Student's Name/Initial:	/	Date:	Teacher's Initials:	Date:

ADVERTISING STUDENT PROFILE COURSE CODE: 5470

Directions: Evaluate the student using the applicable rating scales below and check the appropriate box to indicate the degree of competency. The ratings 3, 2, 1, and N are not intended to represent the traditional school grading system of A, B, C, and D. The description associated with each of the ratings focuses on the level of student performance or cognition for each of the competencies listed below.

PERFORMANCE RATING

- 3 Skilled--can perform task independently with no supervision
- 2 Moderately skilled--can perform task completely with limited supervision
- 1 Limitedly skilled--requires instruction and close supervision
- N No exposure--has no experience or knowledge of this task

COGNITIVE RATING

__ __ __ 16. Demonstrate lifelong learning.

- 3 Knowledgeable--can apply the concept to solve problems
- 2 Moderately knowledgeable--understands the concept
- 1 Limitedly knowledgeable--requires additional instruction
- N No exposure--has not received instruction in this area

A. SAFETY 3 2 1 N 1. Review school safety policies and	5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.	elements for personal use6. Describe ethical and legal practices o safeguarding the confidentiality of
procedures.	C. TECHNOLOGY KNOWLEDGE 3 2 1 N	business-related information.
	1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.	D. PERSONAL QUALITIES AND EMPLOYABILIT SKILLS
5. Demonstrate safety skills in an office/work environment.	2. Identify proper netiquette when using email, social media, and other technologies for communication	
B. STUDENT ORGANIZATIONS3 2 1 N	purposes3. Identify potential abuse and unethical	
	uses of laptops, tablets, computers, and/or networks	6. Demonstrate integrity7. Demonstrate leadership8. Demonstrate teamwork and collaboration.
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses3. Explain the benefits and responsibilities of being a member of a CTSO.	(o.g. piracy; illogal downloading:	9. Demonstrate conflict resolution 10. Demonstrate perseverance 11. Demonstrate commitment.
4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service,	devices in the work environment).	
philanthropy, and other activities.		

sounds, music, trademarks, and other

3 2 1 N 1 Demonstrate effective speaking and listening skills. 2 Demonstrate effective reading and writing skills. 3 Demonstrate effective reading and writing skills. 3 Demonstrate independent and advertising and current trends in the past and current trends in the advertising and promotion industry. 4 Demonstrate independent and evertising and promotion industry. 5 Demonstrate independent and evertising and promotion industry. 5 Demonstrate independent and evertising and promotion industry. 5 Demonstrate independent and evertising and problems solving skills. 6 Demonstrate createstivity and resourcefulness. 6 Demonstrate createstivity and resourcefulness. 7 Demonstrate an understanding of business ethic. 8 Demonstrate an understanding of workplace structures, organizations, systems, and climates. 9 Demonstrate an understanding of workplace structures, organizations, systems, and climates. 1 Demonstrate in understanding of workplace structures, organizations, systems, and climates. 2 Demonstrate an understanding of workplace structures, organizations, and plutic relations. 3 Demonstrate are understanding of workplace structures, organizations, and plutic relations. 4 Demonstrate is understanding of workplace structures, organizations, and plutic relations. 5 Demonstrate is understanding of workplace structures, organizations, and plutic relations. 5 Demonstrate is understanding of workplace structures, organizations, and plutic relations. 5 Demonstrate is understanding of workplace structures, organizations, and plutic relations. 5 Demonstrate is understanding of workplace structures, organizations, and plutic relations. 5 Demonstrate is understanding of workplace structures, organizations, and plutic relations. 5 Demonstrate is understanding of workplace structures, organizations, and plutic relations. 5 Demonstrate is understanding of workplace structures, organizations, and plutic relations. 5 Demonstrate is understanding of workplace structures, organizations, and plutic relations. 5 Demonstrate is underst		NAL KNOWLEDGE	G. DEVELOPN	MENT	proof.
Listening skills. 2. Demonstrate effective reading and writing skills. 3. Demonstrate productive mathematical easoning. 3. Demonstrate mathematical easoning. 4. Demonstrate intitual-thinking and promotion industry. 5. Demonstrate intitual-thinking and promotion industry. 6. Demonstrate critical-thinking and regulators and expert in advertising and techniques to advertising. 6. Demonstrate critical-thinking and regulatory aspects of advertising through the following: 7. Demonstrate are understanding of business whick. 8. Demonstrate are understanding of workplace structures, organizations, systems, and climates. 9. Demonstrate are understanding of workplace structures, organizations, systems, and climates. 11. Demonstrate lobe acquisition and advancement skills. 12. Demonstrate deversity awareness. 13. Demonstrate deversity awareness. 14. Demonstrate deversity awareness. 15. Demonstrate deversity awareness. 16. Demonstrate deversity awareness. 17. Demonstrate deversity awareness. 18. Demonstrate deversity awareness. 19. Demonstrate deversity awareness. 11. Demonstrate deversity awareness. 12. Demonstrate deversity awareness. 13. Demonstrate deversity awareness. 14. Demonstrate deversity awareness. 15. Demonstrate deversity awareness. 16. Demonstrate deversity awareness. 17. Demonstrate deversity awareness. 18. Demonstrate deversity awareness. 19. Demonstrate deversity awareness. 19. Demonstrate deversity awareness. 20. Demonstrate deversity awareness. 21. Demonstrate deversity awareness. 22. Demonstrate deversity awareness. 23. Demonstrate deversity awareness. 24. Lidentify the effort of structures of productive deversity deversity and deversiting media, promotion almost and the importance of each in marketing. 25. Distinguish amarketing and the importance of each in marketing. 26. Describe branding and it	3 2 1 N		3 2 1 N		b. Explain the purpose of each
listerinis Xills. 2. Demonstrate effective reading and writing skills. 3. Demonstrate mathematical reasoning. 3. Explain the energits and advantages of advertising and promotion industry. 5. Demonstrate in the advertising and promotion industry. 5. Demonstrate in the savent includes thinking and promotion industry. 6. Demonstrate critical-thinking and promotion industry. 6. Demonstrate creativity and regulatory aspects of advertising mediums. 7. Demonstrate in understanding of business ethics. 8. Demonstrate an understanding of workplace structures, organizations, and advantages and public relations. 9. Demonstrate on understanding of workplace structures, organizations and advantages and advertising and public relations. 11. Demonstrate (both acquisition and advancement skills. 12. Demonstrate desiration and advancement skills. 13. Demonstrate desiration and advancement skills. 14. Demonstrate desiration and advancement skills. 15. Demonstrate customer-service skills. 16. Demonstrate customer-service skills. 17. Demonstrate customer-service skills. 18. Define the seven functions of marketing. 2. Explain the marketing in and durular in advancement skills. 3 2 1 N 3 2 1 N 5 2 1 N 5 Define the following terms: 4 Define the seven functions of marketing. 5 Distinguish among marketing. 6 Describe the elements of the promotional may not be advertising and public relations. 5 Distinguish among marketing. 6 Describe the promotional marketing. 6 Describe the importance of each in marketing. 7 Describe branding and its importance in marketing. 8 Explain the marketing. 9 Define the following terms: 10. Describe branding and its importance of each in marketing. 11. Define the following terms: 12. Define the following terms: 13. Demonstrate in marketing. 14. Identify the different strategy of marketing. 15. Distinguish among marketing. 16. Describe branding and its importance of each in marketing. 17. Describe branding and its importance of marketing. 18. Explain the marketing. 19.	1.	Demonstrate effective speaking and	1.	Define advertising.	element in an advertisement.
2. Demonstrate effective reading and writing skills. 3. Demonstrate methematical reasoning. 4. Demonstrate methematical reasoning. 5. Demonstrate methematics skills. 5. Demonstrate recital-thinking and problem-solving skills. 6. Demonstrate critical-thinking and problem-solving skills. 6. Demonstrate critical-thinking and problem-solving skills. 6. Demonstrate creativity and resourcefulness. 7. Demonstrate an understanding of substrate an understanding of business ethics. 8. Demonstrate an understanding of business ethics. 9. Demonstrate an understanding of worth public relations. 9. Demonstrate an understanding of worth-place static considerations that should be used in advertising and worthing agencies, stantal modeling agencies, stantal		listening skills.	2.	Examine the origin of advertising and	 c. Understand use of headlines, color,
writing skills. 3. Demonstrate mathematical reasoning. 3. Explain the benefits and advantages of advertising. 3. Demonstrate in the mathematics skills. 3. Demonstrate in the seven functions of marketing. 3. Explain the benefits of the marketing mich the seven functions of marketing. 3. Demonstrate critical-thinking and products/services to stay competitive. 3. Demonstrate creativity and resourcefulness of advertising mediums. 4. Analyze the technological applications for advertising mediums. 5. Demonstrate creativity and regulatory aspects of advertising mediums. 6. Demonstrate and understanding of vorkplace structures, organizations, systems, and climates. 4. Demonstrate and understanding of vorkplace structures, organizations, systems, and climates. 4. Demonstrate diversity avaraness. 4. Demonstrate diversity avaraness. 5. Demonstrate and understanding of vorkplace structures, organizations, systems, and climates. 5. Demonstrate diversity avaraness. 5. Demonstrate diversity avaraness. 6. Demonstrate diversity avaraness. 7. Demonstrate diversity avaraness. 7. Demonstrate diversity avaraness. 8. Demonstrate diversity avaraness. 8. Demonstrate diversity avaraness. 9. Demonstrate diversity avaraness.	2.	Demonstrate effective reading and			and font in a layout.
3. Demonstrate mathematical reasoning, advertising and adventising and dechniques to advertising and techniques to stitus. 5. Demonstrate critical-thinking and problem-solving skills. 6. Demonstrate creativity and resourcefulers. 7. Demonstrate an understanding of resourcefulers. 8. Demonstrate an understanding of business ethics. 9. Demonstrate an understanding of business ethics. 9. Demonstrate an understanding of business ethics. 10. Demonstrate an understanding of business ethics. 10. Demonstrate an understanding of business ethics. 11. Demonstrate onfidentiality. 12. Demonstrate confidentiality. 13. Demonstrate an understanding of business ethics. 14. Demonstrate an understanding of business ethics. 15. Demonstrate an understanding of business ethics. 16. Demonstrate confidentiality. 17. Demonstrate an understanding of business ethics. 18. Demonstrate onfidentiality. 19. Demonstrate an understanding of workplace structures, organizations, systems, and climates. 10. Demonstrate deversity waveness. 10. Demonstrate deversity waveness. 10. Demonstrate deversity waveness. 10. Demonstrate business of marketing. 10. Demonstrate task management skills. 10. Demonstrate confidentiality. 10. Demonstrate confidentiality. 10. Demonstrate confidentiality. 10. Demonstrate task management skills. 10. Demonstrate task management skills. 10. Demonstrate confidentiality. 10. Demonstrate task management skills. 10. Demonstrate confidentiality. 10. Demonstrate task management skills. 10. Demonstrate task manageme				·	d. Understand importance of
advertising. advertising and techniques to skills. 5. Demonstrate cirtical-thinking and problem-solving skills. 6. Demonstrate creativity and resourcefulness. 7. Demonstrate an understanding of business ethics. 8. Demonstrate an understanding of workplace structures, organizations, systems, and climates. 9. Demonstrate an understanding of workplace structures, organizations, systems, and climates. 10. Demonstrate diversity awareness. 11. Demonstrate diversity awareness. 11. Demonstrate diversity awareness. 12. Demonstrate diversity awareness. 13. Demonstrate customer-service skills. 13. Demonstrate customer-service skills. 13. Demonstrate usk management skills. 14. Demonstrate diversity awareness. 25. Explain the marketing mix. 26. Compare promotional, political, and inferentations and penaltics that impact advertising. 27. Demonstrate customer-service skills. 28. Demonstrate teak management skills. 29. Demonstrate customer-service skills. 20. Demonstrate leak management skills. 20. Demonstrate leak management skills. 21. Demonstrate leak management skills. 22. Explain the marketing mix. 23. 2 1 N 24. Define the seven functions of marketing. 25. Describe the elements of the promotional political, and international good to the promotional political, and international good to the promotional political and promotional political, and international good to the promotional political p	3.		3.		coordinating the elements in
skills. 9. Demonstrate critical-thinking and problem-solving skills. 5. Examine the social, ethical, and resourcefulness. 9. Commerciate creativity and resourcefulness. 9. Demonstrate creativity and resourcefulness. 9. The demonstrate an understanding of business ethics. 9. Demonstrate an understanding of business ethics. 9. Demonstrate confidentiality. 9. Demonstrate confidentia	<u> </u>			·	advertising and techniques to
5. Demonstrate critical-thinking and problem-solving skills. 6. Demonstrate creativity and regulatory aspects of advertising mediums. 7. Demonstrate an understanding of business ethics. 8. Demonstrate an understanding of workplace structures, organizations, systems, and climates. 9. Demonstrate an understanding of workplace structures, organizations, systems, and climates. 10. Demonstrate diversity awareness. 11. Demonstrate diversity awareness. 12. Demonstrate diversity awareness. 13. Demonstrate usustomer-service skills. 13. Demonstrate usustomer-service skills. 13. Demonstrate usustomer-service skills. 13. Demonstrate usustomer-service skills. 13. Demonstrate leaks management skills. 13. Demonstrate leaks management skills. 14. Demonstrate leaks management skills. 15. Demonstrate leaks management skills. 16. Compare promotional, political, and inferences that affect advertising. 17. Demonstrate leaks management skills. 18. Demonstrate leaks management skills. 19. Demonstrate leaks management skills. 19. Demonstrate leaks management skills. 19. Demonstrate leaks management skills. 10. Demonstrate leaks management skills. 11. Demonstrate leaks management skills. 12. Demonstrate leaks management skills. 13. Demonstrate leaks management skills. 14. Understand political, and intervalinal great management skills. 15. Describe the leakements of the promotional, political, and intervalinal skills. 16. Compare promotional political, and intervalinal great marketing. 18. Explain the marketing mix. 29. Describe the leakements of the promotional political skills. 20. Describe the leakements of the promotional political skills. 21. Understand options of different torms of media in a marketing mix to reach in marketing. 29. Describe the leakements of the promotional political skills. 20. Describe the leakements of the promotional political skills. 20. Describe the leakements of the promotional political skills. 20. Define the following terms: advertising and the uses of each. 20. Defin			4.	•	attract readers' focus.
problem-solving skills. _	5.				Understand broadcast media.
F. MARKETING FUNDAMENTALS REVIEW F. MARKETING FUNDAMENTALS REVIEW 1. Define the seven functions of marketing. 2. 2. Explain the marketing. 3. 2 1 N 1. Define the seven functions of marketing. 3. 2 1 N 1. Define the seven functions of marketing. 3. Define the fire the seven functions of marketing. 4. Identify the different strategy components of marketing. 5. Distinguish among marketing in marketing. 4. Identify, the different strategy components of marketing. 5. Distinguish among marketing in marketing. 6. Describe the importance of positioning in marketing. 6. Describe the importance of positioning in marketing. 7. Describe branding and its importance in marketing. 8. Explain the different types/timing advertising and public relations. 9. Long the different stable and cultural differences that affect dardertising. 9. Long the three seven functions of marketing. 1. Define the seven functions of marketing. 1. Define the seven functions of marketing. 2. Explain the marketing mix. 3. Describe the elements of the promotional marketing. 4. Identify the different strategy components of marketing. 5. Distinguish among marketing in marketing. 6. Describe the importance of positioning in marketing. 6. Describe t		_	5		a. Define the following terms:
resourcefulness	6				advertising agencies, talent and
		·		- · · ·	modeling agencies, story boards,
business ethics. Business eth	7				
B. Demonstrate confidentiality. 9. Demonstrate an understanding of workplace structures, organizations, systems, and climates. 10. Demonstrate diversity awareness. 11. Demonstrate idversity awareness. 11. Demonstrate job acquisition and advancement skills. 12. Demonstrate is kills. 13. Demonstrate customer-service skills. 14. Demonstrate customer-service skills. 15. Define the seven functions of marketing. 16. Define the seven functions of marketing. 17. Describe the lements of the promotional mix and the importance of each in marketing. 18. Distinguish among marketing identification, marketing. 19. Describe the importance of positioning in marketing. 20. Describe the importance of positioning in marketing. 21. Describe the importance of positioning in marketing. 22. Describe the importance of positioning in marketing. 23. Describe the importance of positioning in marketing. 24. Describe the importance of positioning in marketing. 25. Describe the importance of positioning in marketing. 26. Describe the importance of positioning in marketing. 27. Describe branding and its importance in marketing. 28. Explain the product life cycle and the importance of each in marketing. 29. Describe the importance of positioning in marketing. 20. Describe the importance of positioning in marketing. 21. Describe the importance of positioning in marketing. 22. Explain the marketing. 23. Describe the importance of positioning in marketing. 24. Describe the importance of positioning in marketing. 25. Describe the importance of positioning in marketing. 26. Describe the importance of positioning in marketing. 27. Describe pranding and its importance in marketing. 28. Explain the different types/tuning of toreadcast media, and vertising and the uses of each. 29. Describe the importance of positioning in marketing. 29. Describe th		_			vouchers, imagery transfer, rates
	Q				
workplace structures, organizations, systems, and climates.				·	
systems, and climates. 10. Demonstrate diversity awareness. 11. Demonstrate job acquisition and advancement skills. 12. Demonstrate job acquisition and advancement skills. 13. Demonstrate task management skills. 14. Demonstrate task management skills. 15. Demonstrate customer-service skills. 16. Compare promotional, political, and institutional advertising. 17. Demonstrate customer-service skills. 18. Demonstrate customer-service skills. 19. Define the seven functions of marketing. 20. Explain the marketing mix. 21. Demonstrate knowledge of different forms of media. 22. Explain the marketing mix. 23. Describe the elements of the promotional, political, and in a marketing mix. 24. Identify the different strategy components of marketing. 25. Distinguish among marketing. 26. Discuss the advantages of radio and television advertising. 27. Describe advantages of marketing. 28. Define the following terms: advertising media, print media, outdoor/transit media, outdoor/transit media, in marketing. 29. Describe the importance of positioning in marketing. 29. Describe the importance of positioning in marketing. 29. Describe davantages and disadvantages associated with each form of media. 29. Describe davantages and disadvantages associated with each form of media. 29. Describe davantages and disadvantages associated with each form of media. 29. Describe davantages and disadvantages and disadvertising and outdoor/transit advertising and the search each. 29. Describe davantages and disadvantages and disadvantages and weaknesses of tongany we baltes. 29. Describe davantages and disadvantages and weaknesses of company web sites. 29. Describe davantages and devertising and outdoor/transit advertising and the search each. 29. Describe davantages and weaknesses of company web sites. 29. Describe davantages and weaknesses of company web sites. 29. Describe davantages and		_			b. Explain the different types/timing
10. Demonstrate diversity awareness. 11. Demonstrate diversity awareness. 11. Demonstrate job acquisition and advancement skills. 12. Demonstrate task management skills. 13. Demonstrate customer-service skills. 14. Define the seven functions of marketing. 15. Define the seven functions of marketing. 16. Explain the marketing mix. 17. Describe the elements of the promotional mix and the importance of each in marketing. 18. Distinguish among marketing in marketing. 19. Describe the mipportance of positioning in marketing. 20. Describe the importance in marketing. 21. Describe branding and its importance in marketing. 22. Describe the mipportance in marketing. 23. Describe the importance in marketing. 24. Lidentify the different strategy components of marketing. 25. Distinguish among marketing in marketing. 26. Describe the importance of positioning in marketing. 27. Describe branding and its importance in marketing. 28. Explain the product life cycle and the importance of developing new products/services to stay competitive. 29. Describe the importance in marketing. 20. Describe the importance in marketing. 21. Define the following terms: advertising media, print media, broadcast media, direct-mail media, outdoor/transit media, electronic/internet media, and starget marketing. 29. Describe branding and its importance in marketing. 20. Describe branding and its importance in marketing. 21. Define the following terms: advertising media print media, outdoor/transit media, electronic/internet media, and disadvantages associated with each form of media. 29. Describe the importance of positioning in marketing. 20. Describe the importance in marketing. 21. Define the following terms: advertising and outdoor/transit advertising. 22. Define the following terms: and weakness					
Language of the design of the following terms: advertising and variety and the importance of positioning in marketing. So Describe the importance of positioning in marketing. So Describe the importance of developing new products/services to stay competitive. So Describe the importance of developing new products/services to stay competitive. So Describe the importance of developing new products/services to stay competitive. So Describe the importance of developing new products/services to stay competitive. So Describe the importance of developing new products/services to stay competitive. So Describe the importance of developing new products/services to stay competitive. So Describe the importance of developing new products/services to stay competitive. So Describe the importance of developing new products/services to stay competitive. So Describe the following terms: advertising and outdoor/fransit adve	10				
advancement skills. advance shart affect advanca shart affect advantages of add. bloscus the different forms of devertising and cavertising advertising. b. Describe the elements of the product priors of media in situtitional advertising and outdoor of different forms of print advertising and outdoor of different forms of print advertising and outdoor of displayed priors. advanced advance. a. Define the following terms: advanced advance. a. Define the following terms: advanced advance. advanced advance. advanced advance. b. Discuss the strengths and weaknesses of company web sites.		· · · · · · · · · · · · · · · · · · ·			
12. Demonstrate task management skills.	— — — — — — — — — — — — — — — — — — — —				- · · · · · · · · · · · · · · · · · · ·
F. MARKETING FUNDAMENTALS REVIEW 3 2 1 N	12		6		
F. MARKETING FUNDAMENTALS REVIEW 3 2 1 N 2 1. Define the seven functions of marketing. 3 2 1 N 5 2. Explain the marketing mix. 3 2 1 N 5 2. Explain the marketing mix. 4 3 2 1 N 5 2. Explain the marketing mix. 5 3. Describe the elements of the promotional mix and the importance of each in marketing. 5 3. Distinguish among marketing. 5 5. Distinguish among marketing. 6 6. Describe the importance of positioning in marketing. 7 7. Describe branding and its importance in marketing. 8 8. Explain the product life cycle and the importance of marketing. 8 9 Explain the product life cycle and the importance of products/services to stay competitive. 9 1 1					
F. MARKETING FUNDAMENTALS REVIEW 3 2 1 N 3 2 1 N Define the seven functions of marketing. 1. Define the seven functions of marketing. 3 2 1 N Define the seven functions of marketing. 3 2 1 N Demonstrate knowledge of different forms of media. Describe the elements of the promotional mix and the importance of each in marketing. Describe the elements of the promotional mix and the importance of each in marketing. Define the following terms: advertising mix to reach intended audience. Define the following terms: advertising media, print media, broadcast media, direct-mail media, ocidal networking, domain name, geo targeting, hits, online community, search engine optimization, tags, widgets, webinar, and wiki. Describe branding and its importance in marketing. Describe advantages and advertising and outdoor/fransit advertising and outdoor/fr	— — — — ₁₃ .	Demonstrate customer-service skins.		institutional auvertising.	
e. Explain how audience 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 in marketing. 6. Describe the importance of positioning in marketing. 7. Describe the importance of positioning in marketing. 8. Explain the product life cycle and the marketing. 8. Explain the product life cycle and the importance of evel oping new products/services to stay competitive. 8. Explain the product life cycle and the importance of evices in the following terms: and the product life cycle and the importance of evel oping new products/services to stay competitive. 9. 2. Define the following terms: advertising mix to reach intended audience. 9. Define the following terms: advertising mix to reach intended audience. 9. Define the following terms: advertising mix to reach intended audience. 9. Define the following terms: advertising options. 9. Define the following terms: advertising mix to reach intended audience. 9. Define the following terms: advertising mix to reach intended audience. 9. Define the following terms: advertising options. 9. Define the following terms: advertising opti					
3 2 1 N 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. 6. Distinguish among 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. 9. Define the seven functions of marketing. 9. Libering the seven functions of marketing. 9. Define the seven functions of marketing. 9. Demonstrate knowledge of different forms of media. 9. Understand options of different forms of media. 9. Define the following terms: advertising media, print media, broadcast media, disadventising media, print media, outdoor/transit media, electronic/internet media, and specially media. 9. Describe the importance of positioning in marketing. 9. Describe branding and its importance in marketing. 9. Describe branding and its importance of developing new products/services to stay competitive. 9. Describe the importance of developing new products/services to stay competitive. 9. Define the following terms: advertising options. 9. Define the following terms: advertising endia, print media, outdoor/transit media, electronic/internet media, and specially media. 9. Describe advantages and disadvantages and disadvantages and disadvantages associated with each form of media. 9. Describe advantages associated with each form of media. 9. Describe advantages and disadvantages and weaknesses of today's social network marketing. 9. Discuss the strengths and weaknesses of company web sites. 9. Describe the importance of developing new products/services to stay competitive. 9. Describe the importance of positioning intended audience. 9. Describe the following terms: advertising and outdoor/transit advertising and outdoor/transit advertising onto treat. 9. Define the following terms: adve	F. MARKETIN	G FUNDAMENTALS REVIEW	H. FORMS OF	MEDIA	=
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. 9. Define the following terms: and the					c. Explain now addictice
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 intended audience. 5. Distinguish among marketing components of 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. 9. Explain the product life cycle and the importance of each in marketing. 9. Describe the elements of the promotional mix and the importance of email media, on the product life cycle and the importance of developing new products/services to stay competitive. 9. Describe the elements of the product life sycle and the importance of email marketing. 9. Describe the following terms: a Define the following terms: a De	3 2 1 N		3 2 1 N		viewershin/listenershin affects
promotional mix and the importance of each in marketing. 4. Identify the different strategy and intended audience. 5. Distinguish among marketing broadcast media, print media, officet-mail media, outdoor/transit media, 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. 8. Define the following terms: apps, mobile, blogs, content, email, instant messaging, links, podcast, advertising media, print media, or advertising media, print media, or advertising and dudoor/transit media, outdoor/transit media, electronic/internet media, and specialty media. 8. Describe advantages and disadvantages and widgets, webinar, and wiki. 9. Describe davantages associated with each form of media. 8. Explain the product life cycle and the importance of developing new products/services to stay competitive. 8. Define the following terms: apps, mobile, blogs, content, email, instant messaging, links, podcast, advertising media, print media, outdoor/transit differet-mail media, outdoor/transit disadvantages and outdoor/transit disadvantages and widgets, webinar, and wiki. 9. Describe advantages associated with each form of media. 9. Discuss the strengths and weaknesses of company web sites. 9. Define the following terms: davertising and outdoor/transit advertising and the uses of each. 9. Define the following terms: davertising and the uses of each. 9. Define the following terms: davertising and the uses of each. 9. Define the following terms: davertising and the uses of each. 9. Define the following terms: davertising and the uses of each. 9. Define the following terms: davertising and the uses of each. 9. Define the following terms: davertising and the uses of each. 9. Define the following terms: davertising and the uses of each. 9. Define the following terms: davertising and the uses of each. 9. Define the following terms: davert		Define the seven functions of marketing.		Demonstrate knowledge of different	
promotional mix and the importance of each in marketing. 4. Identify the different strategy and intended audience. 5. Distinguish among marketing broadcast media, print media, officet-mail media, outdoor/transit media, direct-mail media, outdoor/transit media, and specialty media. 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. 8. Explain the product life cycle and the importance of positions and the importance of each in marketing. 8. Define the following terms: apps, mobile, blogs, content, email, instant messaging, links, podcast, advertising media, print media, and severtising media, direct-mail media, outdoor/transit media, electronic/internet media, and specialty media. 9. Describe the importance of positioning in marketing. 9. Describe advantages and disadvantages and form of media. 9. Describe davantages associated with each form of media. 9. Discuss the strengths and weaknesses of today's social network marketing. 9. Describe the following terms: advertising and outdoor/transit advertising and outdoor/transit advertising and the uses of each. 1. Define the following terms: apps, mobile, blogs, content, email, instant messaging, links, podcast, advertising endia, social networking, domain name, geo targeting, hits, online community, seen the production, tags, widgets, webinar, and wiki. 9. Describe advantages associated with each form of media. 9. Describe advantages associated with each form of media. 9. Describe advantages associated with each form of media. 9. Discuss the strengths and weaknesses of company web sites. 1. Define the following terms: davertising and outdoor/transit advertising and the uses of each. 1. Define the following terms: davertising and the uses of each. 2. Define the following terms: davertising and the uses of each. 3. Define the following terms: davertising and outdoor/transit advertis	1.	——————————————————————————————————————		forms of modia	advertising rates.
each in marketing. 4. Identify the different strategy components of marketing. 5. Distinguish among marketing broadcast media, direct-mail media, ocidentification, 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. 8. Describe the importance of developing new products/services to stay competitive. 9. Define the following terms: 1. Define the following terms: 2. Define the following terms: 3. Define the following terms: 4. Define the following terms: 5. Define the following terms: 5. Define the following terms: 6. Define the following terms: 8. Define the following terms: 8. Define the following terms: 9. Describe davertising and outdoor/transit 9. Discuss the strengths and weaknesses of company web sites. 9. Describe the following terms: 1. Define	1.	Explain the marketing mix.	1.	forms of media. 5.	advertising rates. Understand electronic/internet
Lentify the different strategy components of marketing. 5. Distinguish among marketing broadcast media, print media, broadcast media, print media, broadcast media, direct-mail media, outdoor/transit media, outdoor/transit media, electronic/internet media, 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. 8. Define the following terms: advertising media, print media, outdoor/transit disadvantages associated with each of orm of media. 8. Explain the product life cycle and the importance of developing new advertising and outdoor/transit outdoor/transit outdoor/transit advertising and outdoor/transit outdoor/tran	1.	Explain the marketing mix. Describe the elements of the	1.	forms of media 5. Understand options of different forms of	advertising rates. Understand electronic/internet advertising options.
components of marketing. 5. Distinguish among marketing broadcast media, print media, pretworking deutority, print media, pretworking deutority, print media, pretworking deutority, print media, pretworking, delectronic/internet media, and stargeting, hits pretable, pretworking, delectronic/internet media, and stargeting, hits predia, pretworking, delectronic/internet media, and stargeting, hits predia, pretworking, delectronic/internet media, and stargeting, hits predia, presenting, intervelling, intervelling, search e	1.	Explain the marketing mix. Describe the elements of the promotional mix and the importance of	1.	forms of media 5. Understand options of different forms of media in a marketing mix to reach	advertising rates. Understand electronic/internet advertising options. a. Define the following terms: apps,
5. Distinguish among marketing broadcast media, direct-mail media, 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. 9. Define the following terms: headline, illustration, signature, copy, layout, white space, 1. Distinguish among marketing broadcast media, direct-mail media, on outdoor/transit media, outdoor/transit media, outdoor/transit media, and sergeting, hits, online community, SEM (search engine marketing), search engine optimization, tags, widgets, webinar, and wiki. 8. Describe branding and its importance in marketing. 8. Explain the product life cycle and the importance of developing new advertising and outdoor/transit advertising and outdoor/transit advertising and the uses of each. a Define the following terms: headline, illustration, signature, copy, layout, white space, 1. Describe the importance of positioning targeting, because targeting, hits, online community, set Margeting, headline, dilevet-mail media, and targeting, hits, online community, set Margeting, search engine optimization, tags, widgets, webinar, and wiki. 8. Discuss the strengths and weaknesses of today's social network marketing. 9. Discuss the strengths and weaknesses of company web sites. 1. Define the following terms: headline, illustration, signature, copy, layout, white space,	1. 2. 3.	Explain the marketing mix. Describe the elements of the promotional mix and the importance of each in marketing.	1.	forms of media 5. Understand options of different forms of media in a marketing mix to reach intended audience.	advertising rates. Understand electronic/internet advertising options. a. Define the following terms: apps, mobile, blogs, content, email,
identification, market segmentation, and target marketing. ———————————————————————————————————	1. 2. 3.	Explain the marketing mix. Describe the elements of the promotional mix and the importance of each in marketing. Identify the different strategy	1.	forms of media 5. Understand options of different forms of media in a marketing mix to reach intended audience. a. Define the following terms:	advertising rates. Understand electronic/internet advertising options. a. Define the following terms: apps, mobile, blogs, content, email, instant messaging, links, podcast,
target marketing. electronic/internet media, and Describe the importance of positioning in marketing. b. Describe advantages and in marketing. b. Describe branding and its importance in marketing. b. Describe advantages associated with each marketing. form of media. b. Discuss the strengths and marketing. advertising and outdoor/transit products/services to stay competitive. al. Define the following terms: Describe branding and its importance in marketing. advertising and outdoor/transit advertising and the uses of each. a. Define the following terms: headline, illustration, signature, copy, layout, white space, Explain the product life cycle and the advertising and the uses of each. a. Define the following terms: headline, illustration, signature, copy, layout, white space, SEM (search engine marketing), search engine optimization, tags, widgets, webinar, and wiki. Discuss the strengths and weaknesses of today's social network marketing. Co. Discuss the strengths and weaknesses of company web sites. Discuss the strengths and weaknesses of email marketing.	123.	Explain the marketing mix. Describe the elements of the promotional mix and the importance of each in marketing. Identify the different strategy components of marketing.	1.	forms of media 5. Understand options of different forms of media in a marketing mix to reach intended audience. a. Define the following terms: advertising media, print media,	advertising rates. Understand electronic/internet advertising options. a. Define the following terms: apps, mobile, blogs, content, email, instant messaging, links, podcast, RSS, social media, social
Search engine marketing, search engine optimization, tags, widgets, webinar, and wiki. Describe branding and its importance in marketing. To Describe branding and its importance in marketing. Explain the product life cycle and the importance of developing new products/services to stay competitive. Describe advantages associated with each form of media. Understand different forms of print advertising and outdoor/transit advertising and outdoor/transit advertising and the uses of each. Define the following terms: headline, illustration, signature, copy, layout, white space, SEW (search engine optimization, tags, widgets, webinar, and wiki. b. Discuss the strengths and weaknesses of today's social network marketing. To Discuss the strengths and weaknesses of company web sites. Define the following terms: headline, illustration, signature, copy, layout, white space,	123.	Explain the marketing mix. Describe the elements of the promotional mix and the importance of each in marketing. Identify the different strategy components of marketing. Distinguish among marketing	1.	forms of media. 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,	advertising rates. 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
in marketing. Describe branding and its importance in marketing. 8. Explain the product life cycle and the importance of developing new products/services to stay competitive. Describe branding and its importance in disadvantages associated with each form of media. Understand different forms of print advertising and outdoor/transit advertising and outdoor/transit advertising and the uses of each. Define the following terms: headline, illustration, signature, copy, layout, white space, b. Discuss the strengths and weaknesses of today's social network marketing. C. Discuss the strengths and weaknesses of company web sites. Discuss the strengths and weaknesses of company web sites. Discuss the strengths and weaknesses of email marketing.	123.	Explain the marketing mix. Describe the elements of the promotional mix and the importance of each in marketing. Identify the different strategy components of marketing. Distinguish among marketing identification, market segmentation, and	1.	forms of media. 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,	advertising rates. 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,
Describe branding and its importance in marketing. 8. Explain the product life cycle and the importance of developing new products/services to stay competitive. 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, 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.	123.	Explain the marketing mix. Describe the elements of the promotional mix and the importance of each in marketing. Identify the different strategy components of marketing. Distinguish among marketing identification, market segmentation, and target marketing.	1.	forms of media. 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	advertising rates. 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),
marketing. 8. Explain the product life cycle and the importance of developing new products/services to stay competitive. 3. Define the following terms: headline, illustration, signature, copy, layout, white space, b. Discuss the streights and weaknesses of today's social network marketing. c. Discuss the streights and weaknesses of company web sites. d. Discuss the streights and weaknesses of company web sites. d. Discuss the streights and weaknesses of company web sites. copy, layout, white space,	123.	Explain the marketing mix. Describe the elements of the promotional mix and the importance of each in marketing. Identify the different strategy components of marketing. Distinguish among marketing identification, market segmentation, and target marketing. Describe the importance of positioning	1.	forms of media. 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.	advertising rates. 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,
 8. Explain the product life cycle and the importance of developing new products/services to stay competitive. 3. Understand different forms of print advertising and outdoor/transit b. Define the following terms: c. Discuss the strengths and weaknesses of company web sites. d. Discuss the strengths and headline, illustration, signature, copy, layout, white space, 	13456.	Explain the marketing mix. Describe the elements of the promotional mix and the importance of each in marketing. Identify the different strategy components of marketing. Distinguish among marketing identification, market segmentation, and target marketing. Describe the importance of positioning in marketing.	1.	forms of media. 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	advertising rates. 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.
importance of developing new advertising and outdoor/transit c. Discuss the strengths and products/services to stay competitive. a. Define the following terms: beadline, illustration, signature, copy, layout, white space, advertising and outdoor/transit c. Discuss the strengths and weaknesses of company web sites. beadline, illustration, signature, copy, layout, white space,	13456.	Explain the marketing mix. Describe the elements of the promotional mix and the importance of each in marketing. Identify the different strategy components of marketing. Distinguish among marketing identification, market segmentation, and target marketing. Describe the importance of positioning in marketing. Describe branding and its importance in	1.	forms of media. 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	advertising rates. 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
products/services to stay competitive. advertising and the uses of each. a. Define the following terms: headline, illustration, signature, copy, layout, white space,	1234567.	Explain the marketing mix. Describe the elements of the promotional mix and the importance of each in marketing. Identify the different strategy components of marketing. Distinguish among marketing identification, market segmentation, and target marketing. Describe the importance of positioning in marketing. Describe branding and its importance in marketing.	1.	forms of media. 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.	advertising rates. 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
a. Define the following terms: d. Discuss the strengths and headline, illustration, signature, copy, layout, white space,	1234567.	Explain the marketing mix. Describe the elements of the promotional mix and the importance of each in marketing. Identify the different strategy components of marketing. Distinguish among marketing identification, market segmentation, and target marketing. Describe the importance of positioning in marketing. Describe branding and its importance in marketing. Explain the product life cycle and the	1.	forms of media. 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. Understand different forms of print	advertising rates. 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.
headline, illustration, signature, copy, layout, white space, weaknesses of email marketing.	1234567.	Explain the marketing mix. Describe the elements of the promotional mix and the importance of each in marketing. Identify the different strategy components of marketing. Distinguish among marketing identification, market segmentation, and target marketing. Describe the importance of positioning in marketing. Describe branding and its importance in marketing. Explain the product life cycle and the importance of developing new	1.	forms of media. 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. Understand different forms of print advertising and outdoor/transit	advertising rates. 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
copy, layout, white space,	1234567.	Explain the marketing mix. Describe the elements of the promotional mix and the importance of each in marketing. Identify the different strategy components of marketing. Distinguish among marketing identification, market segmentation, and target marketing. Describe the importance of positioning in marketing. Describe branding and its importance in marketing. Explain the product life cycle and the importance of developing new	1.	forms of media. 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. Understand different forms of print advertising and outdoor/transit advertising and the uses of each.	advertising rates. 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.
	1234567.	Explain the marketing mix. Describe the elements of the promotional mix and the importance of each in marketing. Identify the different strategy components of marketing. Distinguish among marketing identification, market segmentation, and target marketing. Describe the importance of positioning in marketing. Describe branding and its importance in marketing. Explain the product life cycle and the importance of developing new	1.	forms of media. 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. Understand different forms of print advertising and outdoor/transit advertising and the uses of each. a. Define the following terms:	advertising rates. 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
	1234567.	Explain the marketing mix. Describe the elements of the promotional mix and the importance of each in marketing. Identify the different strategy components of marketing. Distinguish among marketing identification, market segmentation, and target marketing. Describe the importance of positioning in marketing. Describe branding and its importance in marketing. Explain the product life cycle and the importance of developing new	1.	forms of media. 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. Understand different forms of print advertising and outdoor/transit advertising and the uses of each. a. Define the following terms: headline, illustration, signature,	advertising rates. 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

I. PLANNING		3.	Evaluate costs associated with different
3 2 1 N			forms of media.
1.	Determine the impact of advertising on	4.	Determine criteria for
	consumer buying behaviors.		selecting/purchasing different forms of
	a. Define market segmentation.		media.
2.	Identify how to select a target market.	5.	Demonstrate how to calculate media
3.	Prepare an advertising/promotional		costs.
	budget.	6.	Identify the different forms of
4.	Examine the methods of obtaining		measurement for audience
	market research data.		ratings/reach.
5.	Examine how market research is used	7.	Describe the benefits of advertising
	including steps of the research process.		campaign activities.
6.	Describe the various advertising	8.	Analyze advertising goals as they relate
	objectives and their relationship to the		to profitability and/or effectiveness.
	•	9.	Demonstrate how to effectively reach
-	message strategy of a campaign.		target market by using the most cost-
7.	Describe the importance of the		effective form of media.
	promotional mix and its role as a		effective form of media.
_	marketing function.		
8.	Explain the elements of sales promotion	L. PROMOTIO	NAL ACTIVITIES
	and its relationship to the ad campaign.	3 2 1 N	
		1.	Discuss the advantages and
J. CREATIVE C	ONCEPTING		disadvantages of advertising, personal
3 2 1 N			selling, public relations/publicity, and
1.	Explain why creativity is important in		sales promotions.
	advertising.	2.	Discuss the different types of trade
2.	Explain how the creative process		promotions, including slotting, buying
	supports an existing brand.		allowance, tradeshows, and
3.	Describe the creative process in an		conventions.
	advertising agency.	3.	Discuss the different types of consumer
4.	Describe the creative guidelines for a		promotions including premiums, POPs,
4.	media format.		direct marketing, incentives, sampling,
5.	Examine the use of advertising and		guerilla advertising, co-op advertising,
————	public relations by marketers.		product placement, visual
c			merchandising, PSAs, displays, and
6.	Create advertisements utilizing		loyalty programs.
	computer graphics, layout, storyboards,	4	, , , ,
	etc., for selected media such as	4.	Select a product/service for advertising
_	broadcast and print.	_	and promotion.
7.	Demonstrate communication skills by	5.	Select promotional media.
	delivering a presentation on an	6.	Coordinate promotional and selling
	advertising campaign element.	_	activities.
		7.	Develop an advertising/promotional
K. MEDIA INV	ESTMENT		campaign.
3 2 1 N		8.	Evaluate sales promotion activities.
1.	Identify types of goals for success in an	9.	Identify the purpose of a news release.
	advertising campaign.	10.	Write a publicity/press release.
2.	Explain the basic ways in which	11.	Explain the benefits of conducting a
Z.	companies determine their promotional		press conference.
	companies actermine their promotional		

budgets.

M. CAREER DDEVELOPMENT

3 2 1 N	
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.