

DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Promotional Mix

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 their knowledge of the promotional mix. | | SUGGESTED UNIT TIMELINE: 4 WEEKS CLASS PERIOD (min.): 50 MINUTES | | | | |
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| ESSENTIAL QUESTIONS: <ol style="list-style-type: none"> 1. What is the role of promotion in business? 2. How would you identify the promotional mix for a business? 3. How would you identify and explain the marketing mix (4 Ps of Marketing)? | | | | | | |
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| ESSENTIAL MEASURABLE LEARNING OBJECTIVES | CCSS LEARNING GOALS (Anchor Standards/Clusters) | CROSSWALK TO STANDARDS | | | | |
| | | GLEs/CLEs | PS | CCSS | MBA Research Standards | DOK |
| 1. Identify the role of promotion. | | | | 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. | 2 |

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| 2. Define promotional mix (advertising, personal selling, public relations/publicity, sales promotion. | | | | RST.11-12.4 | Understand the promotional channels used to communicate with targeted audiences. | 1 |
| 3. Describe the importance of the promotional mix: product, place, price & promotion. | | | | RST.11-12.7 | Manage promotional activities to maximize return on promotional efforts. | 3 |
| 4. Identify factors affecting the promotional mix (i.e. technology, economy, market, distribution) | | | | RST.11-12.1 | Employ marketing-information to develop a marketing plan. | 2 |
| <p>ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)</p> <p>*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 #.)</p> | | | | | | |
| Obj. # | INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods) | | | | | |
| 1 | 1. Instructor will discuss how promotion is a function of marketing and present/display different types of promotions used in today's | | | | | |

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| | market place. |
| 2, 3 | 2. Instructor will discuss the components of a promotional mix and the importance of the varied types of promotions used in a promotional campaign to reach its target market. |
| 4 | 3. Instructor will discuss and present factors that can affect the promotional mix. |
| Obj. # | INSTRUCTIONAL ACTIVITIES: (What Students Do) |
| 1 | 1. Students will define each component of the promotional mix with a worksheet. |
| 2, 3 | 2. Students will identify the components of a promotional mix by creating a promotional campaign for a business. |
| 4 | 3. Students will identify factors that can affect the promotional mix in their chosen promotional campaign. |
| <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>Promotional Mix Project Worksheet</p> <p>Food Product Promotion Worksheet</p> <p>Movie Promotion Project Worksheet</p> <p>MCE DVD ROM 13.2 - Why You Buy: 21st Century Advertising - Learning Seed, LAKE ZURICH, IL, LEARNING SEED, 2002. 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.</p> <p>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</p> | |

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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.