

Advertising & Promotion

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| Levels: | Grades 10-12 |
| Units of Credit: | 0.50 |
| CIP Code: | 08.9904 |
| Core Code: | 37010000001 |
| Prerequisite: | None |
| Skill Test: | 412 Advertising & Promotion |

COURSE DESCRIPTION:

This course provides the student with an understanding of basic marketing principles and training for entry-level job positions in the exciting, constantly changing fields of advertising & promotion. Students will experience different advertising methods to reach target audiences including, newspaper, radio, TV, internet, mail, outdoor & special promotion events. Specific skills will help students to create, produce, and effectively evaluate different advertising & promotional strategies. Students taking marketing classes have the opportunity to participate in the DECA Organization. DECA related activities and curriculum can be used as an approved part of all marketing classes.

STANDARDS, OBJECTIVES AND INDICATORS

STANDARD 1

Students will understand the concept of market identification and creativity in the promotional industry.

Objective 1: Understand concepts of market and marketing identification.

- a. Define the following terms: market, product life cycle, target market, mass marketing, marketing segmentation: demographic, geographic, psychographic & behavioral (product benefits) segmentation.
- b. Describe advantages & disadvantages of mass marketing and other market segmenting.
- c. Explain the importance of target markets to businesses.
- d. Explain why the use of marketing segments is increasing.
- e. Describe the concept of focus groups.
- f. Understand the use of conducting market research.
- g. Analyze the product life cycle and explain the role of promotion & advertising during each phase.

Objective 2: Understand the concept of creativity.

- a. Define the following term: creativity.
- b. Identify personal traits commonly associated with creativity.
- c. Describe specific techniques for developing/enhancing creativity.
- d. Describe ways in which employees can demonstrate creativity on the job.
- e. Explain how creativity can be applied beneficially to solve problems and cut costs.
- f. Apply creativity to situations.

STANDARD 2

Students will understand and demonstrate their knowledge of promotion.

Objective 1: Understand the role of promotion.

- a. Define the term promotion
- b. Identify why promotion is important

Objective 2: Understand the concept of promotional mix.

- a. Define the following terms: Promotional mix, advertising, personal selling, public relations/publicity and sales promotion.
- b. Describe the importance of the promotional mix: product, place, price & promotion.
- c. Understand the use of an ad schedule.
- d. Identify factors affecting the promotional mix (i.e., technology, economy, market, distribution)
- e. Classify examples of advertising, personal selling, publicity & sales promotions.

- f. Discuss the advantages & disadvantages of advertising, personal selling, public relations/publicity & sales promotions.
- g. Discuss the different types of TRADE promotions, including, slotting, buying allowance, tradeshow and conventions.
- h. Discuss the different types of consumer promotions including premiums, incentives, sampling, co-op advertising, product placement, visual merchandising, displays and loyalty programs.

STANDARD 3

Students will understand and demonstrate their knowledge of different forms of media.

Objective 1: Understand options of different forms of media in a marketing mix to reach intended audience.

- a. Define the following terms: advertising media, print media, broadcast media, direct-mail media, outdoor/transit media, electronic/internet media and specialty media.
- b. Describe advantages and disadvantages associated with each form of media.
- c. Evaluate costs associated with different forms of media.
- d. Demonstrate how to effectively reach target market by using the most cost-effective form of media.

Objective 2: Understand different forms of print advertising and outdoor/transit advertising and the uses of each.

- a. Define the following terms: headline, illustration, signature, copy, layout, white space, substrate, resolution, billboard & proof.
- b. Explain the purpose of each element in an advertisement.
- c. Understand use of headlines, color & font in a layout
- d. Understand importance of coordinating the elements in advertising and techniques to attract readers focus.
- e. Understand the purpose of a news release and how to effectively write one.

Objective 3: Understand broadcast media.

- a. Define the following terms: advertising agencies, talent and modeling agencies, story boards, types of auditions, go-sees, scripts, vouchers, imagery transfer, rates and buying time, and preemption rates.
- b. Explain the formats for radio and television (audio & camera) commercials.
- c. Discuss the advantages of radio and television advertising.
- d. Explain how audience viewership/listenership affects advertising rates.

Objective 4: Understand electronic/internet advertising options.

- a. Define the following terms: Blogs, content, email, instant messaging, links, podcast, RSS, social media, social networking, domain name, hits, online community, SEM (search engine marketing), Tags, Widgets, Webinar & Wiki
- b. Discuss the strengths and weaknesses of social network marketing (include Facebook, Twitter, MySpace,)
- c. Discuss the strengths and weaknesses of company websites
- d. Discuss the strengths and weaknesses of email marketing
- e. Explain key word advertising

STANDARD 4:

Students will understand importance of brand image & consumer psychology used in advertising & promotion.

Objective 1: Define the following terms: brand, brand name, brand mark/logo, generic brand, brand recognition, brand preference, private/store brand, licensing, consumer psychology.

- a. List the characteristics of a good brand image.
- b. Describe the branding and licensing process.
- c. Explain how branding helps consumers and marketers differentiate products.
- d. Explain the difference between brand name & trade name.

Objective 2: Describe the stages of brand loyalty.

- a. Explain the advantages & disadvantages of business & product branding
- b. Explain considerations manufacturers have to think about with product packaging.

- c. Explain the importance logo, slogan, color, lighting, music & emotion play in customer psychology.

STANDARD 5:

Students will understand careers available in the advertising and promotion industry.

- a. Identify and classify career opportunities in advertising.
- b. Determine personal trait characteristics that support these types of jobs.
- c. Understand CTE high school to college & career pathways that relate to advertising careers and other classes offered related to these pathways.
- d. Identify secondary certifications and/or degrees needed for these types of careers.