

Module 2: Instructor Guide

This course is designed for multiple audiences for those who are in undergraduate marketing programs, certificate programs, two-year Associate Degree programs and those who are taking this class as a Concurrent Enrollment (CE) course through their high school. Through this class students can learn the methods and strategies that will enable them to become better marketing practitioners.

Overview:

In this module, we will describe the general structure of electronic networks, social media platforms, applications, websites, and mobile media.

Read “Module 2: Lecture Guide Part I” document before having the students complete the following discussions/activities and assignments.

In-Class Activity to lead to a Discussion #1

In about 100 words, outline the advantages and disadvantages of using circuit-switched and packet-switched networks to transmit data.

In-Class Activity to lead to a Discussion #2

In two or three paragraphs, explain the hyperlinked structure of the Web and why it is important.

In-Class Activity to lead to a Discussion #3

In about 100 words, describe two or three situations (business or personal) in which you might find a personal area network to be useful.