

## THE IMPORTANCE OF DIGITAL MARKETING IN TECHNOLOGY AND LIVELIHOOD EDUCATION CURRICULUM

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The integration of technology in education has transformed the way students learn and acquire skills. In elementary education, technology and livelihood education (TLE) plays a crucial role in developing entrepreneurial skills among students. Digital marketing, a key aspect of TLE, has become an essential tool for students to learn about promoting products and services online. This article discusses the importance of digital marketing in TLE and its implications for elementary education.

Digital marketing has become an essential skill for entrepreneurs and business owners. According to a study by Google and the International Finance Corporation (2019), digital marketing can help small businesses reach a wider audience and increase their revenue. In the context of TLE, digital marketing can help students learn about promoting products and services online, which is essential for entrepreneurial success.

Integrating digital marketing in elementary education can be done through various ways. One approach is to incorporate digital marketing concepts into the TLE curriculum. For example, students can learn about creating online advertisements, using social media to promote products, and analyzing online data to make informed business decisions (Kumar & Mirchandani, 2012).

The integration of digital marketing in elementary education has several benefits. Firstly, it can help students develop essential skills such as critical thinking, creativity, and problem-solving (Wang, 2017). Secondly, it can help students learn about entrepreneurship and the importance of promoting products and services online. Finally,

it can help students develop a competitive edge in the job market, as digital marketing skills are highly sought after by employers (Manyi & Agyemang, 2015).

Digital marketing is an essential skill for entrepreneurs and business owners. In the context of TLE, digital marketing can help students learn about promoting products and services online, which is essential for entrepreneurial success. Integrating digital marketing in elementary education can help students develop essential skills, learn about entrepreneurship, and develop a competitive edge in the job market. Therefore, educators and policymakers should consider incorporating digital marketing into the TLE curriculum to prepare students for success in the digital age.

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