

Curriculum Content Goals

1. The learner will understand the effectiveness of various media and schedule appropriately.
2. The learner will develop an appropriate advertising budget based on organization and objectives.
3. The learner will execute an advertising plan through the development of various communication pieces.

Learning Outcomes

1. Define advertising and mass media.
2. Describe and explain the purpose of advertising in the marketing process.
3. Identify four major means of sale promotion.
4. Describe significant era of promotion in the United States, including the impact of social change promotion.
5. Identify forces that will continue to affect the evolution of integrate marketing communications.
6. Explain the role of advertising in the delivery of consumer goods and services.
7. Describe the four stages of consumer decision making.
8. Discuss how brand communication influences consumer's psychological states and behavior.
9. Select media and timing of advertising that will most likely reach potential customers and best present the product or service.
10. Discuss the impact of promotion on society's well-being.
11. Summarize ethical considerations related to brand promotion campaigns.
12. Describe aspects of advertising regulated by the US government.
13. Describe why consistency of style and standards are important in advertising.
14. Identify the key elements of an advertisement.
15. Evaluate and revise effective headlines.
16. Understand the importance of creativity in brand promotion.
17. Write advertising copy that stresses benefits and stimulates action.
18. Select appropriate illustrations and logos for effective print advertisements.
19. Understand basic layout principles for advertising pieces.
20. Describe the major types of print media in which a business can advertise.
21. Describe the characteristics of an effective print advertisement.
22. Describe the nature and scope of radio and television advertising.
23. Describe the advantages and disadvantages of radio and television advertising.
24. Select radio stations and broadcast times appropriate to the objectives of a campaign and a firm's budget.
25. Define direct mail and describe various types of direct mail advertising pieces.
26. Discuss the types of out-of-home advertising and evaluate their use by businesses.
27. Describe the importance and use of point-of-purchase advertising.
28. Describe the internet as a medium for communicating promotional messages.
29. Understand the role social media is playing in brand communication.
30. Identify the issues surrounding using social media as a way to promote a brand.
31. Understand basic tenets for effectively using social media as an organization.
32. Describe the advantages of various social media platforms and brand development
33. Discuss various analytical tools available to evaluate internet and social media marketing.
34. Understand the value of brand placement in brand communications.
35. Write a detailed creative brief.
36. Define budgeting and discuss the importance of the budget.
37. Describe the process of developing an advertising budget.
38. Calculate an advertising budget.
39. Set up a monthly detailed plan for an advertising budget.
40. Understand the various aids and barriers to effective business advertising.

41. Plan an effective three-month advertising campaign for a hypothetical business.
42. Select appropriate means of evaluating the effectiveness of advertising.
43. Select a mix of advertising appropriate for a business' identified target markets.
44. Create print advertisements for a hypothetical business.
45. Create radio advertisement scripts.
46. Create collateral brand promotional material.
47. Create out-of-home promotions.
48. Create a detailed 1-week integrated social media campaign for two social media platforms.

Textbooks

Please go to www.alextech.edu online bookstore for the most up-to-date textbook selections used.

Course Assessments

Students must achieve an 80% or better in the high school course to be eligible for articulated college credits. **There must be at least an 85% match between the college and high school courses.**

Evaluations can include but are not limited to all assessments housed on the www.CTEcreditMn.com website.