**COMPLEMENTARY SUPPORT PLAN**

**Subject: Technology and informatics Course: 9º Period:** IV **Year:** 2024

**RECOMMENDATIONS**

*Each period the teacher formulates a problematic question or problem situation related to the learning goals that help the student prepare to support their knowledge and competency levels from each area. This process is scheduled from tuesday, october 17 through Thursday, october 20, 2023. The student must review the concepts listed below with the help of class notes, notebook and work guides, in order to present a presentation that shows the acquired competencies.*

1. **Problematizing question**

How does digital marketing contribute to the promotion of my brand and differentiation from the competition?

1. **Learning goals**

* Identifies the main digital marketing tools
* Differentiates the steps to elaborate a digital marketing plan
* Recognizes social networks as a means of advertising diffusion

1. **Academic concepts developed during the period**

* Digital marketing. Basic concepts, importance, application, types.
* Advertising and positioning
* Creation of web pages through administrators and content managers such as platforms like Google Sites or Webnode.
* "Final project - Development of digital marketing plan through websites and social networks to a business idea.
* E-commerce: basic concepts, importance, models and strategies.
* Media: social networks, platforms, websites (online store, WhatsApp, Instagram Facebook, Dropshipping).

1. **Bibliographic references**

* <https://www.rdstation.com/co/marketing-digital/>
* Álvarez, Juan Carlos. Informatic guide. Colegio Ferrini. First edition. 2022
* <https://rockcontent.com/es/blog/comercio-electronico>