>3. Digital Farming – Interview to an expert - YouTube</li> <li>4. Top 30 Best Digital Marketing Campaigns 2021 - YouTube</li> <li>5. Farm Marketer - Digital Advertising Campaigns - YouTube</li> <li>6. 2020 Mayer Farm Equipment Ad Campaign - YouTube</li> <li>7. How to Do Digital Marketing for Agriculture in 2021? - YouTube</li> <li>8. SEO For Beginners: A Basic Search Engine Optimization Tutorial for Higher Google Rankings - YouTube</li> <li>9. Core Concepts of Paid Search Marketing - John Gagnon - YouTube</li> <li>10. Building Brand - The Power of Social Media: Daryl D'Souza at TEDxRyersonU - YouTube</li> </ol>



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4. <https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.463.7725&rep=rep1&type=pdf>
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6. <https://unmetric.com/resources/ultimate-social-media-campaigns-guide>

## **12.6. MODULE 6 - MARKETPLACE AND E-COMMERCE**

### **12.6.1. 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.



### 12.6.2. Learning Objectives of the Module 6

MODULE 6 – MARKETPLACE AND E-COMMERCE (EGINA)				
<b>Contents:</b>				
1. Definition of e-commerce 2. E-commerce platforms and characteristics 3. E-commerce processes 4. Payments and logistics 5. Case studies				
LEARNING OUTCOMES				
ACHIEVEMENTS	KNOWLEDGE	SKILLS	COMPETENCES	WORKLOAD / TOTAL DURATION (HOURS)
-Define the road map for e-Commerce Process	The Learner knows and understands, -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.	The Learner is able to, -Create a seller account on a marketplace site. -Discuss the differences of marketplace sites -Compare different selling models and processes	- The Learner is ready to -Apply marketplace process in their existing activity	4



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

#### 12.6.4. Contents of the Module 6 and Tips for the Learners and the Trainers

Module 6	MARKETPLACE AND E-COMMERCE
<p><b>Objectives and expected results</b></p>	<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>
<p><b>Keywords</b></p>	<p>Marketplace; e-commerce; platforms; payments; logistics</p>
<p><b>Duration</b></p>	<p>4 hours</p>
<p><b>Content of the Module</b></p> <p><b>1. Introduction to marketplace and existing e-commerce platforms</b></p> <p><b>1.1. Online marketplace</b></p> <p>Differences between marketplace and e-commerce</p> <p>Definition, types, characteristics</p> <p><b>1.2. E-commerce</b></p> <p>E-commerce models</p> <p>Definition of e-commerce</p> <p>Main e-commerce platforms and characteristics</p> <p>Legal requirements</p> <p><b>1.3. E-commerce strategy</b></p> <p>How to start an e-commerce</p>	

<p>Key elements of e-commerce</p> <p><b>2. Online Payments</b></p> <p>Methods and tools Security criteria Trends</p> <p><b>3. Elements of logistics</b></p> <p>National and international shipping: regulation and procedures</p>	
<p><b>Suggested Methodological Tips</b></p>	<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>
<p><b>Resources Needed</b></p>	<p>Computer/Laptop/Smartphone Internet Connection Internet browser Acrobat reader, MS Office or WPS Office</p>
<p><b>Information Sources</b></p>	<ol style="list-style-type: none"> <li>1. Analysis of e-Commerce Characteristics Based on Edge Algorithm and COX Model</li> <li>2. E-commerce: Wikiversity</li> <li>3. 16 Chapter 16: E-Business and E-Commerce: The Difference</li> <li>4. 112 Trends in E-Commerce</li> <li>5. Ecommerce Marketing Strategies and Online Shop Services</li> <li>6. Electronic commerce: the strategic perspective</li> <li>7. E-commerce strategy – Qin Z. ; Chang Y.</li> <li>8. Strategy for Information Markets/e-Commerce</li> <li>9. Using Online Payment Services</li> <li>10. A Study on Various Methods of Payment in Online Transaction</li> </ol>

<p><b>Websites</b></p>	<ol style="list-style-type: none"> <li>1. E commerce: definitions, examples, benefits, disadvantages</li> <li>2. E-Commerce Market Place - Happiest Minds</li> <li>3. 10 differences between Marketplace and E-commerce you should know (kreezalid.com)</li> <li>4. Ecommerce vs Marketplace - Own Website or Selling Platform? What is better?   ASPER BROTHERS</li> <li>5. What is e-commerce? Examples, Benefits, Stats, Strategies (the-future-of-commerce.com)</li> <li>6. What Is Ecommerce? Beginners Guide for 2021 (oberlo.com)</li> <li>7. Ecommerce Definition - What is Ecommerce (shopify.com)</li> <li>8. All About E-Commerce: Pros and Cons of E-Commerce</li> <li>9. 20 ecommerce advantages and disadvantages you need to know</li> <li>10. Exploring the Advantages and Disadvantages of Ecommerce</li> <li>11. 19 major advantages and disadvantages of ecommerce over traditional retail</li> <li>12. E-commerce process</li> <li>13. The eCommerce Process — How eCommerce Works and How You Can Do It Too</li> <li>14. Process of E-Commerce Business - Magetop Blog</li> <li>15. The 3 most important processes for ecommerce success</li> <li>16. E-commerce planning process</li> <li>17. 10 Best Ecommerce Platforms Compared &amp; Rated For 2022 (ecommerceceo.com)</li> <li>18. E-commerce – payment and logistic process</li> <li>19. Modern Ecommerce Logistics: How 2-Day Shipping Became Possible (shipbob.com)</li> <li>20. Ecommerce payment processing: Everything you should know (magenest.com)</li> <li>21. Ecommerce Payment Processing 101 (2021) (bigcommerce.com)</li> <li>22. Beginners' guide to eCommerce payment processing</li> <li>23. How to start e-commerce</li> <li>24. How to Start an E-Commerce Business: A Step-by-Step Guide</li> <li>25. How to Start an Ecommerce Business: Guide for 2022 - Shopify</li> </ol>
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	<p>26. How To Start an Ecommerce Business From Scratch - 2022 [Free Guide] (ecommerceceo.com)</p> <p>27. Case studies</p> <p>28. 9 eCommerce Case Studies to Inspire You in 2021   Bloomreach</p> <p>29. 7 Best eCommerce Case Studies to Learn From in 2021</p> <p>30. 19 eCommerce Case Studies You Need To Steal From</p> <p>31. 7 E-Commerce Case Studies Every Marketer Can Learn From</p> <p>32. The Best Ecommerce Case Studies (63+ Success Examples) (referralcandy.com)</p>
<p><b>YouTube Videos</b></p>	<ol style="list-style-type: none"> <li>1. What is the marketplace? <a href="https://www.youtube.com/watch?v=LDkRqZtSk6E&amp;ab_channel=MBNVideos">https://www.youtube.com/watch?v=LDkRqZtSk6E&amp;ab_channel=MBNVideos</a></li> <li>2. What is an Ecommerce Marketplace? <a href="https://www.youtube.com/watch?v=DkU6tnOeJE&amp;ab_channel=webnexs">https://www.youtube.com/watch?v=DkU6tnOeJE&amp;ab_channel=webnexs</a></li> <li>3. What is eCommerce? - YouTube</li> <li>4. How online marketplaces can help local economies, not hurt them   Amane Dannouni</li> <li>5. <a href="https://www.youtube.com/watch?v=PNLwMSvPurc&amp;ab_channel=TED">https://www.youtube.com/watch?v=PNLwMSvPurc&amp;ab_channel=TED</a></li> <li>6. Innovation in a crowded marketplace   John Devlin   TEDxTysons</li> <li>7. <a href="https://www.youtube.com/watch?v=hE001FQYDDs&amp;ab_channel=TEDxTalks">https://www.youtube.com/watch?v=hE001FQYDDs&amp;ab_channel=TEDxTalks</a></li> <li>8. Best e-commerce platforms 2021</li> <li>9. <a href="https://www.youtube.com/watch?v=EMCb8A5_D2o&amp;ab_channel=SantrrelMedia">https://www.youtube.com/watch?v=EMCb8A5_D2o&amp;ab_channel=SantrrelMedia</a></li> <li>10. The future of shopping: what's in store?   The Economist</li> <li>11. <a href="https://www.youtube.com/watch?v=ad-GuV6YIMI&amp;ab_channel=TheEconomist">https://www.youtube.com/watch?v=ad-GuV6YIMI&amp;ab_channel=TheEconomist</a></li> <li>12. eCommerce Marketing Strategies - 12 Killer Tips   Marketing 360</li> <li>13. <a href="https://www.youtube.com/watch?v=7HgGiCK33ow&amp;ab_channel=Marketing360">https://www.youtube.com/watch?v=7HgGiCK33ow&amp;ab_channel=Marketing360</a></li> <li>14. Top 10 Ecommerce Marketing Tips (100% PROVEN)</li> </ol>

	<p>15. <a href="https://www.youtube.com/watch?v=3DdJ1JynG8M&amp;ab_channel=FoundrMagazine-Entrepreneur%26BusinessMagazine">https://www.youtube.com/watch?v=3DdJ1JynG8M&amp;ab_channel=FoundrMagazine-Entrepreneur%26BusinessMagazine</a></p> <p>16. Understanding online payments</p> <p>17. <a href="https://www.youtube.com/watch?v=gG5kLlfZcik&amp;ab_channel=PinnacleCart">https://www.youtube.com/watch?v=gG5kLlfZcik&amp;ab_channel=PinnacleCart</a></p> <p>18. 7 Online Payment Trends to Watch for in Ecommerce   The Journey</p> <p>19. <a href="https://www.youtube.com/watch?v=ZoXlaf9j8Ow&amp;ab_channel=GoDaddy">https://www.youtube.com/watch?v=ZoXlaf9j8Ow&amp;ab_channel=GoDaddy</a></p> <p>20. Online Marketplaces vs Ecommerce Platforms - What is the Difference?</p> <p>21. <a href="https://www.youtube.com/watch?v=9C4Gc3AFQJ4&amp;ab_channel=EcommerceGold">https://www.youtube.com/watch?v=9C4Gc3AFQJ4&amp;ab_channel=EcommerceGold</a></p> <p>22. 10 Best Payment Gateways</p> <p>23. <a href="https://www.youtube.com/watch?v=K3KwXRuQCil&amp;ab_channel=BrennanValeski">https://www.youtube.com/watch?v=K3KwXRuQCil&amp;ab_channel=BrennanValeski</a></p> <p>24. Jeff Bezos: 3 Top Tips for Success in Ecommerce <a href="https://www.youtube.com/watch?v=5XoQQprgyFg&amp;ab_channel=JungleScout">https://www.youtube.com/watch?v=5XoQQprgyFg&amp;ab_channel=JungleScout</a></p> <p>25. E-commerce for agriculture – Samoa</p> <p>26. <a href="https://www.youtube.com/watch?v=NJQCRsos7W8&amp;ab_channel=FoodandAgricultureOrganizationoftheUnitedNations">https://www.youtube.com/watch?v=NJQCRsos7W8&amp;ab_channel=FoodandAgricultureOrganizationoftheUnitedNations</a></p> <p>27. E commerce in agriculture- 7 Tips to Grow Sales in Food and AgriBusiness</p> <p>28. <a href="https://www.youtube.com/watch?v=ZL_c-mVZvk8&amp;ab_channel=ManmathBiradar">https://www.youtube.com/watch?v=ZL_c-mVZvk8&amp;ab_channel=ManmathBiradar</a></p>
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4. [https://unctad.org/system/files/official-document/dtlstictinf2020d2\\_en.pdf](https://unctad.org/system/files/official-document/dtlstictinf2020d2_en.pdf)
5. [https://uk.sagepub.com/sites/default/files/upm-assets/9598\\_book\\_item\\_9598.pdf](https://uk.sagepub.com/sites/default/files/upm-assets/9598_book_item_9598.pdf)
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## **12.7. MODULE 7 - AGRIBUSINESS COOPERATION**

### **12.7.1. 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?



### 12.7.2. Learning Objectives of the Module 7

MODULE 7. AGRIBUSINESS COOPERATION (AITOM)				
<b>Contents:</b>				
1. Introduction				
2. What is cooperation and acting together in DM?				
3. What are the Benefits of Cooperating?				
4. Types of Agribusiness Digital Marketing Cooperation				
5. Agribusiness Cooperation Examples				
LEARNING OUTCOMES				
ACHIEVEMENTS	KNOWLEDGE	SKILLS	COMPETENCES	WORKLOAD/ TOTAL DURATION (HOURS)
- Create cooperative actions or take place in cooperative movements for digital marketing.	<p>The Learner knows and understands,</p> <ul style="list-style-type: none"> <li>-Define cooperation in digital marketing</li> <li>-Explain the basic principles of cooperation.</li> <li>-Discusses the benefits of cooperation.</li> <li>-Summarize what is an effective and efficient cooperation is.</li> <li>-Review about the possibilities of Digital Marketing through organization.</li> <li>-Recognize the necessary legal regulations about cooperation</li> </ul>	<p>The Learner will be able to,</p> <ul style="list-style-type: none"> <li>- build groups for digital marketing.</li> <li>-Work in cooperation with people who have similar agricultural activities for digital marketing.</li> </ul>	<p>The Learner is ready to,</p> <ul style="list-style-type: none"> <li>-develop cooperative actions with other entrepreneurs in digital marketing.</li> </ul>	3

### 12.7.3. 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 <i>“Interprets the importance of digital marketing in the changing world.”</i>	Programme Outcome 2 <i>“Develops digital marketing content.”</i>	Programme Outcome 3 <i>“Analyses social media campaigns.”</i>	Programme Outcome 4 <i>“Manages customer relations in digital marketing.”</i>	Programme Outcome 5 <i>“Develops a digital marketing method.”</i>	Programme Outcome 6 <i>“Uses digital marketing tools.”</i>	Programme Outcome 7 <i>“Applies digital security principles in virtual environments.”</i>
<i>Define cooperation in digital marketing</i>	2	2			4	4	
<i>Explain the basic principles of cooperation.</i>	2	2			4	4	
<i>Discusses the benefits of cooperation.</i>	2	2			4	4	
<i>Summarize what is an effective and efficient cooperation is.</i>	2	2			4	4	
<i>Review about the possibilities of Digital Marketing through organization.</i>	2	2			4	4	3
<i>Recognize the necessary legal regulations about cooperation</i>	2	2			4	4	4



#### 12.7.4. Contents of the Module 7 and Tips for the Learners and the Trainers

<b>Module 7</b>	<b>Agribusiness Cooperation</b>
<b>Objectives and expected results</b>	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.
<b>Keywords</b>	Cooperation, Agricultural Cooperation, Agribusiness
<b>Duration</b>	3 hours

#### Content of the Module

##### 1. Introduction

The use of technology is increasing day by day. Technological developments and the widespread use of the internet require producers/agricultural entrepreneurs to reach their target customers in new and innovative ways such as digital media. The Covid-19 pandemic experienced worldwide has also revealed the necessity of this orientation and alternative marketing methods. With the increasing use of digital marketing activities by producers-consumers, digital marketing has become a strategically important tool for organizations in agricultural collaborations. Marketing strategies are struggling with competition in the world, especially in the agricultural sector. Representation of local economies in this struggle will only be possible with unity and solidarity.

##### 2. What is cooperation and acting together in Digital Marketing?

Collaboration/Cooperatives are an almost universal form of organization today found in practically all countries and used by people in many ways. The cooperatives are formed to secure low-cost credit, to purchase supplies and equipment for farming and household needs, to market products, even to secure many services, like electric power, irrigation, health, and insurance. It is difficult for the producer/small family farmer to fight alone within the system. In order to compete in the face of increasing market pressure, they need to cooperate with other small farmers. It is essential for them to cooperate in order to find the appropriate price, direct their production, comply with the standards and be strong against

the buyers. These collaborations have the power to increase the competitive advantage of the manufacturer in the market and improve market opportunities.

### **2.1. Definition of Cooperation and its Importance**

Cooperation is defined as the situation where people with the same goals and interests combine their work in this way. Cooperation is important for producers, who are scattered and weak in rural areas, to protect their economic interests and transform their weaknesses into collective bargaining power.

### **2.2. Benefits of Cooperating for Producer/Customer**

Cooperatives can be used in many ways to benefit people in the everyday needs of life. The meaning of cooperation is that isolated and powerless individuals can, by combining with one another, achieve advantages available to the rich and the powerful so that they may advance not only materially but also morally. Collaborative/Cooperative/Digital marketing is a marketing strategy that involves working in unison with similar companies to promote brand, minimize costs and increase sales.

## **3. Types of Agribusiness Digital Marketing Cooperation**

Producers/farmers market their products on digital platforms by creating types of cooperation that come together for different purposes. While some of these are sales-oriented cooperation, there are also social-oriented cooperation that aims to reach safe food with environmentally friendly production, where sales are not a priority, such as community supported agriculture.

### **3.1. Agricultural Cooperatives**

Agricultural cooperative or farmers' cooperative is a business organization in which a group of individuals who have common interest agreed to pool their resources together for production or to distribute goods and services for the purpose of making profit and maintaining the welfare of members. An agricultural cooperative, also known as a farmers' co-op, is a cooperative in which farmers pool their resources in certain areas of activity. Supply cooperatives supply their members with inputs for agricultural production, including seeds, fertilizers, fuel, and machinery services. In modern agriculture, cooperatives provide farmers with a dependable source of reasonably priced supplies, reliable services, and a heightened income. Cooperatives strive to effectively meet the needs of the farmer by ensuring that high-quality farm products or supplies are available.

The digitalized world has made it necessary for agricultural cooperatives to turn to digital marketing as well. Agricultural cooperatives engage in digital marketing activities through websites, social media platforms or e-mails they set up to deliver their products and services to buyers in different places outside their regions.

### **3.2. Group Initiatives on Social Media Platforms**



It is a non-institutional group formation established for the sale of local products and for the easy access of buyers, where buyers and sellers come together via Social Media Platforms. Producers/Farmers sell their products by sharing the images they create on the group pages.

### 3.3. Community Supported Agriculture

According to International Community Supported Agriculture Network, “Community Supported Agriculture” is defined by small family farms on the basis of eco-friendly production, as a relationship of cooperation and trust between producers and consumers, based on the sharing of risks, responsibilities and benefits obtained.

### 4. Agribusiness Cooperation Examples

Different examples of cooperation that bring their products to buyers with digital marketing are existed.

<p><b>Suggested Methodological Tips</b></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>
<p><b>Resources Needed</b></p>	<p>Computer/Laptop/Smartphone</p> <p>Internet Connection</p> <p>Google Chrome</p> <p>Acrobat reader, MS Office or WPS Office</p> <p>Video player programs etc.</p>
<p><b>Information Sources</b></p>	<ol style="list-style-type: none"> <li>1. <a href="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/Zacharoula_Andreopoulou/publication/308898959_Women_Cooperatives_in_the_Digital_era_as_an_Opportunity_for_Successful_Entrepreneurship/links/57f602d008ae280dd0b93751</a></li> <li>2. <a href="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/5aa01b15a6fdc22e2cd6086/Stability-Valuation-of-Some-Mixtures-between-Stimulators-and-Antibroadleaved-Herbicides-for-the-Grain-Yield-of-Durum-Wheat.pdf#page=831">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/5aa01b15a6fdc22e2cd6086/Stability-Valuation-of-Some-Mixtures-between-Stimulators-and-Antibroadleaved-Herbicides-for-the-Grain-Yield-of-Durum-Wheat.pdf#page=831</a></li> </ol>

	<ol style="list-style-type: none"> <li>3. <a href="https://www.fftc.org.tw/htmlarea_file/library/20110726094659/eb579.pdf">https://www.fftc.org.tw/htmlarea_file/library/20110726094659/eb579.pdf</a></li> <li>4. <a href="file:///C:/Users/Administrator.DESKTOP-5BU68GL/Downloads/25857200.pdf">file:///C:/Users/Administrator.DESKTOP-5BU68GL/Downloads/25857200.pdf</a></li> <li>5. Community-supported agriculture in the United States: Social, ecological, and economic benefits to farming, <a href="https://onlinelibrary.wiley.com/doi/epdf/10.1111/joac.12280">https://onlinelibrary.wiley.com/doi/epdf/10.1111/joac.12280</a></li> <li>6. Sustainability as business strategy in community supported agriculture: Social, environmental and economic benefits for producers and consumers, <a href="https://www.emerald.com/insight/content/doi/10.1108/BFJ-03-2018-0207/full/html?skipTracking=true&amp;utm_source=TrendMD&amp;utm_medium=cpc&amp;utm_campaign=British_Food_Journal_TrendMD_0&amp;WT.mc_id=Emerald_TrendMD_0">https://www.emerald.com/insight/content/doi/10.1108/BFJ-03-2018-0207/full/html?skipTracking=true&amp;utm_source=TrendMD&amp;utm_medium=cpc&amp;utm_campaign=British_Food_Journal_TrendMD_0&amp;WT.mc_id=Emerald_TrendMD_0</a></li> </ol>
<b>Websites</b>	<ol style="list-style-type: none"> <li>1. <a href="https://en.wikipedia.org/wiki/Agribusiness">https://en.wikipedia.org/wiki/Agribusiness</a></li> <li>2. <a href="https://www.fao.org/policy-support/policy-themes/sustainable-agribusiness-food-value-chains/en/">https://www.fao.org/policy-support/policy-themes/sustainable-agribusiness-food-value-chains/en/</a></li> <li>3. <a href="https://www.investopedia.com/terms/a/agribusiness.asp">https://www.investopedia.com/terms/a/agribusiness.asp</a></li> <li>4. <a href="http://www.takbi.com">http://www.takbi.com</a></li> <li>5. <a href="https://tobb.org.tr/Sayfalar/20210716-HepsiTurkiye.html">https://tobb.org.tr/Sayfalar/20210716-HepsiTurkiye.html</a></li> <li>6. <a href="https://medium.com/platformkoop/kooperatif%C3%A7ilikte-i%C7%97yi-%C3%B6rnekler-yerel-kalk%C4%B1mada-preston-ve-i%C7%97zmir-modeli-9915dcb89e0c">https://medium.com/platformkoop/kooperatif%C3%A7ilikte-i%C7%97yi-%C3%B6rnekler-yerel-kalk%C4%B1mada-preston-ve-i%C7%97zmir-modeli-9915dcb89e0c</a></li> <li>7. <a href="https://medium.com/platformkoop/kooperatifler-ile-birlikte-de%C4%9Fer-%C3%BCretmek-7255430d0108">https://medium.com/platformkoop/kooperatifler-ile-birlikte-de%C4%9Fer-%C3%BCretmek-7255430d0108</a></li> <li>8. <a href="http://www.platformkoop.org/">http://www.platformkoop.org/</a></li> <li>9. <a href="https://torku.com.tr/en">https://torku.com.tr/en</a></li> <li>10. <a href="https://gidatopluluklari.org/">https://gidatopluluklari.org/</a></li> <li>11. <a href="https://www.ekoharita.org/projeler/toplulukdesteklitarim/">https://www.ekoharita.org/projeler/toplulukdesteklitarim/</a></li> <li>12. <a href="https://www.cngfarming.org/">https://www.cngfarming.org/</a></li> <li>13. <a href="https://www.guneskoy.org.tr/">https://www.guneskoy.org.tr/</a></li> <li>14. <a href="https://www.openfoodnetwork.org/">https://www.openfoodnetwork.org/</a></li> <li>15. <a href="https://www.acikgida.com/">https://www.acikgida.com/</a></li> </ol>

**YouTube Videos**

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2. <https://youtu.be/DChZsUDZ-s4?list=PLzp5NgJ2-dK6rvL0nelyknuTmM-3QKwBh>
3. <https://www.youtube.com/watch?v=ShoD-FOIMUY>
4. [https://www.youtube.com/watch?v=\\_UulgefyYvY](https://www.youtube.com/watch?v=_UulgefyYvY)
5. <https://www.youtube.com/watch?v=iLkNZsDXLpw>
6. <https://www.youtube.com/watch?v=wZaumnlt29k>
7. <https://www.youtube.com/watch?v=wZaumnlt29k>
8. <https://www.youtube.com/watch?v=tQ5jADa0DAs>
9. [https://www.youtube.com/watch?v=TTf\\_VXparLY](https://www.youtube.com/watch?v=TTf_VXparLY)
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## **12.8. MODULE 8 - PERSONAL CYBER SECURITY**

### **12.8.1. 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

## 12.8.2. Learning Objectives of the Module 8

MODULE 8. PERSONAL CYBER SECURITY (ADU)				
<b>Contents:</b> <ol style="list-style-type: none"> <li>1. Definitions and importance of cyber security</li> <li>2. Social media security</li> <li>3. Wireless security</li> <li>4. Threats and vulnerabilities</li> <li>5. Password security</li> </ol>				
LEARNING OUTCOMES				
ACHIEVEMENTS	KNOWLEDGE	SKILLS	COMPETENCES	WORKLOAD / TOTAL DURATION (HOURS)
-Take necessary measures to ensure information security.	The Learner knows and understands, <ul style="list-style-type: none"> <li>-Explain the importance of information security.</li> <li>-Distinguishes social media posts that may violate privacy and security.</li> <li>- Discuss the security of public wireless networks.</li> <li>-Outline the threats and vulnerabilities.</li> <li>-Define the features of a strong password.</li> </ul>	The Learner is able to, <ul style="list-style-type: none"> <li>-Configure the security and privacy settings of social media sites.</li> <li>-Distinguish spam, phishing or another form of attack.</li> <li>-Apply characteristics of strong passwords.</li> </ul>	The Learner is ready to, <ul style="list-style-type: none"> <li>-Apply personal data protection strategies in the online services.</li> </ul>	4



### 12.8.3. 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 <i>“Interprets the importance of digital marketing in the changing world.”</i>	Programme Outcome 2 <i>“Develops digital marketing content.”</i>	Programme Outcome 3 <i>“Analyses social media campaigns.”</i>	Programme Outcome 4 <i>“Manages customer relations in digital marketing.”</i>	Programme Outcome 5 <i>“Develops a digital marketing method.”</i>	Programme Outcome 6 <i>“Uses digital marketing tools.”</i>	Programme Outcome 7 <i>“Applies digital security principles in virtual environments.”</i>
<i>Explain the importance of information security.</i>	2					3	5
<i>Distinguishes social media posts that may violate privacy and security.</i>	2					3	5
<i>Discuss the security of public wireless networks.</i>	2					3	5
<i>Outline the threats and vulnerabilities</i>	2			3	3	3	5
<i>Define the features of a strong password.</i>	2			3	3	3	5

### 12.8.4. Contents of the Module 8 and Tips for the Learners and the Trainers

Module 8	CONTENT IN PERSONAL CYBER SECURITY
<b>Objectives and expected results</b>	<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>
<b>Keywords</b>	Social media security, Wireless security, threats and vulnerabilities, Password security
<b>Duration</b>	4 hours
<p><b>Content of the Module</b></p> <ol style="list-style-type: none"> <li> <b>Definitions and importance of cyber security</b>            Importance of cyber security in digital age. Understanding web security. What is malicious software? Ethical issues in cyber security and three pillars of cyber security: Confidentiality, integrity and availability.         </li> <li> <b>Social media security</b>            How social media change our social life? Things to consider while sharing, Facebook security and privacy settings, Instagram security and privacy settings, Twitter security and privacy settings.         </li> <li> <b>Wireless security</b> </li> </ol>	



The new way of fast connectivity: Benefits and things to consider. What is wi-fi security? Three types of wifi encryption protocols: Wep, Wpa and Wpa2. Security and privacy settings of a web browser. Security and privacy settings of an android device and Security and privacy settings of a ios device.

**4. Threats and vulnerabilities**

Differences between risk, threat and vulnerability. Types of cybersecurity threats. What is malware? What does malware do? How malware infects to a device? How can we understand the infection? How can we protect from malware? Differences between Spam and Phishing? How do a spam and phishing work? How do we prevent from spam and phishing attacks?

**5. Password security**

Why password security is important? What is the impact on individuals and e-marketing? How to create a strong password? Common password security threats.

<p><b>Suggested Methodological Tips</b></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>
<p><b>Resources Needed??</b></p>	<p>Computer/Laptop/Smartphone</p> <p>Internet Connection</p> <p>Google Chrome</p> <p>Acrobat reader, MS Office or WPS Office</p> <p>Video player programs etc.</p> <p>E-mail, Facebook, Instagram, Twitter accounts.</p>
<p><b>Information Sources</b></p>	<p>1.<a href="https://www.coursera.org/lecture/information-security-data/what-is-information-security-1qTtP">https://www.coursera.org/lecture/information-security-data/what-is-information-security-1qTtP</a></p> <p>2. <a href="https://en.wikipedia.org/wiki/Information_security">https://en.wikipedia.org/wiki/Information_security</a></p> <p>3.<a href="https://www.futurelearn.com/courses/introduction-to-cyber-security">https://www.futurelearn.com/courses/introduction-to-cyber-security</a></p> <p>4.<a href="https://www.open.edu/openlearn/science-maths-technology/information-security/content-section-0?intro=1">https://www.open.edu/openlearn/science-maths-technology/information-security/content-section-0?intro=1</a></p>

	<p>5. <a href="https://www.reed.co.uk/courses/level-2-certificate-in-cyber-security/337876#/courses/free/cyber-security">https://www.reed.co.uk/courses/level-2-certificate-in-cyber-security/337876#/courses/free/cyber-security</a></p> <p>6. <a href="https://elearning.iaea.org/m2/course/index.php?categoryid=104">https://elearning.iaea.org/m2/course/index.php?categoryid=104</a></p> <p>7. <a href="https://agora.unicef.org/course/info.php?id=12037">https://agora.unicef.org/course/info.php?id=12037</a></p>
<b>Websites</b>	<p>1. <a href="https://en.wikipedia.org/wiki/Information_security">https://en.wikipedia.org/wiki/Information_security</a></p> <p>2. <a href="https://www.cisco.com/c/en/us/products/security/what-is-information-security-infosec.html">https://www.cisco.com/c/en/us/products/security/what-is-information-security-infosec.html</a></p> <p>3. <a href="https://www.imperva.com/learn/data-security/information-security-infosec/">https://www.imperva.com/learn/data-security/information-security-infosec/</a></p> <p>4. <a href="https://www.itgovernance.co.uk/what-is-cybersecurity">https://www.itgovernance.co.uk/what-is-cybersecurity</a></p> <p>5. <a href="https://www.ibm.com/topics/cybersecurity">https://www.ibm.com/topics/cybersecurity</a></p> <p>6. <a href="https://www.cyber.gov.au/">https://www.cyber.gov.au/</a></p> <p>7. <a href="https://ecs-org.eu/">https://ecs-org.eu/</a></p> <p>8. <a href="https://whatyouneedtoknow.co.uk/showreel/">https://whatyouneedtoknow.co.uk/showreel/</a></p>
<b>YouTube Videos</b>	<p>1. <a href="https://www.youtube.com/watch?v=7L9JerWIT3Y">https://www.youtube.com/watch?v=7L9JerWIT3Y</a></p> <p>2. <a href="https://www.youtube.com/watch?v=eUxUUarTRW4">https://www.youtube.com/watch?v=eUxUUarTRW4</a></p> <p>3. <a href="https://www.youtube.com/watch?v=kIJu-KR-jcs">https://www.youtube.com/watch?v=kIJu-KR-jcs</a></p> <p>4. <a href="https://www.youtube.com/watch?v=inWWhr5tnEA">https://www.youtube.com/watch?v=inWWhr5tnEA</a></p> <p>5. <a href="https://www.youtube.com/watch?v=-Z3pp14oUiA">https://www.youtube.com/watch?v=-Z3pp14oUiA</a></p> <p>6. <a href="https://www.youtube.com/watch?v=n8mbzU0X2nQ">https://www.youtube.com/watch?v=n8mbzU0X2nQ</a></p> <p>7. <a href="https://www.youtube.com/watch?v=jlylqjOlqzY">https://www.youtube.com/watch?v=jlylqjOlqzY</a></p> <p>8. <a href="https://www.youtube.com/watch?v=Zbqo7MGVElw">https://www.youtube.com/watch?v=Zbqo7MGVElw</a></p> <p>9. <a href="https://www.youtube.com/watch?v=f8iG8i2XiY8">https://www.youtube.com/watch?v=f8iG8i2XiY8</a></p> <p>10. <a href="https://www.youtube.com/watch?v=L1imjki03BQ">https://www.youtube.com/watch?v=L1imjki03BQ</a></p>

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## **12.9. MODULE 9- PRIVACY AND SECURITY IN DIGITAL MARKETING**

### **12.9.1. 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



### 12.9.2. Learning Objectives of the Module 9

MODULE 9- PRIVACY AND SECURITY IN DIGITAL MARKETING (SOYED)				
<b>Contents:</b>				
1. Introduction				
2. Importance of Privacy and Security in Digital Marketing				
3. Security and privacy vulnerabilities affecting digital marketing				
4. Tips for Keeping Digital Marketing Safe				
LEARNING OUTCOMES				
ACHIEVEMENTS	KNOWLEDGE	SKILLS	COMPETENCES	WORKLOAD/ TOTAL DURATION (HOURS)
-Continue their digital marketing activities safely.	The Learner knows and understands, -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.	The Learner is able to, -Recognize all kinds of security vulnerabilities that hinder marketing and develops solutions. - Keep the marketing system up-to-date for future security vulnerabilities. -	The Learner is ready to, -Apply e-commerce security strategies in the online services.	5

### 12.9.3. 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 <i>“Interprets the importance of digital marketing in the changing world.”</i>	Programme Outcome 2 <i>“Develops digital marketing content.”</i>	Programme Outcome 3 <i>“Analyses social media campaigns.”</i>	Programme Outcome 4 <i>“Manages customer relations in digital marketing.”</i>	Programme Outcome 5 <i>“Develops a digital marketing method.”</i>	Programme Outcome 6 <i>“Uses digital marketing tools.”</i>	Programme Outcome 7 <i>“Applies digital security principles in virtual environments.”</i>
<i>Recognize the importance of security and privacy in digital marketing.</i>	2				3	4	5
<i>Identify security vulnerabilities affecting digital marketing.</i>	2				3	4	5
<i>Define the confidential information of the business and its customers.</i>	2				3	4	5



#### 12.9.4. Contents of the Module 9 and Tips for the Learners and the Trainers

Module 9	PRIVACY AND SECURITY IN DIGITAL MARKETING
<p><b>Objectives and expected results</b></p>	<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.</p> <p>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 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.</p> <p>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>
<p><b>Keywords</b></p>	<p>vulnerability, digital marketing, social media marketing, privacy and security</p>
<p><b>Duration</b></p>	<p>5 hours</p>

## **Content of the Module**

### **1. Introduction**

#### **1.1. What is digital marketing, why is it important for entrepreneurs?**

In our age, the primary goal for every entrepreneur is to provide healthy service to potential customers. Aware of this, entrepreneurs use digital marketing tools as an important instrument. For those who are new to their business or want to improve their business, digital marketing provides a great area of movement. An entrepreneur needs to be aware of these opportunities.

#### **1.2. What are digital marketing tools?**

Digital marketing tools are resources or tools used to increase the effectiveness of digital marketing services. All the methods we use to expand our digital marketing campaigns and marketing communication constitute digital marketing.

#### **1.3. How to use digital marketing tools?**

Every entrepreneur/manager needs to have at least a basic level of knowledge of how to use digital marketing tools. Entrepreneurs are the ones who know the goods and services they produce best. Therefore, they have to gain experience in marketing their own products in the right ways. All entrepreneurs should have an adequate level of training on how to use digital marketing tools in the healthiest way.

### **2. Importance of Privacy and Security in Digital Marketing**

#### **2.1. What does digital marketing security and privacy mean?**

On a network established with digital security, internet and computer programs; health information, bank information, personal data, transportation and location information are all measures taken to protect. For entrepreneurs who use or want to use digital marketing methods, digital security has become an increasingly important concept. Digital marketing security and confidentiality to keep all information belonging to the business or customers safe during any digital marketing activities; the protection of this information, the failure to reach the hands of harmful persons or institutions, the confidentiality between the business and the customer.

#### **2.2. Why is security and privacy important in digital marketing?**

Protecting all our data belonging to customers and the business has become the number one priority in the new marketing scheme, where digital tools and data are more and more integrated into business processes every day. Research shows how important it is to ensure



the digital security of businesses. In addition, cyberattacks that even very large companies suffer from time to time show that privacy and security measures are always at risk in digital marketing.

### 3. Security and privacy vulnerabilities affecting digital marketing

In light of the information provided above, you have seen how important privacy and security concepts are to digital marketers. There are many techniques developed in digital marketing. What security and privacy vulnerabilities do these techniques create? The following information is a guide for entrepreneurs who want to protect their business from digital attacks.

As an entrepreneur, you should be careful if you use a classic website to market your products. Data hackers are carrying out more extensive attacks, especially on shopping websites. The biggest goal of hackers is to obtain customers' personal data in these attacks and sell them illegally. They can try anything to achieve this goal.

<p><b>Suggested Methodological Tips</b></p>	<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>
<p><b>Resources Needed</b></p>	<p>Computer/Laptop/Smartphone</p> <p>Internet Connection</p> <p>Facebook, Instagram, E-mail accounts</p> <p>Acrobat reader, MS Office or WPS Office</p> <p>Video player programs etc.</p>
<p><b>Information Sources</b></p>	<ol style="list-style-type: none"> <li>1. <a href="https://www.varonis.com/blog/data-breach-statistics">https://www.varonis.com/blog/data-breach-statistics</a></li> <li>2. <a href="https://www.researchgate.net/publication/343996688_Exploring_Cybersecurity_Threats_in_Digital_Marketing">https://www.researchgate.net/publication/343996688_Exploring_Cybersecurity_Threats_in_Digital_Marketing</a></li> <li>3. <a href="https://iopscience.iop.org/article/10.1088/1757-899X/940/1/012065">https://iopscience.iop.org/article/10.1088/1757-899X/940/1/012065</a></li> </ol>

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<b>YouTube Videos</b>	<ol style="list-style-type: none"> <li>1. <a href="https://www.youtube.com/watch?v=bixR-KIJKYM">https://www.youtube.com/watch?v=bixR-KIJKYM</a></li> <li>2. <a href="https://www.youtube.com/watch?v=I2pwcAVonKI">https://www.youtube.com/watch?v=I2pwcAVonKI</a></li> <li>3. <a href="https://www.youtube.com/watch?v=3BEUQ0X9IBo">https://www.youtube.com/watch?v=3BEUQ0X9IBo</a></li> <li>4. <a href="https://www.youtube.com/watch?v=peFcxwPF2w">https://www.youtube.com/watch?v=peFcxwPF2w</a></li> <li>5. <a href="https://www.youtube.com/watch?v=GY3AzTI9tXo">https://www.youtube.com/watch?v=GY3AzTI9tXo</a></li> <li>6. <a href="https://www.youtube.com/watch?v=xSuYOpWX3io">https://www.youtube.com/watch?v=xSuYOpWX3io</a></li> <li>7. <a href="https://www.youtube.com/watch?v=H_gh-mc3Dac">https://www.youtube.com/watch?v=H_gh-mc3Dac</a></li> <li>8. <a href="https://www.youtube.com/watch?v=LLp3AcT-7U8">https://www.youtube.com/watch?v=LLp3AcT-7U8</a></li> <li>9. <a href="https://www.youtube.com/watch?v=f_2evV6Fa-s">https://www.youtube.com/watch?v=f_2evV6Fa-s</a></li> <li>10. <a href="https://www.youtube.com/watch?v=gJIN_n16H3c">https://www.youtube.com/watch?v=gJIN_n16H3c</a></li> </ol>



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