



Scope and Sequence

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Cluster:	Marketing		
Course Name:	Advertising and Sales Promotion (One-Half to One Credit)		
Course Description:	Advertising and Sales Promotion is designed as a comprehensive introduction to the principles and practices of advertising. Students will gain knowledge of techniques used in current advertising, including print broadcast media. The course explores the social, ethical, and legal issues of advertising, historical influences, strategies and media decision processes as well as integrated marketing communications. The course provides an overview of how communication tools can be used to reach target audiences and increase consumer knowledge.		
Course Requirements:	<p>This course is recommended for students in Grades 9-12.</p> <p>Recommended Prerequisites: Principles of Business, Marketing, and Finance.</p> <p>Recommended Equipment: computers with Internet connectivity, printers, multimedia presentation software and financial calculators, and projection device.</p>		
Units of Study	Knowledge and Skills	Student Expectations	Resources
1. World of Advertising	C(9) The student analyzes that a career in advertising marketing requires knowledge of the industry.	(A) research careers in the advertising marketing industry; and (B) list and describe businesses related to advertising.	O'Net Online www.online.onetcenter.org AIBP Ch. 2 The Structure of the Advertising Industry: Advertisers, Advertising Agencies, and Support
2. Planning the Campaign	C(1) The student knows business concepts and explains how business satisfies economic needs.	(A) categorize business activities as production, marketing, management, or finance; (B) explain the interdependence each business activity has with marketing; (C) differentiate the implications of business conduct using advertising examples; (D) illustrate how international marketing affects the advertising industry; and (E) explain the impact of multiculturalism and multigenerationalism on advertising marketing activities.	AU The Triumph of Advertising in American Culture Case Studies AAP Ch. 2 Situation Analysis APP Ch. 2 Advertising's Role in Marketing www.dailybusinessandmarketing.com www.zeroonezero.com/video/2d-promotional-shorts/2d-promotional-shorts.html Internet Marketing: The Value of Pay Per Click Advertising Interview with Lee Odden www.AllBusiness.com Internet Marketing Advisor LAPS FI-004-SP-3 Watch Your Bottom Line LAPS NF-001-SP-3 Record It

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2. Planning the Campaign (continued)	C(2) The student knows the importance of marketing as well as the functions of marketing.	(A) explain the marketing concept; (B) recognize marketing functions and how they relate to advertising; (C) explain how each component of the marketing mix contributes to successful marketing; (D) identify the importance of target markets; (E) describe advantages and disadvantages of market segmentation and mass marketing; and (F) research trends and emerging technologies affecting advertising marketing.	LAP BA-011-CS-N Have It Your Way LAP-MK-001-CS Working the Big Six ME Ch. 1 Marketing is All Around Us ME 2006 Ch. 1 Marketing is All Around Us LAP- IM-007-CS-3 Pick the Mix LAP-IM-009-CS-N Have We Met? ME Ch. 28 Marketing Research ME 2006 Ch. 28 Marketing Research
	C(6) The student knows that financial planning is necessary for the market's success and solvency.	(A) identify sources of financial assistance; (B) explain the purpose of financial records such as budget, balance sheet, and income statement; and (C) discover the relationship of perishability to profit and loss.	Internet Marketing: The Value of Pay Per Click Advertising Interview with Lee Odden, www.allbusiness.com Internet Marketing Advisor LAP FI-004-SP-3 Watch Your Bottom Line LAP NF-001-SP-3 Record It
	C(7) The student knows the nature and scope of advertising marketing.	(A) demonstrate knowledge of the history of advertising as an industry and how it relates to today's marketplace; (B) distinguish among advertising marketing terms; (C) list major environmental influences on advertising marketing demand; (D) research advertising information; and (E) explain legislation that impacts advertising.	Market research manager Deirdre Kurzweil: market research and focus groups. Chuck Winship CEO of Sugar Bush Hollow: Marketing Plan. Http://www.allbusiness.com/interview www.eclips.cornell.edu/interviewLecture.do?id=123 AIB Ch. The World of Advertising Ch. 2 The Structure of the Advertising Industry Ch. 3 The Evolution of Promoting and Advertising Brands and Ch. 4 Social, Ethical, and Regulatory Aspects of Advertising
	C(8) The student knows that a career in advertising marketing requires knowledge of demographics.	(A) explain how the use of demographics has influenced the industry; (B) differentiate between buying habits and buying preferences; and (C) research the use of technology in advertising, design, production, and distribution.	AIBP Ch.5 Advertising, Integrated Brand Promotion and Consumer Behavior Ch. 6 Market Segmentation, Positioning, and the Value Proposition Ch.16 Media Planning: Advertising on the Internet AAP Ch. 3 Understanding the Customer and Ch. 4 Defining the Target Market Before Advertising, Determine our Target Market (Interview with Jim Logan) www.allbusiness.com Marketing Advisor

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2. Planning the Campaign (continued)	C(10) The student guides staff to improve their success rate and to minimize staff turnover.	(A) introduce the following five steps of selling: (i) approach the customer; (ii) determine needs; (iii) present the product; (iv) overcome objections; and (v) close the sale. (B) provide information about incoming merchandise to sales staff; (C) monitor on-floor selling activities; and (D) control sales activities to meet sales goals and objectives.	AAP Ch.5 Defining the Benefit LAP SE-108-SP-7 Decisions, Decisions LAP PM-016-MN-7 Stand Out (Unique Selling Proposition) ME 2006 Ch. 12 Preparing for the Sale Ch.13 Initiating the Sale Ch. 14 Presenting the Product and Ch.15 Closing the Sale
	C(15) The student knows the marketing-information system.	(A) explain characteristics and purposes of a marketing-information system; (B) identify benefits and limitations of marketing research; (C) explain the use of inventory control information; and (D) analyze data used to make accurate forecasts.	APP Ch. 6 Strategic Research APP Ch. 7 Strategic Planning
	C(16) The student knows pricing policies, objectives, and strategies	(A) compare and contrast pricing policies; (B) develop a sample credit policy that could be a useful advertising marketing strategy; and (C) analyze the price of an advertising marketing product.	APP Ch. 11 Media Planning and Buying AAP Ch. 1 What is Account Planning AAP Ch. 9 Media and Account Planning LAP PI-002-SP-3 The Price is Right
	C(17) The student knows the elements and processes of product planning	(A) describe stages of new-product planning; (B) define product mix; and (C) identify stages of the product life cycle for new or existing advertising marketing plans.	LAP PM-017-SP-3 Rapping up Products LAP PM-003-SP-3 Mix and Match (Nature of the Product Mix)
	C(19) The student knows that advertising occurs as steps in a continuous cycle	(A) justify between buying for resale and buying for organization use; (B) explain the importance of identifying needs as the first step of the advertising process; and (C) prepare a buying plan, complete purchase orders, and process invoices.	LAP OP-002-CS-3 Buy Right (Purchasing) LAP PI-002-SP-7 The Price is Right (Nature of Pricing)
3. Implementing the Campaign	C(5) The student knows that distribution channel members facilitate the movement of plans.	(A) explain channels of distribution for advertising marketing plans; and (B) describe activities of each channel member.	LAP CM-001-CS-3 Channel It LAP CM-002-CS-3 Channel Management
	C(18) The student knows that successful marketers must develop, implement, and evaluate a promotional plan.	(A) identify components of the promotional mix such as advertising, visual merchandising, and personal selling; (B) demonstrate visual merchandising techniques for advertising marketing goods, services, or ideas; and (C) analyze a promotional plan for effectiveness.	Video: When Marketing Predictions Go Bad www.adage.com

Units of Study	Knowledge and Skills	Student Expectations	Resources
4. Social, Ethical & Regulatory Issues in Advertising	C(11) The student knows the importance of teamwork, leadership, integrity, honesty, work habits, and organizational skills.	(A) illustrate how teams function; (B) use teamwork to solve problems; (C) distinguish between the roles of team leaders and team members; (D) identify characteristics of good leaders; (E) categorize employers' expectations and appropriate work habits; (F) define discrimination, harassment, and equality; (G) use time-management techniques to develop and maintain schedules and meet deadlines; (H) express how teams measure their results; and (I) develop two methods to recognize and reward team performance.	DECA LEADS LAP EI-005-CS-1 Can You Relate? (Positive Working Relationships) LAP OP-001-SP-3 About Time (Time Management) Leadership Activities: www.groupdynamix.com www.teachmeteamwork.com .
	C(20) The student knows that various types of risks impact business activities.	(A) categorize business risks; and (B) explain methods a business uses to control risks such as surveillance and safety training.	ME Ch. 34 Risk Management ME 2006 Ch. 34 Risk Management
	C(21) The student knows the role of selling in a private enterprise economy	(A) explain how selling contributes to economic activity; (B) describe the process of selecting and advertising merchandise; and (C) demonstrate steps in the selling process using advertising plans.	APP Ch. 2 Advertising's Role in Marketing AAP Ch. 10 Measuring Success, Ch. 11 Business-to-Business, Case Study, Ch. 12 Packaged Goods Case Study, Ch. 13 Retail Case Study AIBP Ch. 19 Direct Marketing AU The Triumph of Advertising Case Studies
5. Employability & Career Development	C(3) The student knows the impact and value of diversity	(A) express elements of culture and the need for understanding cultural diversity; and (B) identify how diversity affects the advertising industry.	LAP EI 011 Getting to Know You

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5. Employability & Career Development (continued)	C(4) The student knows how to use self-development techniques and interpersonal skills to accomplish marketing objectives.	(A) explain and practice effective interpersonal and team-building skills with coworkers, managers, and customers; (B) participate in leadership and career development activities such as student organizations and local chambers of commerce; and (C) identify the role of professional organizations, trade associations, and labor unions in the advertising industry.	DECA LEADS LAP QS 013 Gimme Five ME 2006 Ch. 10 Interpersonal Skills www.deca.org (National DECA's Advertising Campaign Event) www.adcouncil.org (The Ad Council) www.aaf.org (American Advertising Federation) www.usjaycees.org (United States Junior Chamber of Commerce)
	C(11) The student knows the importance of teamwork, leadership, integrity, honesty, work habits, and organizational skills.	(A) illustrate how teams function; (B) use teamwork to solve problems; (C) distinguish between the roles of team leaders and team members; (D) identify characteristics of good leaders; (E) categorize employers' expectations and appropriate work habits; (F) define discrimination, harassment, and equality; (G) use time-management techniques to develop and maintain schedules and meet deadlines; (H) express how teams measure their results; and (I) develop two methods to recognize and reward team performance.	LAP QS 006 Lean on Me LAP QS 021 About Time LAP HR 036 Take the Lead LAP PD 007 Make the Honor Role Leadership Activities: www.groupdynamix.com www.teachmeteamwork.com
	C(12) The student evaluates and uses information resources to accomplish specific occupational tasks	(A) use informational texts, Internet websites, and technical materials to review and apply information sources for occupational tasks; and (B) evaluate the reliability and credibility of information from informational texts, Internet websites, technical materials and resources.	LAP QS 019 Get What You Need
	C(13) The student develops and delivers formal and informal presentations using appropriate media to engage and inform audiences.	(A) prepare oral presentations to provide information for specific purposes and audiences; (B) identify and prepare support materials that will enhance an oral presentation; and (C) deliver an oral presentation that sustains listener attention and interest.	LAP QS 009 Well Said! ME Ch. 8 Communication ME 2006 Ch. 8 Communication
	C(14) The student applies active listening skills to obtain and clarify information	(A) interpret a given verbal message of information; and (B) respond with restatement and clarification techniques.	LAP QS 001 Listen Up ME Ch. 8 Communication ME 2006 Ch. 8 Communication

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Resources: ISBN:0324289561, Advertising and Integrated Brand Promotion, O'Guinn, Allen, Semenik, 2006. Cengage, 4th Edition (AIBP) ISBN 0131465600, Advertising, Principles and Practice, Wells, Moriarty, Burnett, 2006, Prentice Hall, 7th Edition (APP) ISBN 0765617307, Advertising Account Planning, Kelley, Jugenheimer, 2006, M.E. Sharpe, Inc. (AAP) ISBN 978-0-471524182, Write Great Ads: A Step-by-Step Approach, Klein, Erica, 1990, John Wiley & Sons, Inc. (WGA) ISBN 0231103255, Adcult USA: The Triumph of Advertising in American Culture, Twitchell, James, 1996, Columbia University Press (AU) ISBN 0-07-824951-1, Marketing Essentials, Farese, Kimbrell, Wolosyzk, 2003, Glencoe, 3rd Edition (ME) ISBN 0-07-868914-4, Marketing Essentials, Farese, Kimbrell, Wolosyzk, 2006, Glencoe, 4th Edition (ME 2006)			
Online Resources: Promo-promomagazine.com; Adage-adage.com; TV Resources-www.tvacres.com; Advertisement Ave-www.advertisement.com; Television Bureau of Advertising-www.tvb.org; Quality Logo-http://www.qualitylogoproduct.com/lib/top-10-advertising-jingles.htm; TV Commercial Files - http://www.foutunecity.com/skyscraper/wired/699/ads.html; AdWeek-http://www.adweek.com; BtoB-http://www.btobonline.com; www.zeronezero.com/video2d-promotional-shorts/2d-promotional-shorts.html; www.dailybusinessandmarketing.com; www.eclips.cornell.edu/interviewLecture.do?id=123; www.deca.org; www.usjaycees.org; www.adcouncil.org; www.aaf.org; www.cte.unt.edu; www.groupdynamix.com; www.teachmeteamwork.com			