

CTE Skill Certificate Test Performance Documentation

This document must be submitted to the test coordinator at the end of testing each trimester/semester.

Instructor's Name: _____ Course: Advertising and Promotion
School: _____ Test Number: 412
Students in course: _____ Date: _____
Students tested: _____
Students who passed performance objectives at or above 80%: _____

This is to *verify* that the students marked **YES** on performance accomplished the following performance objectives at or above the 80% (moderately to highly skilled) level.

PERFORMANCE OBJECTIVE

PO – 01 Students will demonstrate knowledge of advertising & promotion by creating a promotional campaign on a product, service or business. (This can be done in steps as you go through the standards or as an end culminating project.)

Choose at least 6 of the 9 activities below to create a promotional campaign:

- Creativity: Students will demonstrate the importance of creativity and use it in a promotional campaign.
- Branding: Students will create a slogan and logo for a product/service or business.
- Marketing: Students will conduct a market research to determine likes/dislikes of a product/service or business.
- Print Media: Students will create a print ad layout (newspaper or flyer) for their promotional campaign using proper ad layout techniques including: headline, subheadline, identification copy and illustration.
- Outdoor or Transit Media: Students will design a billboard, banner or vehicle signage, etc.
- Broadcast Media: radio, news release, storyboard and/or television commercial
- Electronic/Internet Media: demonstrate knowledge of how to effectively use social networking, Twitter, Facebook or another form of electronic/online media.
- Students will create an ad schedule for their promotional campaign.
- Presentation: Students will present their promotional campaign to the class.

Below is a check off list for demonstrated performances in creating a promotional campaign as outlined above:

- ___ 1. Demonstrate creativity
- ___ 2. Demonstrate branding by designing logo/slogan
- ___ 3. Conduct marketing research
- ___ 4. Demonstrate correct ad layout techniques use in print media
- ___ 5. Design outdoor or transit advertising
- ___ 6. Prepare T.V. or radio storyboard and/or news release
- ___ 7. Demonstrate uses of electronic/Internet media
- ___ 8. Create an ad schedule of advertising & promotions in campaign
- ___ 9. Verbal presentation to class

Each performance is documented and kept on file by the teacher for two years.
(Check the documentation method used.)

- Class period summary score sheet
- Recorded and identified in the class grade book

Instructor's Signature: _____ Date: _____