Arkansas CTE

Advertising: Grades 10, 11, 12

Adopted 2004

Sales Promotions

1.1 Define nature and scope of advertising

1. Prepare a list of terms with definitions 1.1.1

1.2 Explain the background of today's advertising

1. Compare and contrast old and new broadcast and print ads 1.2.1
2. List favorite commercials for radio, TV, and print, and explain their appeal 1.2.2

1.3 Explain how advertising affects the market place

1. Create an advertisement of a product of your choice 1.3.1

1.4 Compare consumer and business advertising

1. Collect, display, and create a report for presentation 1.4.1

1.5 Identify three events in our nation's history that have impacted today's advertising

1. Prepare group reports of events for presentations 1.5.1

Major Types of Promotions

2.1 Define terminology

1. Prepare a list of terms with definitions 2.1.1
2. Distinguish between the differences in promotions and public relations 2.1.2

2.2 Identify the major sales promotion techniques

1. Compare the basic differences in the major types of promotions 2.2.1
2. Discuss the impact on consumers of the different sales promotions 2.2.2
3. Assess the effectiveness of point-of-purchase based on shopping habits of consumers and needs of retailers 2.2.3
4. Explain the use of fulfillment forms for premiums and contents 2.2.4
5. Collect examples of each major type of promotion and present to class 2.2.5

2.3 Explain the concept of co-op advertising

1. Calculate savings from using coupons for one week for a family of four 2.3.1
2. Compare and contrast the use of rebates 2.3.2

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2.4 Cite the three basic approaches to comparative advertising

1. Groups select products to compete with each other, using comparison advertising 2.4.1

Customers' Buying Motives

3.1 Delineate Maslow's Hierarchy of Needs

1. Appraise ads that appeal to each stage of Maslow's Hierarchy of Needs 3.1.1

3.2 Identify motivational appeals in advertising

1. Compare the appeals merchants can use to motivate customers to buy 3.2.1

3.3 Identify characteristics of national consumer surveys/polls

1. Interpret the process of consumer surveys 3.3.1

3.4 Identify the AIDCA (Action, Interest, Desire, Conviction, and Action) formula and explain its use in advertising

1. Write a report explaining the AIDCA formula as it is used in advertising 3.4.1

Advertising Media

4.1 Explain a media plan and the need for one

1. Develop a media plan 4.1.1

4.2 Describe and discuss all forms of media, including newspapers, television, radio, magazines, electronic devices

1. List the advantages/disadvantages of each advertising medium 4.2.1
2. Design and demonstrate an advertisement for radio and/or television Design and assemble a display the elements 4.2.2

4.3 Identify the parts of a print advertisement

1. Evaluate an ad from a newspaper or magazine, using guidelines for developing printed ads 4.3.1
2. Compose and develop a print ad using all the elements 4.3.2

4.4 Identify the components of cable, local, network, satellite, closed-circuit, and syndicated television

1. Compare the effects of a visual advertisement with those of a radio ad for the same product 4.4.1

4.5 Explain the use of visual merchandising

1. Design and assemble a display 4.5.1

4.6 Explain the basic requirements of billboard advertisements and the impacts of their content

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1. Design a billboard advertisement 4.6.1

4.7 Discuss the effectiveness of telemarketing on consumer buying

1. Interview or survey consumers about phone solicitations 4.7.1

Advertising Budget

5.1 Outline guidelines for determining an advertising budget

1. Calculate the amount of money to be spent on an advertising budget 5.1.1

5.2 Explain guidelines for determining an advertising schedule

1. Develop an advertising schedule 5.2.1

5.3 Explain and discuss the use of "Standard Rate and Data Systems" for newspaper, magazine, radio, and television

1. Determine budgets, using the current rate and data information obtained from local media 5.3.1

Legal Implications of Advertising

6.1 Define state and federal laws governing advertisement practices

1. Assess the implications of government regulations of the FTC on advertising 6.1.1

6.2 Define the Federal Trade Act; the Wheeler-Lea Act; Food, Drug, and Cosmetic Act; and the Wool Labeling Act

1. Collect examples of product ads regulated by federal laws on advertising 6.2.1

6.3 Explain the copyrighting policy

1. Research the three steps in registering a copyright 6.3.1

Computer Applications in Advertising

7.1 Explain the use of spreadsheet, word processing, and desktop publishing in advertising

1. Produce an ad, using word processing and/or desktop publishing 7.1.1
2. Produce a copy of the advertising budget, media schedule, and creative campaign, using spreadsheet and desktop publishing 7.1.2

Internet/Spreadsheet/Presentation

8.1 Identify career opportunities in advertising

1. Research a career in advertising 8.1.1

8.2 Explain the advertising career path

1. Design an organizational chart for an advertising department, showing the job titles for employees 8.2.1

8.3 Discuss the job interview

1. Compare and contrast the education and experience needed for different advertising careers 8.3.1