**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.

**UNIT DESCRIPTION**

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<th>SUGGESTED UNIT TIMELINE</th>
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<td>4 weeks</td>
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**CLASS PERIOD (min.)**

| 50 min. |

**ESSENTIAL QUESTIONS**

1. How does branding affect the consumer’s perception of a business’ image?
2. What are some factors that affect a consumer’s behavior?

**ESSENTIAL MEASURABLE LEARNING OBJECTIVES**

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<th>MBA Research Standards</th>
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<td>Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities</td>
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**OBJ. #**

**INSTRUCTIONAL STRATEGIES**

1. Instructor will discuss the terms associated with branding and consumer behavior.
2. Instructor will present different strategies of branding.
3. Instructor will provide multiple factors of consumer behavior.

**OBJ. #**

**INSTRUCTIONAL ACTIVITIES**

1. Students will complete branding worksheet.
2. Students will analyze advertisements according to advertising strategies.
3. Students will analyze consumer behavior in regards to various business situations.