

# Domain 2 Lesson Plan

Domain 2 - Establish a Business Presence [approximately 3 hours of videos, labs, and projects]				
Lesson	Lesson Topic and Subtopics	Objectives	Exercise Labs	Workbook Projects and Files
<b>Pre-Assessment</b> Assessment time - 00:30:00	Establish a Business Presence: Pre-Assessment			
<b>Lesson 1</b> Video time - 00:11:11 Exercise Lab time - 00:00:00 Workbook time - 00:25:00	<b>Steps to Establish a Presence</b> Creating a Facebook Business Page Creating an Instagram Page Creating Ads Pages Creating WhatsApp	2.1 Identify the steps to establish a business presence on Facebook, Instagram and WhatsApp and the tools needed to engage with audiences	N/A	Facebook and Instagram Pages – pg. 11 N/A Messenger and Business Inbox – pg. 12 N/A WhatsApp Business Accounts – pg. 13 N/A
<b>Lesson 2</b> Video time - 00:04:22 Exercise Lab time - 00:00:00 Workbook time - 00:15:00	<b>Customize Settings</b> Industry, Value, and Ads Meta Ads Manager	2.2 Explain the process to customize settings within Meta Ads Manager	N/A	Meta Ads Manager – pg. 15 N/A
<b>Lesson 3</b> Video time - 00:02:10 Exercise Lab time - 00:00:00 Workbook time - 00:10:00	<b>Mobile Experience Best Practices</b> Framing and Ads	2.3 Apply creative best practices optimized for mobile experiences	N/A	Mobile Best Practices – pg. 17 N/A
<b>Post-Assessment</b> Assessment time - 01:00:00	Establish a Business Presence: Post-Assessment			