

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Forms of Media and Technology

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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<b>UNIT DESCRIPTION:</b>  Students will understand and demonstrate their knowledge of different forms of media and technology.		<b>SUGGESTED UNIT TIMELINE: 4 WEEKS</b>  <b>CLASS PERIOD (min.): 50 MINUTES</b>				
<b>ESSENTIAL QUESTIONS:</b>  1. What forms of media would be appropriate for different types of businesses? 2. What elements would you use to create advertisements for each form of media? 3. How would you coordinate the elements in types of media to attract a target audience?						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	MBA Research Standards	DOK
1. Define the following terms: advertising media, print media, broadcast media, direct-mail media, outdoor/transit media, electronic media, and specialty media.				RST.11-12.4	Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities	<b>1</b>

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<p>2. Describe advantages/disadvantages and costs associated with each form of media.</p>				S-ID.9	Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources	<b>2</b>
<p>3. Explain the purpose of each element in an advertisement (headline, copy, illustration, signature, price) to be able to create different forms of media .</p>				RI.11-12.3	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome	<b>4</b>
<p>4. Understand importance of coordinating the elements in advertising and techniques to attract audience.</p>				RST.11-12.7	Understands the concepts and strategies needed to communicate	<b>2</b>

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					information about products, services, images, and/or ideas to achieve a desired outcome
<p><b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc. )</p>  <p><b>*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 #.)</b></p>					
<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)</b>				
1	1. Teachers will present the advertising media terms with bell ringers and different types of media.				
2	2. Teacher will present costs associated with different types of media.				
3	3. Teacher will model how to create print ads, write copy and the use of appropriate illustrations in an advertisement.				
4	4. Teacher will discuss the importance of reaching your target market through advertising.				
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES: (What Students Do)</b>				
1	1. Students will complete chapter review questions.				
2	2. Students will be able to prepare a cost analysis, based on advantages and disadvantages on different types of media.				
3	3. Students will create different types of advertisements (print, broadcast, other)				

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4	4. Students determine target market of different types of advertisements
<p><b>UNIT RESOURCES: (include internet addresses for linking)</b></p> <p><b>South-Western Advertising Text (Townesley, Maria. 2001)</b></p> <p><b>Missouri Marketing Listserve-Resources for Marketing Activities</b></p> <p><b>MCE CD ROM 30 - Advertising Techniques PowerPoint</b> - Presentation Learning ZoneXpress, OWATONNA, MN, LEARNING ZONEXPRESS, 2006. This PowerPoint presentation utilizes humor, fun graphics and excellent advertisement examples to clue students in on the 10 traditional techniques that advertisers use to sell their products. Developed to help students be wise consumers. Includes presenter's notes. Appropriate for grades 9-adult.</p> <p><b>MCE DVD ROM 51.1 - Analyzing Media Influences</b> - Discovery Education, SILVER SPRING, MD, DISCOVERY EDUCATION, 2006. This program explores the media's influence on the way we feel about ourselves and influence the health choices we make. Grades 9-12. 30 minutes.</p> <p><b>MCE DVD ROM 13.3 - Advertising in the Digital Age</b> - Learning ZoneXpress, OWATONNA, MN, LEARNING ZONEXPRESS, 2012. Program features interviews with cutting-edge advertising and media professionals who give an overview of how to navigate new media marketing techniques in the digital age, including: Traditional Techniques--Review of tried and true advertising techniques; New Media, New Techniques--Advertising is a mix of new and old, and sometimes anything goes; Be in Control--Match your privacy settings to your own privacy standards. Grades 7 - Adult. 22 minutes</p> <p><b>Publisher Templates (Advertisements)</b></p> <p><b>TV Storyboards</b></p> <p><b>Create an Ad Scoring Guide</b></p> <p><b>Win, Lose or Draw Logos</b></p> <p><b>Top Ten Advertisements of all Time Video-</b> <a href="http://youtu.be/FhljTM6vuEU">http://youtu.be/FhljTM6vuEU</a></p>	