# **Module 5 Study Guide - Learning Objectives**

***Please read the study guide (learning objectives) before completing the reading for each module. This will help you focus on the most important concepts in each module.***

1. Define Search Engine Optimization.
2. Define digital marketing, content marketing.
3. Discuss advantages of digital marketing over traditional media.
4. Differentiate between organic and sponsored search results.
5. Differentiate between paid, earned, and owned social media.
6. Identify the objectives of social media marketing.
7. Recognize examples of and differentiate between the elements of the 4E framework:
   1. Excite
   2. Educate
   3. Experience
   4. Engage
8. Define guerrilla marketing and discuss its key characteristics.
9. Select appropriate Media Mix for a campaign.
10. Make informed media buying decisions while managing the campaign budget.