

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Integrated Marketing Communications

Course Code: **040002**

CIP Code: **52.1402**

### **COURSE INTRODUCTION:**

An instructional program for students who are preparing for a career in the field of marketing and management. Instruction will prepare students to perform one or more of the marketing functions, such as selling, buying, pricing, promoting, market research, and management. The program may utilize the Supervised Marketing Education Employment course to support classroom instruction.

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<b>UNIT DESCRIPTION:</b> Students will understand concepts and strategies to obtain and convey ideas and information.	<b>SUGGESTED UNIT TIMELINE:</b> 1 week					
	<b>CLASS PERIOD (min.):</b> 50 min					
<b>ESSENTIAL QUESTIONS:</b>						
<ol style="list-style-type: none"> <li>1. How can communication be used as a tool in marketing?</li> <li>2. What would a model Integrated Marketing Communications plan look like?</li> </ol>						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	MBA Research Standards	DOK
1. Examine the concept and benefits of Integrated Marketing Communications.				RH 11-12.8	Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.	<b>2</b>
2. Explore the concepts, strategies, and systems used to obtain and convey ideas and information.				RH 11-12.7	Understands the concepts, systems, and tools needed	<b>2</b>

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					to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.	
3. Discuss proper etiquette for electronic communications in the workplace.				SL 11-12.1a, SL 11-12.1.c, SL 11-12.1.d	Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.	<b>1</b>
4. Describe how the communication process works in promotion.				SL 11-12.4	Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.	<b>2</b>
5. Explore the forms promotion can take within Integrated Marketing Communications to influence buying decisions.				RI 11-12.7	Understands the concepts and strategies utilized to determine and	<b>2</b>

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					target marketing strategies to a select audience.	
6. Discuss various communication integration levels: such as, Horizontal, Vertical, Internal, External and Data integration and how they help to strengthen Integrated Marketing Communications.				SL 11-12.1.a, SL 11-12.1.c, SL 11-12.1.d	Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.	<b>2</b>
7. Examine the roles and applications of research within an Integrated Marketing Communications plan.				RH 11-12.7	Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.	<b>2</b>
8. Explore strategic media planning issues in Integrated Marketing Communications.				RH 11-12.7	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	<b>3</b>
9. Explain types of advertising media.				WHST 11-12.7, WHST 11-	Understands the concepts and strategies needed to communicate	<b>2</b>

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				12.8	information about products, services, images, and/or ideas to achieve a desired outcome.	
10. Explain the importance of coordinating elements in advertisements.				WHST 11-12.7, 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.	<b>2</b>
11. Examine IMC programs and activities to build, measure, and manage brand image and development.				RH 11-12.7	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>3</b>
12. Analyze real world examples of a comprehensive Integrated Marketing Communications plan.				WHST 11-12.6, WHST 11-	Understands the concepts and actions needed to	<b>4</b>

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				12.8	determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	
13. Develop an Integrated Marketing Communications plan.				WHST 11-12.6, WHST 11-12.8, WHST 11-12.10	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	<b>4</b>
<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>History of Advertising Rubric</b> See DECA Guide for Advertising Campaign Event for Rubric</p> <p><b>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each</b></p>						

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<b>assessment according to the unit descriptions above ( i.e., Grade Level/Course Title/Course Code, Unit #.)</b>	
<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)</b>
1, 2, 4, 5, 8-11	<b>1. History of Advertising McDonalds example History of Advertising Cards</b>
9, 10, 13	<b>2. Lecture on promotional mix</b>
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES: (What Students Do)</b>
1, 2, 4, 5, 8-11	<b>1. The History of Advertising Project</b>
9, 10, 13	<b>2. Integrated Marketing Communications Plan Project</b>
<b>UNIT RESOURCES: (include internet addresses for linking)</b>	
<p><b>Resources @ MCCE:</b></p> <p><b>MCE 13.1310 MERC 1 - Promotion</b> 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.</p> <p><b>MCE CD ROM 7 - The Street Fighter Video Series</b> 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.</p>	

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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.

### **MCE DVD ROM 11 - Buy-ology: The Science of Buying and Selling--Why We Buy**

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004.

DVD ROM — This program places consumers under a microscope to quantify the psychological spectrum of buying, from everyday habits that typically steer Americans through their supermarkets and malls to a clinical disorder in which the high of making a purchase becomes the goal of shopping.

### **MCE DVD ROM 13.1 - The Selling Game: A New Era In Advertising**

Films for the Humanities & Sciences

HAMILTON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2007.

DVD ROM — This program explores the results of marketing's new tools, the Internet and low-cost digital production methods. A new wave of advertising relies increasingly on consumer-generated content and rejects the ad forms of conventional television. Featuring interviews with Matt Creamer of Advertising Age, Joseph Jaffee of the marketing company Crayon, Kevin Roberts of Saatchi & Saatchi Worldwide, and others, the program presents several ad campaign case studies. These include Sunsilk Shampoo's Wig Out initiative, Dorito's call for homemade commercials, and--perhaps the godfather of consumer-generated ads--the Diet Coke and Mentos online phenomenon. 45 minutes.

### **MCE DVD ROM 13.2 - Why You Buy: 21st Century Advertising**

Learning Seed

LAKE ZURICH, IL, LEARNING SEED, 2002.

DVD ROM — Advertising once aimed to persuade or claim product superiority. But today's ads often make no claims for the product and use subtle tactics to get around our substantial defenses against commercial arm twisting. This program looks at person-to-person selling, direct mail, ads and emotions, and TV commercials to reveal how they sneak under our persuasion radar. 23 minutes.

### **MCE DVD ROM 22 - The Persuaders**

WGBH Educational Foundation

ALEXANDRIA, VA, PBS HOME VIDEO, 2004.



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DVD ROM — FRONTLINE takes an in-depth look at the multibillion-dollar "persuasion industries" of advertising and public relations. To cut through mass-media clutter and to overcome consumers' growing resistance to their pitches, marketers have developed new ways of integrating their messages deeper into the fabric of our lives. Correspondent Douglas Rushkoff explores how the culture of marketing has come to shape the way Americans understand the world and themselves and how the techniques of the persuasion industries have migrated to politics, shaping the way our leaders formulate policy, influence public opinion, make decisions, and stay in power. 90 minutes.

### **MCE DVD ROM 50 - Positioning: How Advertising Shapes Perception**

Learning Seed

LAKE ZURICH, IL, LEARNING SEED, 2004.

DVD ROM — Contemporary advertising seldom demonstrates why one brand is superior, or constructs logical arguments to sway buyers. Advertisers today position instead of persuade. Position refers to a place the product occupies in the consumer's mind. Nobody likes to be told how to think, but few notice when told how to see. Explore perceptual mapping, market segmentation, the use of emotion and magic, social approval, positioning against the competition, re-positioning, and using unique attributes. 21 minutes.

### **MCE DVD ROM 51 - How Consumers Decide**

Learning Seed

CHICAGO, IL, LEARNING SEED, 2007.

DVD ROM — Advertisers and marketers do not need to hypnotize consumers into buying or send subliminal messages. All they need is to understand some things about our decision making. This program explores how consumers make decisions. 21 minutes.

### **MCE DVD ROM 52 - Blind Spots & Biases: Hidden Forces That Shape Your Decisions**

Learning Seed

CHICAGO, IL, LEARNING SEED, 2010.

DVD — This program explores five mental shortcuts, or "blind spots": Expectation, Belief, Availability, Anchors, and Imitation. Learn why optical illusions and magic tricks surprise us, and how our need to confirm our beliefs often prevent a cold. Understand how availability affects purchasing habits, how a bias can make a normal price seem like a great sale, and what causes laughter to be so contagious. 24 minutes

### **MCE DVD ROM 7 - Focus Groups: Targeting the Market**

Films for the Humanities & Sciences

PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004.

DVD ROM — Focus groups are key to an effective advertising campaign and market dominance. A good focus group can reveal to a company who its real customers are, what they think, and—most important of all—whether they will buy its product or its competitor's instead. This

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concise program looks at how one company, Happy Planet, ran focus groups to discover what its target market thought of its product and then applied the information to restructure its advertising campaign and revamp the product. 9 minutes

### **MCE DVD ROM 7.1 - Upgrade your Communication Skills at Work: Ads & Brochures**

Video Aided Instruction

ROSLYN HEIGHTS, NY, VIDEO AIDED INSTRUCTION, 2009.

DVD ROM — This program presents what experts know about crafting great ads, brochures, etc. that are designed to sell more of a company's products and/or services including: identifying customers; focusing on the right message; choosing the best format and venue; and, tracking results. 1 hour and 21 minutes.

### **MCE VIDEO 127 - Advertising on a Shoestring**

Jeff and Marc Slutsky

GAHANNA, OH, STREET FIGHTER MARKETING, INC., 2002.

VIDEO — This video shares the secrets of getting more advertising with greater impact for less money. Don't be at the mercy of a commission earning, media sales rep. Be prepared with the tactics that those reps don't want you to know about.

### **MCE VIDEO 406 - Why We Buy What We Buy**

Cambridge Educational

MONMOUTH JUNCTION, NJ, CAMBRIDGE EDUCATIONAL, 2002.

VIDEO — This video is part of the series, Media Interrupted. In a consumer culture, the pressure to buy can be as subtle as it is relentless. This program introduces the craft of advertising, explaining the difference between needs and wants while analyzing the power of celebrity endorsements, the psychological advantage of product placement, and other aspects of the business of steering wallets to cash registers. 18 minutes.