

The **Table III** shows authentic situation of students' DM literacy divided by level of study. The results reveal that student's DM literacy has "No different" as shown in Table 3

that average mean of all components is "No different" at significant 0.5.

TABLE IV
RESULTS OF PRIORITY NEEDS INDEX MODIFIED: PNIMODIFIED

Components	AVG. of authentic situation (D)	AVG. of expected situation (I)	PNI _{modified}	Rank
1. Facebook/Line/ YouTube Marketing,	2.84	4.75	0.67	4
2. Google Awards	2.88	4.80	0.66	5
3. Digital Marketing Plans	2.79	4.84	0.74	1
4. Social Media for Inbound Marketing,	2.85	4.83	0.70	2
5. Digital Miracles	2.87	4.74	0.65	6
6. Analysis and implementation	2.89	4.84	0.62	3
7. mobile marketing and search engine marketing.	2.88	4.79	0.67	7
8. Analysis and implementation	3.00	4.81	0.60	8

The **Table IV** shows PNI_{modified} between 0.60-0.74 ranking from the most needs to the least one. The components that needs to be improved is

Digital Marketing Plans (PNI_{modified} = 0.74), Social Media for Inbound Marketing, (PNI_{modified} = 0.70), Analysis and implementation (PNI_{modified} = 0.68), Social Media for Inbound Marketing, (PNI_{modified} = 0.67), Digital Miracles (PNI_{modified} = 0.66), Analysis and implementation (PNI_{modified} = 0.65) and Analysis and implementation (PNI_{modified} = 0.62), The goal of the course should encourage students to use marketing PNI_{modified} = 0.60) respectively.

V. DISCUSSION

1. Digital marketing insights. The students in the office of higher education were found to be at a moderate level. The results show that students should be improved in the digital marketing know-how
2. Grade 1-4 students Under the Office of Higher Education is no different in the field of digital marketing knowledge.
3. According to the analysis. Need to assess digital marketing insights of students in need This discovery is related to the results of computer learning, information literacy.
4. Prioritize cognitive assessment Digital Marketing The students who want to get ranked from the most preferred to the lowest level are:

Digital Marketing Plans, Social Media for Inbound Marketing, Analysis and implementation, Facebook/Line/YouTube Marketing, Google Awards, Digital Miracles, mobile marketing and search engine marketing. Analysis and implementation

VI. SUGGESTIONS

1. It should be supplemented with training courses or training courses to enhance the understanding of digital marketing.

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