

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Advertising Promotional Plan

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 demonstrate the components of the Advertising Promotional Plan.		SUGGESTED UNIT TIMELINE: 4 WEEKS CLASS PERIOD (min.): 50 MINUTES				
ESSENTIAL QUESTIONS: 1. How would you create an effective advertising plan for a business? 2. How would you evaluate the effectiveness of your advertising plan?						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	MBA Research Standards	DOK
1. Identify the components of the situation analysis for an advertising plan.				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	1

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2. Determine the objectives of the advertising plan.				RI.11-12.2	Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives	3
3. Create an advertising budget.				A-CED.1	Solves mathematical problems to obtain information for decision-making in marketing	4
4. Identify methods of evaluating the success of an advertising plan.				RST.11-12.7	Integrates psychological knowledge to understand customer motivation	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.)

***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 #.)**

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Obj. #	INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)
1	1. Instructor will present the components of an advertising plan.
2	2. Instructor will present examples of the objectives of various businesses.
3	3. Instructor will model an advertising budget for a business/marketing plan.
4	4. Instructor will discuss evaluation process with students.
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)
1	1. Students will identify the components of the advertising plan within a worksheet. Students will create an advertising plan for a business.
2	2. Students will formulate objectives for an advertising campaign.
3	3. Students will create an advertising budget for an advertising campaign.
4	4. Students will evaluate their advertising campaigns and compare to other students.
<p>UNIT RESOURCES: (include internet addresses for linking)</p> <p>South-Western Advertising Text (Townesley, Maria. 2001)</p> <p>Missouri Marketing Listserve-Resources for Marketing Activities</p> <p>www.DECA.org</p> <p>Amusement Park Advertising Campaign and Presentation</p> <p>Bringing a Diamond to Market Handout</p> <p>Movie Promotion Project Handout</p> <p>Evaluating Advertisements Handout</p> <p>MCE VIDEO 127 - Advertising on a Shoestring - Jeff and Marc Slutsky, GAHANNA, OH, STREET FIGHTER MARKETING, INC., 2002. This video shares the secrets</p>	

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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 13.1310 MERC 1 – Promotion - Marketing Education Resource Center, COLUMBUS, OHIO, MARKETING EDUCATION RESOURCE CENTER, 2003. 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 12 - Buy-ology: The Science of Buying and Selling How They Sell - Films for the Humanities & Sciences, PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004. Shopping, once simply a basic task, now vies with television as America's most popular leisure activity. How are retailers cashing in on all that discretionary spending? From the Turkish bazaar to the Mall of America, this program reveals the strategies being used to ensure that wallets and purses remain open for business. Retail anthropologist Paco Underhill, shopping center architect Eric Kuhne, retail analyst Claire Williams, Amazon.com's Jeff Bezos, and Geoff Burch, "the world's most persuasive man," share their insights into the importance of advertising, store design, product placement, and buyer behavior analysis--all underlying aggressive new approaches that have redefined consumers as targets. 51 minutes

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. 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 50 - Positioning: How Advertising Shapes Perception - Learning Seed, LAKE ZURICH, IL, LEARNING SEED, 2004. 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 7 - Focus Groups: Targeting the Market - Films for the Humanities & Sciences, PRINCETON, NJ, FILMS FOR THE HUMANITIES & SCIENCES, 2004. 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 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 re-strategize its advertising campaign and revamp the product. 9 minutes

MCE DVD ROM 71 - Meet The Top 10: Volume 2A - Custom Resources, LLC, CLINTON, MO, CUSTOM RESOURCES, LLC, 2008. Features a presentation from Top

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10 Advertising Campaign. Interviews with Top 10 Winner in Accounting Applications and 1st Place Winner in Retail Merchandising Role Plays.

MCE DVD ROM 93 - Finding Your Customers: Marketing and Advertising Your Business - Films for the Humanities & Sciences, NEW YORK, NY, FILMS MEDIA GROUP, 2011. This program highlights ways to generate recognition for a start-up business and drive traffic to it. Viewers learn the necessity of researching a competitor's advertising tactics, developing a marketing plan, and testing various promotional strategies. Topics include the need for targeted messaging that connects with the customer base; effective Web site building and development; networking through involvement in the community; the idea of business referral or liaising with other firms that aren't direct competitors; and smaller-scale advertising based on repetition as an alternative to more splashy and expensive methods. 30 minutes.

MCE DVD ROM 37.1 - The New Age of Walmart - Films Media Group, NEW YORK, NY, FILMS MEDIA GROUP, 2009. This CNBC report describes Walmart's realization that it was losing 8 percent of its customers due to bad publicity—and how it undertook an extreme makeover of its image and stores. Also explored in the video: political currents running counter to Walmart's low-cost business model, the retailer's growing presence in China, and the controversy over its ongoing U.S. expansion—which some communities have forestalled or even prohibited.