

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Promotion

Course Code: **040001**

CIP Code: **52.1401**

COURSE INTRODUCTION:

An instructional program for students who are interested in a career in the field of marketing and management. This course includes instructional areas designed to provide an understanding of the fundamental marketing processes and an orientation to the American free enterprise system. The program may utilize the Marketing Education internship to support classroom instruction.

UNIT DESCRIPTION: Students will understand the concepts and strategies

SUGGESTED UNIT TIMELINE: 4 weeks

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needed to communicate information about product, services, images, and/or ideas to achieve a desired outcome.		CLASS PERIOD (min.): 50 Minutes				
ESSENTIAL QUESTIONS:						
1. How would the role of promotion link to the marketing function?						
2. What are the different types of promotional channels used to communicate with target audiences?						
3. What type of word of mouth strategies should be utilized to build a brand and promote a product?						
4. What type of media planning strategies should be utilized to enhance a return on marketing investment?						
5. How would you utilize public relation activities to promote goodwill among stakeholders?						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLs	PS	CCSS	MBA Research Standards	DO K
1. Explain the role of promotion as a marketing function				RST.11-12.9	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
2. Explain the types of promotion				RST.11-12.9	Understands the concepts and strategies needed to communicate information about products, services,	1

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					images, and/or ideas to achieve a desired outcome.	
3. Identify the elements of the promotional mix				RH.11-12.5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	1
4. Describe the use of business ethics in promotion				RST.11-12.9	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
5. Explain the nature of a promotional plan				RST.11-12.9	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
6. Coordinate activities in the promotional mix				RST.11-12.2	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	3
7. Explain types of advertising media				RST.11-12.9	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2

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8. Explain components of advertisements				RST.11-12.9	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	1
9. Explain the importance of coordinating elements in advertisements				SL.11-12.4	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
10. Identify types of public-relations activities				SL.11-12.2	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	1
11. Explain how businesses can use tradeshow/exposition participation to communicate with targeted audiences				SL.11-12.2	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
12. Explain the nature of word-of-mouth (WOM) strategies				SL.11-12.1	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
13. Explain considerations in developing viral marketing campaigns				SL.11-12.4	Understands the concepts and strategies needed to communicate information	2

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14. Develop viral marketing strategies				SL.11-12.5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
15. Explain the use of celebrities/influencers as a WOM strategy				SL.11-12.2	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
16. Select celebrity/influencer to deliver promotional message				SL.11-12.2	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	1
17. Develop referral program to build brand/promote products				SL.11-12.5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
18. Explain the use of product placement				SL.11-12.4	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2

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19. Identify opportunities for product placement				SL.11-12.4	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	1
20. Discuss types of direct marketing strategies				SL.11-12.2	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
21. Describe the use of advergaming				SL.11-12.5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
22. Explain the nature of online advertisements				SL.11-12.5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
23. Explain the nature of e- mail marketing strategies				SL.11-12.5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
24. Describe mobile advertising strategies				SL.11-12.5	Understands the concepts and strategies needed to communicate information	2

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25. Identify effective advertising headlines				SL.11-12.5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	1
26. Describe copy strategies				SL.11-12.5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	1
27. Describe the nature of effective Internet ad copy				SL.11-12.5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
28. Identify promotional messages that appeal to targeted markets				SL.11-12.5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	1
29. Analyze the impact of color in advertisements				SL.11-12.1d	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	4

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30. Describe the elements of design				SL.11-12.1a	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
31. Explain the use of illustrations in advertisements				SL.11-12.1a	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
32. Explain type styles used in advertisements				SL.11-12.1a	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	1
33. Describe effective advertising layouts				SL.11-12.1a	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
34. Explain the impact of color harmonies on composition				SL.11-12.1a	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	3
35. Check advertising proofs				SL.11-12.1a	Understands the concepts and strategies needed to communicate information	2

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36. Evaluate storyboards				SL.11-12.1-5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	3
37. Critique advertisements				SL.11-12.1-5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	3
38. Determine advertising reach of media				SL.11-12.1-5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
39. Read media schedule				RI.11-12.1	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
40. Calculate media costs				W.11-12.6	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	1

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41. Choose appropriate media outlets				W.11-12.6	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
42. Select placement of advertisements				SL.11-12.5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	1
43. Develop a media plan (includes objectives, budget, media allocation, and timing of ads)				SL.11-12.2	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	3
44. Write a press release				WHST.11-12.2.a	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
45. Create a public-service announcement				WHST.11-12.2.a	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
46. Create a press kit				WHST.11-12.2.a	Understands the concepts and strategies needed to communicate information	2

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47. Analyze costs/benefits of company participation in community activities				SL.11-12.4	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	4
48. Explain current issues/trends in public relations				SL.11-12.1.a	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	3
49. Create a public-relations campaign				W.11-12.6	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
50. Create promotional signage				W.11-12.6	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
51. Collaborate in the design of slogans/taglines				W.11-12.6	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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52. Analyze considerations in designing a frequency/loyalty marketing program				WHST.11-12.6	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	4
53. Analyze use of specialty promotions				WHST.11-12.6	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	4
54. Develop strategy for creating a special event				SL.11-12.2	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	3
55. Set up cross-promotions				WHST.11-12.8	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
56. Explain the use of advertising agencies				SL.11-12.5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
57. Propose community issues for company involvement				SL.11-12.4	Understands the concepts and strategies needed to communicate information	3

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58. Explain the use of visual merchandising in retailing				SL.11-12.5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	3
59. Distinguish between visual merchandising and display				SL.11-12.5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	3
60. Place merchandise for impact				SL.11-12.5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
61. Use cross-merchandising techniques				SL.11-12.2	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
62. Analyze types of display arrangements				SL.11-12.2	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	4

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63. Create and maintain displays				SL.11-12.5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
64. Develop promotional calendar				W.11-12.2.a	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	2
65. Plan/Schedule displays/themes with management				SL.11-12.5	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	3
66. Plan a promotional strategy (promotional objectives, budget, promotional mix, etc.)				W.11-12.2.a	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	3
67. Persuade others				SL.11-12.1.c	Understands the concepts, strategies, and systems used to obtain and convey ideas and information.	3

ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)

Project rubrics – About me, Theme park, KFC Assignment

***Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each**

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assessment according to the unit descriptions above (i.e., Grade Level/Course Title/Course Code, Unit #.)	
Obj. #	INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods) Upload documents in promotion folder in marketing 1 shared docs.
1-41	1. Lecture - Teacher will discuss the four aspects of promotional mix. Guided practice, individual learning.
1-61, 64-67	2. Lecture - Teacher will discuss the four p’s of marketing. Guided practice, cooperative learning, individual learning.
1-67	3. Guided practice - Teacher will model a marketing plan.
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do) upload documents in promotion folder in marketing 1 shared documents.
1-41	1. Students will complete advertisement assignment for KFC.
1-61, 64-67	2. Students will create marketing campaigns to market themselves and or a theme park.
1-67	3. Students will complete roles plays and TV commercial exercises.
<p>UNIT RESOURCES: (include internet addresses for linking) Resources @ MCE: MCE DVD ROM 20.2 - Supermarkets: Aisles of Persuasion Learning Seed CHICAGO, IL, LEARNING SEED, 2012. DVD ROM — This program is designed to help students understand how stores persuade us to buy more with strategic store layouts, tricky sale signs, and those extra big carts. Plus, get six tips to turn typical shopping habits into savvy supermarket selections. 28 minutes.</p> <p>MCE DVD ROM 60 - Introduction to Marketing DE Visuals SUNRISE, FL, DE VISUALS, 2008. DVD ROM — Very broad overview of marketing. Touches on many different concepts ranging from target marketing to marketing planning. Includes a brief overview of all aspects of the marketing mix, with examples of marketing in many different settings. Also introduces economic concepts such as supply and demand and utility. 19 minutes.</p>	

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MCE 08.0799 F16 - Marketing Essentials

Lois Schneider Farese, Grady Kimbrell, Carl A Woloszyk

COLUMBUS, OH, GLENCOE, 2002.

BOOK — Here's a text that not only informs your students about the essentials of marketing, but also creates excitement with engrossing narrative, engaging graphics, and informative, real-life case studies.

MCE DVD ROM 61 - Pillars of Marketing

CEV Multimedia

LUBBOCK, TX, CEV MULTIMEDIA, 2004.

DVD ROM — Presents seven pillars of marketing: distribution, financing, marketing-information management, pricing, product/service management, promotion and selling. Explains how to gather information for making business decisions, teaches the concepts of pricing, how to satisfy customer's perceptions of value. In addition, the DVD teaches how to maintain and manage a product/service based on the market. Information regarding the communication of information for an intended use is explained. Students will learn how to determine a client's wants and needs, as well as how to respond to these wants and needs. 7 sections and 16 web resources. 87 minutes.

MCE 13.1310 MERC 1 - Promotion

Marketing Education Resource Center

COLUMBUS, OHIO, MARKETING EDUCATION RESOURCE CENTER, 2003.

BOOK — Leadership, Attitude, and Performance Module. This instructional module contains student booklets and teaching guides with comprehensive lesson plans/teaching guides. This instructional module contains www site Promotion, Planning Your Web Site, Email as a Marketing Tool, Selecting Advertising Media, Ad-quipping Your Business, Promotion, and Promotional Mix.

MCE DVD ROM 20 - Marketing's 4 Ps: The Consumer Angle

Learning Seed

CHICAGO, IL, LEARNING SEED, 2009.

DVD ROM — Program presents the traditional four Ps of marketing strategy - product, place, price and promotion - and more importantly, how a focus consumer is at the core of them all. With pertinent examples from popular, everyday brands, students gain an understanding of how pricing strategies really work, how marketers target different consumers with identical products, and where positioning and branding meet profit. 25 minutes.

MCE VIDEO 305 - The Four P's, Part 2: Place and Promotion- Marketing: The Standard Deviants Core Curriculum

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 1999.

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VIDEO — Concentrates on distribution and promotion of products and services. Describes the objectives of promotion. Explains how promotion can provide information, increase demand, stabilize sales and more. 15 minutes

MCE CD ROM 7 - The Street Fighter Video Series

Jeff and Marc Slutsky

GAHANNA, OH, STREET FIGHTER MARKETING, INC., 2003.

CD ROM — This Street Fighter Video series on 2 Video CD ROM set includes: Video 1, Marketing; and Video 2, Advertising on a Shoestring.

Learning objectives for Video 1 include: How to deal with competitive pricing; How to get free distribution of your advertising message; How a sales person uses a cross promotion for a more effective appointment; How to motivate employees to market for you, free; How to sabotage a competitor's intrusion into your territory. Learning objectives for Video 2 include: Negotiating techniques that get you two to three times more radio air time; How to get 30% to 40% more billboard coverage for the same money; The ideal size for your newspaper ad; How to write headlines that get results.