

Advertising

Unit	Objectives
Promotional Plan	<ol style="list-style-type: none"> 1 Identify the components of the situation analysis for an advertising plan. 2 Determine the objectives of the advertising plan. 3 Create an advertising budget. 4 Identify methods of evaluating the success of an advertising plan.
Branding and Consumer Behavior	<ol style="list-style-type: none"> 1 Define the following terms: brand, brand name, brand mark/logo, generic brand, brand recognition, brand loyalty, brand preference, private/store brand, licensing, and consumer behavior. 2 Explain how branding helps consumer and marketers differentiate products. 3 Explain the factors that affect consumer behavior.
Careers	<ol style="list-style-type: none"> 1 Identify career opportunities in advertising and promotion. 2 Determine personal trait characteristics that support these types of jobs. 3 Identify secondary certifications and/or degrees needed for these types of careers.
Media and Technology	<ol style="list-style-type: none"> 1 Define the following terms: advertising media, print media, broadcast media, direct-mail media, outdoor/transit media, electronic media, and specialty media. 2 Describe advantages/disadvantages and costs associated with each form of media. 3 Explain the purpose of each element in an advertisement (headline, copy, illustration, signature, price) to be able to create different forms of media. 4 Understand importance of coordinating the elements in advertising and techniques to attract audience.
The History and Evolution	<ol style="list-style-type: none"> 1 Explain how advertising has changed to meet the needs of changing times. 2 Identify the laws and regulations that affect the advertising industry. 3 Discuss ethical behavior in the advertising industry.
Marketing Identity and Creativity	<ol style="list-style-type: none"> 1 Identify market segmentation in terms of: demographic, geographic, psychographic and behavioral (product benefits) 2 Explain why the use of marketing segments is increasing 3 Identify and understand the different types of market research 4 Understand the concept of creativity. 5 Explain how creativity can be applied to situations to solve problems and cut costs. 6 Describe ways in which employees can demonstrate creativity on the job.
Promotional Mix	<ol style="list-style-type: none"> 1 Identify the role of promotion. 2 Define promotional mix (advertising, personal selling, public relations/publicity, sales promotion. 3 Describe the importance of the promotional mix: product, place, price & promotion. 4 Identify factors affecting the promotional mix (i.e. technology, economy, market, distribution)