



Teacher Guide

Lesson Theme: The Business of Staying In Business

Lesson Sequence: Digital Presence

Delivery Mode: Hybrid: Classroom & Online

SDG Focus: Decent Work and Economic Growth (UN SDG 8): *Decent Work and Economic Growth: Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.*

Framework: Inquiry-Based Learning

Lesson Sequence Overview

In today's digital world, a strong online presence is essential for business success. This lesson will help students understand the importance of digital activation, including branding, websites, social media, e-commerce, and online customer engagement. Students will analyse how businesses on the Central Coast can leverage digital tools to reach customers, grow, and remain competitive.

Key Features of Lesson Sequence

- **Interdisciplinary Approach:** Commerce and Career Education to provide a holistic understanding of digital presence and its impact on business success.
- **Real-World Impact:** Students work on actual challenges for business
- **Industry Engagement:** Students are learning from leading Digital Marketing Agency, TalkAgency, located on the Central Coast
- **Online Learning:** Incorporates online learning resources and digital tools, to enhance the learning experience and provide flexibility.
- **Awarding of Central Coast Education Network's Credential:** Students who successfully complete the lesson and demonstrate their understanding of digital presence will be awarded the Central Coast Education Network's Credential, recognising their achievement and skills.

(Suggested) Syllabus Outcomes Alignment

This learning sequence can be aligned with the Stage 5 Commerce syllabus outcomes in the following way:

- **Economic and Business Concepts (CO5-ECB-01):** The lesson will cover economic, and business concepts related to digital marketing, e-commerce, and online customer engagement.
- **Nature and Role of Work (CO5-WOR-01):** Students will explore the role of digital marketing and online presence in modern business practices and career pathways.

- **Decision Making (CO5-DEC-01):** Students will investigate and assess digital marketing trends, tools, and strategies to make informed decisions for their digital activation campaigns.
- **Problem Solving (CO5-PRO-01):** The lesson will involve evaluating and applying digital marketing strategies to solve problems and address issues faced by local businesses.
- **Communication (CO5-COM-01):** The lesson will emphasize the importance of effective communication in digital marketing, including the use of various digital tools and platforms to convey concepts and ideas.

Suggested Lesson Structure (Hybrid/In Class)

Lesson #	Learning Objective	Key Knowledge by the End of the Lesson
1	Introduction to Marketing	Students will understand the digital marketing funnel and its relevance to business goals.
2	Understanding Business	Students will develop a strategy for a mock business including mission, audience, USP, and goals.
3	Website Optimisation	Students will evaluate website user experience and apply optimisation techniques (CRO).
4	Email Marketing	Students will learn how to build an email list and plan a basic campaign.
Assessment	Digital Marketing Strategy	The student will submit for evaluation a comprehensive Digital Marketing Strategy for a local business or a potential business concept they are considering.

Teacher Instruction

1. Ensure parent/career permission has been given for students to access third party Learning Management Systems (LMS). Link:
 - a. Permission forms for access and issuing digital credentials.
2. Provide students with access to [Digital Presence Course Content on LMS \(link\)](#).
3. Provide students with access to an accompanying student (individual or groups) workbook (when accessing from Canva, ensure the students make their own copy and save):
 - a. [Canva](#)
 - b. [Download PowerPoint Presentation](#) – Student Work Book

Delivery

The lesson sequence is aligned to the resources and activities in the LMS. Student learning will be reflected in the student workbook to be completed through this process.

Assessment

The following rubric provides a guide for assessing students during the Digital Presence Lesson Sequence and in preparing a Digital Marketing Strategy for a local business or their own business idea. Note that the assessment is connected to work completed by the students in their workbook-presentation and assessment scores in the LMS, which will be provided to you. Alternatively, the student project can be assessed by the Education Networks team on your behalf.

Grade	Description	Evidence
A	Outstanding demonstration of digital marketing knowledge and application across all modules. High-level strategic thinking, consistent reflection, and deep engagement with workbook tasks.	All workbook sections completed in detail. 90–100% average quiz score. Clear links to business goals, personas, buyers journey, and campaign planning. Uses marketing language and strategic reasoning throughout.
B	Strong understanding and application of key concepts. Strategic decisions are mostly sound. Workbook tasks are well completed with evidence of thoughtful planning and research.	Most workbook sections completed. 75–89% quiz score average. Demonstrates clear understanding of marketing concepts with relevant examples.
C	Sound knowledge of digital marketing. Workbook tasks are completed with basic application of concepts. Strategy is clear but may lack depth in analysis or creativity.	Workbook completed adequately. 50–74% quiz score average. Strategy is logical but lacks analysis. Some inconsistencies in applying terminology.
D	Basic grasp of key concepts. Workbook shows limited application or understanding. Strategy may be incomplete or lack clarity.	Workbook partially complete. 35–49% quiz score average. Demonstrates emerging understanding but limited application of strategy.
E	Limited understanding of digital marketing. Tasks are incomplete or do not demonstrate comprehension of outcomes.	Few workbook sections completed. Below 35% quiz score average. Does not demonstrate grasp of key marketing concepts or structure.

Student Digital Credentials

Students completing the lesson sequence are invited to apply for a Central Coast Education Networks Digital Credential.

In Central Coast Education Networks, we recognise and celebrate the learning and contributions of all, from student achievements and teacher development to industry and partner participation.

When we credential and badge these achievements, we're also capturing valuable data insights and reflections, enhancing our understanding of stakeholders and enabling us to be genuine collaborators and supporters of their journeys in our Central Coast Education

Your students, should they choose, will be applying for the Central Coast Education Networks Credential 'Business Builder—Emerging Digital Marketer'. To complete this application, students will be directed to a short online questionnaire.

Note: As students' names and emails are collected during the application process, parental or carer consent is required for students under sixteen (16) for the credential to be issued.

Parents/Carers can complete this consent here:

<https://centralcoast.educationnetworks.com.au/credentials-digital-badges/parent-carer-information>



Contacts

Questions regarding this learning sequence and Central Coast Education Networks can be directed to Duncan Burck, Project Lead:

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<https://centralcoast.educationnetworks.com.au>

A teacher group chat has also been established in the LMS for this learning Sequence and can be accessed here: [Teacher Community](#)