Arizona CTE

Advertising and Public Relations (2009)

Adopted 2009

Examine the Foundational Knowledge of Marketing Communication	1.1	Identify and analyze the components of marketing communication
	1.2	Identify and analyze factors that impact global marketing communication
	1.3	Differentiate between advertising and public relations
Research Advertising and Public Relations in the 21st Century	2.1	Compare and contrast historical and current advertising mediums
	2.2	Identify and analyze events in history that have impacted today's advertising campaigns
	2.3	Compare and contrast historical and current public relations campaign mediums
	2.4	Identify and analyze events in history that have impacted today's public relations campaigns
Create a Sales Promotion Campaign	3.1	Differentiate between the major types of sales promotions (i.e., point of purchase, sales, rebates, premiums, and contests)
	3.2	Research the advantages and disadvantages of the major types of sales promotions
	3.3	Distinguish a target audience for a sales promotion campaign
	3.4	Evaluate appropriate strategies to reach the target audience of a sales promotion campaign
	3.5	Design a frequency marketing program
	3.6	Analyze the use of specialty promotions
	3.7	Examine, identify and demonstrate the elements of a sales promotion campaign
	3.8	Formulate, predict and control promotional expenditures
		Examine the effectiveness of promotional efforts

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Assess the Buying Motives and Behaviors of Customers	**4.1** Delineate Maslow's Hierarchy of needs
	4.2 Identify and critique motivations for buying behavior
	4.3 Evaluate the purpose of consumer surveys and polls
	4.4 Examine the AIDCA (Action, Interest, Desire, Conviction, and Action) formula and explain its use in advertising
Create an Advertising Campaign to Communicate a Message	**5.1** Implement, interpret, and perform various types of advertising mediums (i.e., print, broadcast, guerrilla, outdoor, interactive, and direct marketing)
	5.2 Identify and justify the target audience for an advertising campaign
	5.3 Determine the appropriate strategy to communicate with the target audience
	5.4 Design and apply the elements of an advertisement
	5.5 Formulate, predict and control advertising expenditures
	5.6 Examine the effectiveness of advertising efforts
	5.7 Appraise, evaluate and select appropriate media buys
Create a Public Relations Campaign to Communicate a Message	**6.1** Implement, interpret, and perform various types of public relations mediums
	6.2 Identify and justify the target audience for a public relations campaign
	6.3 Employ the appropriate strategy to communicate a message to a target audience
	6.4 Compose and apply the elements of a news release
	6.5 Formulate, predict and control messaging expenditures
	6.6 Examine the effectiveness of messaging efforts
	6.7 Appraise, evaluate, and produce social networking opportunities
Describe the Legal and Ethical Considerations Affecting Marketing Communications	**7.1** Identify laws governing advertising
	7.2 Identify laws governing public relations
	7.3 Recognize ethical considerations of marketing
Conduct Publicity and Public Relations to Create Goodwill	**8.1** Differentiate between publicity and public relations
	8.2 Analyze costs/benefits of participation in community events

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Manage Marketing Information to Make Business Decisions	**9.1** Recognize privacy issues in managing marketing information
	9.2 Identify data available through tracking methods (i.e., warranty cards, customer sales records, and on-line loyalty cards)
	9.3 Employ marketing research tools and techniques to collect primary and secondary data
	9.4 Compose and maintain a customer database
	9.5 Recognize the value of data mining in marketing communication and promotion
	9.6 Construct results of data mining to make marketing decisions
	9.7 Design and develop customer/client profile
	9.8 Assess service/trade areas
	9.9 Describe customer service issues in e-commerce
Conduct Interactive Strategies to Enhance Marketing Communications	**10.1** Appraise the various types of interactive marketing activities (e.g., e-commerce, SEO, pay-per-click)
	10.2 Design, maintain and update website
	10.3 Optimize a business's website placement with major search engines and directories
	10.4 Use the internet to build brand equity
	10.5 Critique e-customer experiences
Evaluate a Business's Social Responsibilities	**11.1** Recognize types of social responsibility
	11.2 Examine the importance of exhibiting social responsibility
	11.3 Characterize ways for businesses to demonstrate social responsibility
Identify the Fundamentals of Branding	**12.1** Define branding
	12.2 Define the term "value proposition"
	12.3 Describe the ways in which a company's brand can set it apart from competitors
	12.4 Differentiate between branding and promotional messages
	12.5 Assess how brands impact public perception (e.g., Starbucks, iPhone, and Mac)