

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Careers in Advertising and Promotion

Course Code: 040009 CIP Code: 52.1401

COURSE INTRODUCTION:

An instructional program for students who are interested in a career in the field of advertising and promotion. Instruction will prepare students to understand basic marketing principles, consumer behavior, and the ability to identify the target market. Students will examine different advertising and promotional methods. Specific skills will help students to create, produce, and effectively evaluate different advertising and promotional strategies.

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UNIT DESCRIPTION: Students will understand careers available in the advertising and promotion industry.		SUGGESTED UNIT TIMELINE: 4 WEEKS CLASS PERIOD (min.): 50 MINUTES				
ESSENTIAL QUESTIONS: 1. What career opportunities are available in the field of advertising and promotion?						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CL Es	PS	CCSS	MBA Research Standards	DOK
1. Identify career opportunities in advertising and promotion.				WHST.11-12.7	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career	1
2. Determine personal trait characteristics that support these types of jobs.				SL.11-12.4	Understands concepts, tools, and strategies used to explore,	2

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					obtain, and develop in a business career	
3. Identify secondary certifications and/or degrees needed for these types of careers.				SL.11-12.4	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career	1
<p>ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)</p> <p>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above (i.e., Grade Level/Course Title/Course Code, Unit #.)</p>						
Obj. #	INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)					
1	1. Teacher will present various careers in advertising and promotions. Various guest speakers will be included.					
2	2. Teacher will provide a job skills/personality test.					
3	3. Teacher will inform students of post-secondary opportunities, requirements and certifications in the advertising field.					
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)					
1	1. Students will research careers/job opportunities in advertising within the text and internet.					

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2	2. Students will complete a personality test to determine applicable advertising jobs.
3	3. Students will research on missouriconnections.org for availability of advertising jobs.
<p>UNIT RESOURCES: (include internet addresses for linking)</p> <p>South-Western Advertising Text (Townesley, Maria. 2001)</p> <p>Missouri Marketing Listserve-Resources for Marketing Activities</p> <p>www.DECA.org</p> <p>www.missouriconnections.org</p> <p>Occupation Outlook Handbook</p> <p>MCE 13.0000 MERC1 - Miscellaneous Marketing - Marketing Education Resource Center, COLUMBUS, OHIO, MARKETING EDUCATION RESOURCE CENTER, 2003. Leadership, Attitude, and Performance Module. This instruction module contains student booklets and teaching guides with comprehensive lesson plans/teaching guides. Includes Reading Charts and Graphs, Calculating Break-Even, Psychological Pricing, Credit and Its Importance, Legal Considerations in Granting Credit and Marketing Careers.</p> <p>Career Self-Assessment: Where Do You Fit? Item # LS-1154-01</p> <p>This video helps viewers match their talents, skills and interests to career opportunities. Students examine the basic career clusters - body workers, data workers, persuaders, and service workers - and select one that best fits their talents and interests. Learn how to select a career that is satisfying rather than a daily grind, and how to evaluate the drawbacks and advantages for each cluster. Help your students connect their talents with jobs.</p> <p>Runtime: 26 minutes</p> <p>Copyright Learning Seed</p>	