

# Advertising and Promotion

EXAM INFORMATION	DESCRIPTION												
<p><b>Exam Number</b> 412</p> <p><b>Items</b> 37</p> <p><b>Points</b> 61</p> <p><b>Prerequisites</b> NONE</p> <p><b>Recommended Course Length</b> ONE SEMESTER</p> <p><b>National Career Cluster</b> HOSPITALITY AND TOURISM</p> <p><b>MARKETING</b></p> <p><b>Performance Standards</b> INCLUDED (OPTIONAL)</p> <p><b>Certificate Available</b> YES</p>	<p>Advertising and Promotion provides students with an understanding of basic marketing principles and training for entry-level job positions in advertising and promotion. Students will experience different advertising methods to reach target audiences, including newspaper, radio, TV, internet, mail, outdoor, and special promotion events. Specific skills will help students to create, produce, and effectively evaluate different advertising and promotional strategies.</p> <p><b>EXAM BLUEPRINT</b></p> <table border="1"> <thead> <tr> <th>STANDARD</th> <th>PERCENTAGE OF EXAM</th> </tr> </thead> <tbody> <tr> <td>1- Market Identification and Creativity</td> <td>25%</td> </tr> <tr> <td>2- Promotion</td> <td>23%</td> </tr> <tr> <td>3- Different Forms of Media</td> <td>33%</td> </tr> <tr> <td>4- Brand Image and Consumer Psychology</td> <td>8%</td> </tr> <tr> <td>5- Careers in Advertising and Promotion</td> <td>11%</td> </tr> </tbody> </table>	STANDARD	PERCENTAGE OF EXAM	1- Market Identification and Creativity	25%	2- Promotion	23%	3- Different Forms of Media	33%	4- Brand Image and Consumer Psychology	8%	5- Careers in Advertising and Promotion	11%
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## STANDARD 1

*Students will understand the concept of market identification and creativity in the promotional industry.*

- Objective 1** Understand concepts of market and marketing identification.
1. Define the following terms: market, product life cycle, target market, mass marketing, and marketing segmentation (demographic, geographic, psychographic, and behavioral [product benefits] segmentation).
  2. Describe advantages and disadvantages of mass marketing and other market segmenting.
  3. Explain the importance of target markets to businesses.
  4. Explain why the use of marketing segments is increasing.
  5. Describe the concept of focus groups.
  6. Understand the use of conducting market research.
  7. Analyze the product life cycle and explain the role of promotion and advertising during each phase.
- Objective 2** Understand the concept of creativity.
1. Define the term creativity.
  2. Identify personal traits commonly associated with creativity.
  3. Describe specific techniques for developing/enhancing creativity.
  4. Describe ways in which employees can demonstrate creativity on the job.
  5. Explain how creativity can be applied beneficially to solve problems and cut costs.
  6. Apply creativity to situations.

## STANDARD 2

*Students will understand and demonstrate knowledge of promotion.*

- Objective 1** Understand the role of promotion.
1. Define the term promotion.
  2. Identify why promotion is important.
- Objective 2** Understand the concept of promotional mix.
1. Define the following terms: promotional mix, advertising, personal selling, public relations/publicity, and sales promotion.

2. Describe the importance of the promotional mix: product, place, price, and promotion.
3. Understand the use of an ad schedule.
4. Identify factors affecting the promotional mix (e.g., technology, economy, market, distribution).
5. Classify examples of advertising, personal selling, publicity, and sales promotions.
6. Discuss the advantages and disadvantages of advertising, personal selling, public relations/publicity, and sales promotions.
7. Discuss the different types of TRADE promotions, including slotting, buying allowance, tradeshow, and conventions.
8. Discuss the different types of consumer promotions, including premiums, incentives, sampling, co-op advertising, product placement, visual merchandising, displays, and loyalty programs.

Standard 2 Performance Evaluation included below (Optional)

### **STANDARD 3**

*Students will understand and demonstrate knowledge of different forms of media.*

- Objective 1** Understand options of different forms of media in a marketing mix to reach intended audience.
1. Define the following terms: advertising media, print media, broadcast media, direct-mail media, outdoor/transit media, electronic/internet media, and specialty media.
  2. Describe advantages and disadvantages associated with each form of media.
  3. Evaluate costs associated with different forms of media.
  4. Demonstrate how to reach target market effectively by using the most cost-effective form of media.
- Objective 2** Understand different forms of print advertising and outdoor/transit advertising and the uses of each.
1. Define the following terms: headline, illustration, signature, copy, layout, white space, substrate, resolution, billboard, and proof.
  2. Explain the purpose of each element in an advertisement.
  3. Understand use of headlines, color, and font in a layout.

4. Understand importance of coordinating the elements in advertising and techniques to attract readers focus.
5. Understand the purpose of a news release and how to write one effectively.

**Objective 3** Understand broadcast media.

1. Define the following terms: advertising agencies, talent and modeling agencies, storyboards, types of auditions, go-sees, scripts, vouchers, imagery transfer, rates and buying time, and preemption rates.
2. Explain the formats for radio and television (audio and camera) commercials.
3. Discuss the advantages of radio and television advertising.
4. Explain how audience viewership/listenership affects advertising rates.

**Objective 4** Understand electronic/internet advertising options.

1. Define the following terms: blogs, content, email, instant messaging, links, podcast, RSS, social media, social networking, domain name, hits, online community, SEM (search engine marketing), tags, widgets, webinar, and wiki.
2. Discuss the strengths and weaknesses of social network marketing (including Facebook, Twitter, and Myspace).
3. Discuss the strengths and weaknesses of company websites.
4. Discuss the strengths and weaknesses of email marketing.
5. Explain key word advertising.

## **STANDARD 4**

*Students will understand the importance of brand image and consumer psychology used in advertising and promotion.*

**Objective 1** Define the following terms: brand, brand name, brand mark/logo, generic brand, brand recognition, brand preference, private/store brand, licensing, and consumer psychology.

1. List the characteristics of a good brand image.
2. Describe the branding and licensing process.
3. Explain how branding helps consumers and marketers differentiate products.
4. Explain the difference between brand name and trade name.

**Objective 2** Describe the stages of brand loyalty.

1. Explain the advantages and disadvantages of business and product branding.
2. Explain considerations manufacturers must think about with product packaging.

3. Explain the importance logo, slogan, color, lighting, music, and emotion play in customer psychology.

## STANDARD 5

*Students will understand careers available in the advertising and promotion industry.*

**Objective 1** Identify and classify career opportunities in advertising.

**Objective 2** Determine personal trait characteristics that support these types of jobs.

1. Explain the advantages and disadvantages of business and product branding.
2. Explain considerations manufacturers must think about with product packaging.
3. Explain the importance logo, slogan, color, lighting, music, and emotion play in customer psychology.

## Adult Roles and Financial Literacy

Performance assessments may be completed and evaluated at any time during the course. The following performance skills are to be used in connection with the associated standards and exam. To pass the performance standard the student must attain a performance standard average of 8 or higher on the rating scale. Students may be encouraged to repeat the objectives until they average 8 or higher.

Student's Name: \_\_\_\_\_

Class: \_\_\_\_\_

### PERFORMANCE STANDARDS RATING SCALE



#### STANDARD 1 – Personal Plans and Goals

Score:

- Demonstrate knowledge of advertising and promotion by creating a promotional campaign on a product, service, or business Demonstrate knowledge of advertising and promotion by creating a promotional campaign on a product, service, or business
- Choose at least six of the nine activities below to create a promotional campaign
  - Demonstrate creativity
    - Show the importance of creativity and use it in a promotional campaign
  - Demonstrate branding by designing logo/slogan
    - Create a slogan and logo for a product/service or business
  - Conduct marketing research
    - Conduct a market research to determine likes/dislikes of a product/service or business
  - Demonstrate correct ad layout techniques used in print media
    - Create a print ad layout (newspaper/flyer) for their promotional campaign using proper ad layout techniques including: headline, sub-headline, illustration, identification copy
  - Design outdoor or transit advertising
    - Design a billboard, banner, or vehicle signage, etc.
  - Prepare T.V. or radio storyboard and/or news release
    - Broadcast Media: radio, news release, storyboard, and/or television commercial

- Demonstrate uses of electronic/Internet media
  - Demonstrate knowledge of how to effectively use social networking, Twitter, Facebook, or another form of electronic/online media
- Create an ad schedule of advertising and promotions in campaign
  - Create an ad schedule for their promotional campaign
- Verbal presentation to class
  - Present their promotional campaign to a class

**PERFORMANCE STANDARD AVERAGE SCORE:**

Evaluator Name: \_\_\_\_\_

Evaluator Title: \_\_\_\_\_

Evaluator Signature: \_\_\_\_\_

Date: \_\_\_\_\_