

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

- 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 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

3 2 1 N

- ___ ___ ___ 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

3 2 1 N

- ___ ___ ___ 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

- ___ ___ ___ 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

- | 3 | 2 | 1 | N | |
|-----|-----|-----|-----|--|
| ___ | ___ | ___ | ___ | 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

- | 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 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

- | 3 | 2 | 1 | N | |
|-----|-----|-----|-----|---|
| ___ | ___ | ___ | ___ | 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 affect advertising. |
| ___ | ___ | ___ | ___ | 6. Compare promotional, political, and institutional advertising. |

H. FORMS OF MEDIA

- | 3 | 2 | 1 | N | |
|-----|-----|-----|-----|---|
| ___ | ___ | ___ | ___ | 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, and |

proof.

- | | | | | |
|-----|-----|-----|-----|---|
| ___ | ___ | ___ | ___ | 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 and 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

3 2 1 N

- _____ 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

3 2 1 N

- _____ 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

3 2 1 N

- _____ 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

3 2 1 N

- _____ 1. Discuss the advantages and disadvantages of advertising, personal selling, public relations/publicity, and 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

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.