

ADVERTISING
COURSE CODE: 5470

COURSE DESCRIPTION: This course is designed to introduce the concepts of advertising and planning strategies, communication skills, and career development. Advertising content includes media selection, design, and the preparation of ads for various media.

OBJECTIVE: Given the opportunity to participate in essential learning experiences in the classroom including the use of the necessary equipment, supplies, and facilities, the student, given the necessary number of instructional hours, will be able to perform the following standards written for a one-unit course.

RECOMMENDED GRADE LEVEL: 11-12

COURSE CREDIT: 1 unit

PREREQUISITE: Marketing

COMPUTER REQUIREMENT: One computer per student as needed

RESOURCES:

www.mysctextbooks.com

A. SAFETY

1. Review school safety policies and procedures.
2. Review classroom safety rules and procedures.
3. Review safety procedures for using equipment in the classroom.
4. Identify major causes of work-related accidents in office environments.
5. Demonstrate safety skills in an office/work environment.

B. STUDENT ORGANIZATIONS

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
3. Explain the benefits and responsibilities of being a member of a CTSO.
4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.
5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE

1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
4. Explain the consequences of social, illegal, and unethical uses of technology, e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment.
5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other elements for personal use.
6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

1. Demonstrate punctuality.
2. Demonstrate self-representation.
3. Demonstrate work ethic.
4. Demonstrate respect.
5. Demonstrate time management.
6. Demonstrate integrity.
7. Demonstrate leadership.
8. Demonstrate teamwork and collaboration.
9. Demonstrate conflict resolution.
10. Demonstrate perseverance.
11. Demonstrate commitment.
12. Demonstrate a healthy view of competition.
13. Demonstrate a global perspective.
14. Demonstrate health and fitness.
15. Demonstrate self-direction.
16. Demonstrate lifelong learning.

E. PROFESSIONAL KNOWLEDGE

1. Demonstrate effective speaking and listening skills.
2. Demonstrate effective reading and writing skills.
3. Demonstrate mathematical reasoning.
4. Demonstrate job-specific mathematics skills.
5. Demonstrate critical-thinking and problem-solving skills.
6. Demonstrate creativity and resourcefulness.

7. Demonstrate an understanding of business ethics.
8. Demonstrate confidentiality.
9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.
10. Demonstrate diversity awareness.
11. Demonstrate job acquisition and advancement skills.
12. Demonstrate task management skills.
13. Demonstrate customer-service skills.

F. MARKETING FUNDAMENTALS REVIEW

1. Define the seven functions of marketing.
2. Explain the marketing mix.
3. Describe the elements of the promotional mix and the importance of each in marketing.
4. Identify the different strategy components of marketing.
5. Distinguish among marketing identification, market segmentation, and target marketing.
6. Describe the importance of positioning in marketing.
7. Describe branding and its importance in marketing.
8. Explain the product life cycle and the importance of developing new products/services to stay competitive.

G. DEVELOPMENT

1. Define advertising.
2. Examine the origin of advertising and past and current trends in the advertising and promotion industry.
3. Explain the benefits and advantages of advertising.
4. Analyze the technological applications for advertising mediums.
5. Examine the social, ethical, and regulatory aspects of advertising through the following:
 - a. Identify ethical considerations that should be used in advertising and public relations.
 - b. Examine domestic and international governmental laws/regulations and penalties that impact advertising and public relations.
 - c. Examine global and cultural differences that effect advertising.
6. Compare promotional, political and institutional advertising.

H. FORMS OF MEDIA

1. Demonstrate knowledge of different forms of media.
2. 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.

3. 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.
4. 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 different types/timing of broadcast media such as 10/30/60 second spots, donuts, sing-outs, etc.
 - c. Explain the formats for radio and television (audio & camera) commercials.
 - d. Discuss the advantages of radio and television advertising.
 - e. Explain how audience viewership/listenership affects advertising rates.
5. Understand electronic/internet advertising options.
 - a. Define the following terms: apps, mobile, blogs, content, email, instant messaging, links, podcast, RSS, social media, social networking, domain name, geo targeting, hits, online community, SEM (search engine marketing), search engine optimization, tags, widgets, webinar and wiki.
 - b. Discuss the strengths and weaknesses of today's social network marketing.
 - c. Discuss the strengths and weaknesses of company web sites.
 - d. Discuss the strengths and weaknesses of email marketing

I. PLANNING

1. Determine the impact of advertising on consumer buying behaviors.
 - a. Define market segmentation.
2. Identify how to select a target market.
3. Prepare an advertising/promotional budget.
4. Examine the methods of obtaining market research data.
5. Examine how market research is used including steps of the research process.
6. Describe the various advertising objectives and their relationship to the message strategy of a campaign.
7. Describe the importance of the promotional mix and its role as a marketing function.
8. Explain the elements of sales promotion and its relationship to the ad campaign.

J. CREATIVE CONCEPTING

1. Explain why creativity is important in advertising.
2. Explain how the creative process supports an existing brand.
3. Describe the creative process in an advertising agency.
4. Describe the creative guidelines for a media format.
5. Examine the use of advertising and public relations by marketers.

6. Create advertisements utilizing computer graphics, layout, storyboards, etc., for selected media such as broadcast and print.
7. Demonstrate communication skills by delivering a presentation on an advertising campaign element.

K. MEDIA INVESTMENT

1. Identify types of goals for success in an advertising campaign.
2. Explain the basic ways in which companies determine their promotional budgets.
3. Evaluate costs associated with different forms of media.
4. Determine criteria for selecting/purchasing different forms of media.
5. Demonstrate how to calculate media costs.
6. Identify the different forms of measurement for audience ratings/reach.
7. Describe the benefits of advertising campaign activities.
8. Analyze advertising goals as they relate to profitability and/or effectiveness.
9. Demonstrate how to effectively reach target market by using the most cost-effective form of media.

L. PROMOTIONAL ACTIVITIES

1. Discuss the advantages & disadvantages of advertising, personal selling, public relations/publicity & sales promotions.
2. Discuss the different types of TRADE promotions, including, slotting, buying allowance, tradeshow and conventions.
3. Discuss the different types of consumer promotions including premiums, POPs, direct marketing, incentives, sampling, guerilla advertising, co-op advertising, product placement, visual merchandising, PSAs, displays and loyalty programs.
4. Select a product/service for advertising and promotion.
5. Select promotional media.
6. Coordinate promotional and selling activities.
7. Develop an advertising/promotional campaign.
8. Evaluate sales promotion activities.
9. Identify the purpose of a news release.
10. Write a publicity/press release.
11. Explain the benefits of conducting a press conference.

M. CAREER DEVELOPMENT

1. Identify careers in advertising.
2. Determine the education, skills, characteristic traits and training that relate to advertising careers.
3. Examine professional development resources through trade organizations.
4. Examine the structure of the advertising industry, including advertisers, advertising agencies, and support organizations.
5. Write a resume and a cover letter for a career in the ad industry.