

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/History and Evolution of Advertising 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 and identify major events and influences in advertising and promotion throughout history.		SUGGESTED UNIT TIMELINE: 4 WEEKS CLASS PERIOD (min.): 50 MINUTES				
ESSENTIAL QUESTIONS: 1. How has advertising and promotions changed over time? 2. What (environmental, social and political, and consumer) influences have impacted advertising and promotions?						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CL Es	PS	CCSS	MBA Research Standards	DOK
1. Explain how advertising has changed to meet the needs of changing times.				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.	3

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<p>2. Identify the laws and regulations that affect the advertising industry.</p>				<p>WHST.11-12.9</p>	<p>Understands business’s responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions</p>	<p>1</p>
<p>3. Discuss ethical behavior in the advertising industry.</p>				<p>RI.11-12.8</p>	<p>Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.</p>	<p>3</p>
<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>Videos, Internet Resources, and Project</p>						

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-----Scoring Guides attached as links	
*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 #.)	
Obj. #	INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)
1	1. Present and discuss the history of advertising. Use bell ringers, end of chapter questions, videos and internet resources to explain how advertising has changed over time.
2	2. Instructor will present the major laws and regulations affecting the advertising industry.
3	3. Present a variety of ethical situations that can in the advertising industry.
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)
1	1. Students listen to presentation on the history of advertising and answer questions.
2	2. Students listen to the presentation and then will be able to determine the laws and regulations affecting the advertising industry.
3	3. Students will participate in a classroom debate of ethical situations in advertising.
UNIT RESOURCES: (include internet addresses for linking) South-Western Advertising Text (Townesley, Maria. 2001) Missouri Marketing Listserve-Resources for Marketing Activities Advertising Court-Divide students into groups and have them debate laws, regulations, and ethical issues in advertising, from a teacher-generated situation. Ethical Issues in Advertising Debate-http://lessons.ctaponline.org/~bchavanu/ http://www.cbsnews.com/video/watch/?id=7365975n-Skechers accused of sketchy advertising-May 13, 2011 8:42 AM Erica Hill talks to "Early Show" contributor Dr. Jennifer Hartstein and Melissa Henson, director of communications and public education for the Parents	

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Television Council about the controversy surrounding the Skechers shoes marketing campaign.

<http://youtu.be/b7c27ikbR20>-Sell and Spin: A History of Advertising (1999, the History Channel/ A&E Network) This documentary, narrated by Dick Cavett, includes insightful interviews with advertising professionals and scholars, and lots of examples tracing advertising from ancient times to the World Wide Web

MCE DVD ROM 13.3 - Advertising in the Digital Age - 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

H DVD ROM 52 - Smoking Out the Truth: Teens and Tobacco - Cambridge Educational, LAWRENCEVILLE, NJ, CAMBRIDGE EDUCATIONAL, 2006. This program focuses on the illusions and misconceptions surrounding teen smoking, exposing the faulty reasoning that leads kids to start or continue the habit. It also offers several motives to quit or abstain, and strategies for doing so. Taking a proactive, student-driven approach, the program features myth-busting classroom presentations delivered by smoking and nonsmoking students alike. Topics covered include the methods and mind-set behind teen-targeted cigarette advertising, the ways that nicotine and tobacco damage health and personal appearance, and the fallacy of claiming, "My parents don't care if I smoke" or "I can quit whenever I want to." 24 minutes

MCE 13.1311 P187 - Media Literacy: Thinking Critically About Sex In The Media - Peyton Paxson, PORTLAND, ME, WALCH EDUCATION, 2005. NOTE: This book contains content that many teachers, students, and parents may find sensitive. Teachers should carefully consider whether an activity is appropriate for their student population. Book discusses issues, and poses questions, to help students better develop an understanding of how the media use sex to attract audiences, how the media represent human sexuality, and how the media influence popular perceptions of sex and sexuality.

MCE DVD ROM 87 - Ron Popeil: Americas Inventor - A&E Television Networks, NEW YORK, NY, A&E TELEVISION NETWORKS, 2005. Ron Ronco Popeil has made profits of more than \$2 billion with inventions like the Veg-O-Matic, Dial-O-Matic and Pocket Fisherman. He learned his sales craft on the streets of Chicago and during tours of duty at the Illinois State Fair. Capitalizing on his familys gift for invention, his own buoyant enthusiasm, and the relatively new world of television advertising in the 50s, Ron Popeil made himself and his products household names. Along the way he went from rags to riches to rags and finally back to riches with his irresistible gift for spiel. 50 minutes.

Advertising Through the Decades Research and Presentation