

Module 3: E-MARKETING

Lesson 1: Digital Skills

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Unit 1	DIGITAL SKILLS
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Topic 3	Digital skills: basic skills
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Module: Learning Outcomes

Module 3: E-MARKETING

Lesson 1: Digital Skills

Introduction to the Module: In this module, one of the most important issues related to Electronic Commerce today is developed. Digital Marketing (E-Marketing) has become a fundamental tool for the sale of products. The Module attends to essential topics of E-Marketing, such as the development of digital skills and knowing what factors influence the behavior of customers and, thus, creating successful sales strategies. The presentation of the product (packaging) and the different shipping and payment methods are also highly valued by customers, which is why they have a specific development in this module

Introduction to Lesson 1: In this lesson, the most important concepts related to digital skills are explained, from the most basic to the most advanced. The learning and improvement of digital skills are directly related to the management of strategies and tools used in Commerce and EMarketing.

Knowledge

Apply the theoretical knowledge acquired on digital skills

Apply, in a practical way, digital skills in the field of E-Marketing

Skills

Analyze the digital skills necessary for E-Marketing, to improve them and learn new ones

Competences

Develop new skills in the field of E-Marketing

Unit 1: Digital Skills

Topic 1: What are Digital Skills?

- Advancement in technology has changed the world. Many tasks that were previously done in person have now been carried out online, which has led to the acquisition of a series of digital skills that were previously only used by those who worked in certain sectors. Those skills have spread to the rest of the population.
- **Digital skills** are defined as the "**ability to interact with digital technologies**".
- It is the new generations that are demonstrating greater management in digital skills, being born and growing up in a technological world, where the use of the Internet, social networks, APPs and the use of mobile devices are part of their day to day.

Topic 1: What are Digital Skills?

- Digital skills are no longer used in certain settings, such as technological jobs or play environments. Today, its applications have spread. A very clear example is the field of education.
- Digital skills in teaching have been shown to be of special importance, especially in recent years with the arrival of COVID-19. This new "virtual education" has become a field that stands out for being highly innovative.

Read more: <https://www.unesco.org/en/articles/digital-skills-critical-jobs-and-social-inclusion>

Topic 2: Importance of developing digital skills

- The takeoff of technology in recent years has meant progress in many aspects. One of them is that many procedures that we used to do in person have now been digitized.
- This digitization has been strongly linked to education. Although digital tools have been used for years, with the arrival of Covid19, education has come to have a strong online presence. Teachers and trainers are up to date on digital skills.
- Undoubtedly, digitization has drastically influenced jobs and more and more skills are required of workers. The workplace in companies is one of the segments that requires the most demand in learning new skills

Read more: <https://youtu.be/69Y3XTOzYiE>

Topic 2: Importance of developing digital skills

- Digital skills have become essential for both workers and companies. Improving these skills and learning new ones are closely related to increased efficiency and innovation in new products and services.
- Technological advances and the use of more and more digital tools have meant, however, that older people or those who do not have access to technology are left out of a digital world. It is essential to take this into account when defining how and where to sell products and services and what marketing strategies may be most useful for this type of customer.

Read more: https://www.linkedin.com/pulse/what-digital-skills-why-important-rto-managing-director?trk=pulse-article_more-articles_related-content-card

Topic 3: Digital Skills. Basic skills

- Whatever your profession, managing digital skills will help you move in a digitized world. Simple actions, such as sending emails and searching for information on the Internet, have become basic in our daily lives.
- These ***basic digital skills*** are grouped into 5 areas:
 - **Digital literacy**
 - **Communication and collaboration**
 - **Digital content creation**
 - **Digital security**
 - **Problem solving**

Topic 3: Digital Skills. Basic skills

- Each of these areas is divided into specific skills to develop within each area. How to know what skills to develop? Answering questions like: Do you use advanced Google search and its filters? Do you have the ability to detect fake news on the web? Do you look for the sources of news before publishing it? Do you make backup copies of your documents or use Drive, Dropbox or some other Cloud solution? Do you manage social networks? Do you have a job profile on LinkedIn? Do you know how to share documents or edit videos or photos? Are you aware of the footprint you leave on the Internet by sharing private information?

Read more: <https://digital-competence.eu/dc/en/front/what-is-digital-competence/>
and <https://elvisitantedigital.com/competencias-digitales-basicas/>

Topic 4: Digital Skills. Advanced digital skills

- For the most experienced people, their digital skills go beyond basic skills.
- Advanced digital skills include the following: creating an online store, digital selling, data analysis and programming or digital marketing.
- In order to improve digital skills, some of the most demanded are:
Cybersecurity, Web and App Development, Customer Service, Digital Image and Video Editing, Cloud Technology and E-commerce, Digital Business Analysis and Digital Project Management.

Read more: <https://devskiller.com/what-are-digital-skills/> and <https://devskiller.com/talentboost/>

Topic 5: Digital skills and E-Commerce

In E-Commerce, sales and marketing knowledge are essential. But it should be remembered that being competent in digital skills is a plus, since more and more companies and services require these skills.

Read more:

<https://www.techtarget.com/searchcontentmanagement/answer/What-IT-skills-are-required-for-e-commerce>

7 technical skills that can benefit e-commerce teams

- 1 Software development
- 2 UX design
- 3 SEO
- 4 Digital marketing
- 5 Data cleaning
- 6 Data analytics
- 7 AI



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Learning Activity 1: Know your digital skills!

Educational goal	Type of activity	Content	Additional materials
Website management	Simulation	The test includes specific questions on examples related to different digital skills. Answer the test and make a brief summary with the results, including skills to develop or improve	https://europa.eu/europass/en/europass-tools/test-your-digital-skills

Learning Activity 2: Crafts in a single click!

Educational goal	Type of activity	Content	Additional materials
<p>Management of search browsers and use of filters</p> <p>Management of Social Networks</p> <p>Using documents, such as Word or Excel</p>	<p>Individual exercise</p>	<p>Look for information on the Internet related to the field of crafts. You can specify according to your interests. Collect the different resources or sources in a table.</p> <p>Example of resources or sources: social networks, applications for the sale of products or services, resources or training companies, etc</p>	<p>https://www.craftingeurope.com/crafting-business-overview/#</p>

Learning Activity 3: This is me!

Educational goal	Type of activity	Content	Additional materials
Video editor management Social media management	Individual exercise	Explain, in a video of no more than 1 minute and a half, your experience in crafts, what products you make, what products you would like to sell, etc. Use the channel you prefer to share it (Instagram, Facebook, Youtube, etc)	Tutorials on how to record and edit videos

Evaluation

Question 1:

Where have digital skills found expanded applications, and what field has seen significant innovation due to their importance?

- a) Digital skills are no longer relevant in technological jobs or play environments.
- b) Digital skills are only applicable in traditional educational settings.
- c) Digital skills have expanded to various areas, including teaching, with a notable example being virtual education.
- d) Digital skills are limited to specific industries, excluding education.

Correct answer: c) Digital skills have expanded to various areas, including teaching, with a notable example being virtual education.

Question 2:

How has the takeoff of technology in recent years impacted various aspects of society, including education and jobs?

- a) Technology has led to a decline in digitized procedures and a stronger focus on in-person interactions.
- b) Digitization has led to progress in many areas, including education with a strong online presence and increased demand for new skills in the workplace.
- c) The demand for new skills in the workplace has decreased due to technology's influence.
- d) With the arrival of Covid19, education has shifted away from online presence, and teachers and trainers have stopped updating their digital skills.

Correct answer: b) Digitization has led to progress in many areas, including education with a strong online presence and increased demand for new skills in the workplace.

Question 3:

What are the areas into which basic digital skills are grouped?

- a) Email management, Internet searching, and content creation
- b) Digital literacy, communication and collaboration, digital content creation, digital security, and problem-solving
- c) Sending emails, searching for information, and problem-solving
- d) Digital literacy, communication, and content creation
- e) Problem-solving, digital security, and Internet usage

Correct answer: b) Digital literacy, communication and collaboration, digital content creation, digital security, and problem-solving

Question 4:

Concerning the basic skills, what questions can we ask to find out the skills that have already been developed or that need to be improved?

- a) Do you use advanced Google search and its filters? Do you have the ability to detect fake news on the web?
- b) Do you look for the sources of news before publishing it? Do you make backup copies of your documents or use Drive, Dropbox or some other Cloud solution?
- c) Do you manage social networks? Do you have a job profile on LinkedIn?
- d) All the answers are correct

Correct answer: d) All the answers are correct

Question 5:

Which of the following statements about advanced digital skills and their relevance is TRUE?

- a) Web and App development is not one of the most in-demand digital skills today.
- b) Education is an area where an improvement in digital skills is not required today.
- c) Improving digital skills and learning new ones are unrelated to increased efficiency and innovation in new products and services.
- d) Creating an online store, digital selling, data analysis, and programming or digital marketing are examples of advanced digital skills.

Correct answer: d) Creating an online store, digital selling, data analysis, and programming or digital marketing are examples of advanced digital skills.

Summary

The most relevant lessons related to digital skills are the following:

- With the advancement of technology, tasks that were previously resolved in person have been digitized. This digitization has influenced the demand for learning and improving increasingly specific digital skills.
- This digitization marks our day to day, so that more and more areas require having this type of skills. This requirement is particularly noteworthy in the field of education.
- Digital skills are divided into 2 types: basic and advanced. The latter require specialization and are focused on more specific areas.
- E-Commerce requires the management of advanced digital skills. Knowing what skills we have and what we need to improve or develop is of great help.

References

Examples of APA 7th edition referencing:

For articles:

Surname, A. A. (Year). Title of the work. *Title of the publication in italics, volume in italics*(issue), pages. doi or link

Oliver, K. L., & Lalik, R. (2004). Critical Inquiry on the Body in Girls' Physical Education Classes: A Critical Poststructural Perspective. *Journal of Teaching in Physical Education*, 23(1), 162 -195. <https://doi.org/10.1123/jtpe.23.2.162>

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Surname, A. A. (Year). *Title in italics*. Publisher.

Spiegel, D. (1981). *Reading for pleasure: Guidelines*. International Reading Association.

For book chapters:

Surname, A. A., & Surname, A. A. (Year). Title of the chapter. In A. Surname & A. A. Surname (Eds.), *Title of the book in italics* (pp. xx-xx). Publisher.

Aron, L., Botella, M., & Lubart, T. (2019). Culinary arts: Talent and their development. In R. F. Subotnik, P. Olszewski-Kubilius, & F. C. Worrell (Eds.), *The psychology of high performance: Developing human potential into domain-specific talent* (pp. 345–359). American Psychological Association. <https://doi.org/10.1037/0000120-016>

In-text citations

Examples of APA 7th edition citations:

If there are **1 or 2 authors**, the first and successive times that they are cited, all the authors must be mentioned.

If there are **3 or more authors**, the surname of the first author and "et al." from the first time they are cited (in references ALL AUTHORS ARE CITED).

PARAPHRASING

While improvements in aerobic capacity have been shown after 8 to 12 weeks of training (Eather et al., 2016; Goins, 2014; Heinrich et al., 2014; Murawska-Cialowicz et al., 2015; Smith et al., 2013), only Goins (2014) obtained significant improvements in anaerobic capacity after 6 weeks of the CrossFit programme.

QUOTATIONS

Díaz and Hernández (2010), consider that cooperative learning is "the pedagogical use of a small community, in which students work together to increase their training and that of other members" (p. 87).