

## **Session Plan: Business sustainability, marketing, and social networks**

**Duration:** 2 hours

**Teacher:**

**Aim of session:** This module presents an introduction to digital marketing with a focus on social media marketing, and on how to improve your company's online presence to ensure its sustainability.

**Learning Outcomes:**

Learners will be able to engage in practical activities and produce a self reflection log.

Learners will

- Objective 1 – Learn what marketing is and its role in the sustainability of a business
- Objective 2 – Learn about digital marketing
- Objective 3 – Learn how social networks can help a business sustain itself
- Objective 4 – Learn how to attract, interact and build customer loyalty

Timing	Trainer activities	Learner activities	Resources required	How is inclusion catered for?	How it impacts on target group of Women	Assessment methods	What opportunities do learners have to practise their skills
0-10	Introduction. What do you think - Icebreaker	Sharing opinions Discussion	PowerPoint, projector, laptop, Flipchart paper	All learners addressed and any questions answered.	The concepts and tools taught in this module can help improve women marketing and digital ICT skills to support their entrepreneurial ideas.	Quiz and tutorials at the end	Apply the 5P's strate to their activities  Implement a digital marketing strategy  Create a social medi platform to dissemi a business
10-20	<b>Introduction – Contents</b>	Presentation- listening, questions	PowerPoint	All learners addressed and any questions answered.	The concepts and tools taught in this module can help improve women marketing and digital ICT skills to support their entrepreneurial ideas.	Quiz and tutorials at the end	Apply the 5P's strate to their activities  Implement a digital marketing strategy  Create a social medi platform to dissemi a business
20-50	<b>Topic 1- THE ROLE OF MARKETING IN THE SUSTAINABILITY OF A BUSINESS</b>	Presentation- listening, questions	PowerPoint	All learners addressed, any questions answered. Group participation encouraged.	The concepts and tools taught in this module can help improve women marketing and digital ICT skills to support their entrepreneurial ideas.	Quiz and tutorials at the end	Apply the 5P's strate to their activities  Implement a digital marketing strategy  Create a social medi platform to dissemi a business

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50 - -60	<b>Topic 2- WHAT IS DIGITAL MARKETING?</b>	Presentation-listening, questions	PowerPoint	All learners addressed, any questions answered. Group participation encouraged.	The concepts and tools taught in this module can help improve women marketing and digital ICT skills to support their entrepreneurial ideas.	Quiz and tutorials at the end	Apply the 5P's strategy to their activities Implement a digital marketing strategy Create a social media platform to disseminate a business
60-70	TEA BREAK						
70 -85	<b>Topic 3- WHY IS SOCIAL MEDIA IMPORTANT FOR A BUSINESS?</b>	Presentation-listening, questions	PowerPoint	All learners addressed, any questions answered. Group participation encouraged	The concepts and tools taught in this module can help improve women marketing and digital ICT skills to support their entrepreneurial ideas.	Quiz and tutorials at the end	Apply the 5P's strategy to their activities Implement a digital marketing strategy Create a social media platform to disseminate a business
85 -105	<b>Time to practice - Quiz</b>	Exercise and Feedback	PowerPoint	All learners addressed, any questions answered. Group participation encouraged	The concepts and tools taught in this module can help improve women marketing and digital ICT skills	Quiz	Apply the 5P's strategy to their activities Implement a digital marketing strategy Create a social media

Timing	Trainer activities	Learner activities	Resources required	How is inclusion catered for?	How it impacts on target group of Women	Assessment methods	What opportunities do learners have to practise their skills
					to support their entrepreneurial ideas.		platform to disseminate a business
105-115	<b>Time to practice - Second practical activity: Implement a digital marketing strategy for your business</b>	Exercise and Feedback	PowerPoint	All learners addressed, any questions answered. Group participation encouraged	The concepts and tools taught in this module can help improve women marketing and digital ICT skills to support their entrepreneurial ideas.	reflection	Apply the 5 P's strategy to their activities  Implement a digital marketing strategy  Create a social media platform to disseminate a business