

Exploring Email Marketing Fundamentals Lesson Plan

Objective: Expand understanding of email marketing fundamentals within the contexts of adult education and low-skilled migrants, focusing on adaptive messaging, cultural intelligence, and ethical considerations.

Materials Needed:

- Computers with internet access
- Access to email marketing platforms (e.g., Mailchimp, Constant Contact)
- Printed copies of key terminology and concepts from the lesson

Instructions:

1. Interactive Group Formation:

- **Activity:** Divide students into small groups (3-4 members) using a fun icebreaker activity to encourage collaboration and communication.
- **Purpose:** Foster a collaborative learning environment and ensure diverse perspectives in each group.

2. Aspect Selection:

- **Activity:** Each group draws a topic from a hat (e.g., adaptive messaging, cultural intelligence, ethical considerations). Allow groups to trade topics if desired, ensuring each aspect is covered.
- **Purpose:** Engage students in selecting their focus area in an interactive way.

3. Theoretical Exploration:

- **Activity:** Groups use a shared digital whiteboard (e.g., Miro, Jamboard) to brainstorm and map out the importance of their chosen aspect within adult education and low-skilled migrant contexts. Include a short peer-to-peer teaching session where each group shares their initial thoughts.
- **Purpose:** Encourage active participation and peer learning.

4. Email Platform Selection and Content Planning:

- **Activity:** Explore various email marketing platforms through guided online tutorials. Each group selects a platform and develops a content plan, outlining how their chosen aspect will be integrated.
- **Purpose:** Familiarize students with different tools and foster hands-on learning.

5. Interactive Email Design:

- **Activity:** Design email content collaboratively using drag-and-drop builders on the selected platform. Use role-playing to ensure adaptive messaging, cultural intelligence, and ethical considerations are integrated (e.g., assigning group members different roles such as target audience personas).
- **Purpose:** Create a practical, hands-on experience with email design.

6. Timing and Scheduling:

- **Activity:** Use a shared calendar tool to collaboratively determine the timing and frequency of email sends. Each group presents their schedule and explains the rationale behind their choices.
- **Purpose:** Emphasize the importance of timing in email marketing.

7. Group Presentations and Interactive Feedback:

- **Activity:** Each group presents their email campaign using visual aids and interactive elements (e.g., live demos, polls). Use a feedback tool (e.g., Mentimeter) to collect real-time feedback from peers.
- **Purpose:** Enhance presentation skills and provide immediate, actionable feedback.

8. Reflective Writing and Sharing:

- **Activity:** Students individually write a short reflection on what they learned. Share reflections in a virtual gallery walk where students can read and comment on each other's reflections.
- **Purpose:** Encourage personal reflection and peer-to-peer learning.

Evaluation Criteria:

- Application and integration of the chosen aspect into the email campaign.
- Effectiveness and relevance of the chosen aspect in the context of email marketing.
- Creativity and innovation in campaign design.
- Quality and professionalism of the presentation.

Outcome: Students gain a deeper understanding of email marketing fundamentals within the contexts of adult education and low-skilled migrants. They learn to apply adaptive messaging, cultural intelligence, and ethical considerations to create impactful email campaigns that foster learning, skill development, and community integration.