South Carolina CTE

Advertising (2022)

SAFETY A

Proficient professionals know the academic subject matter, including safety as required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1 Review school safety policies and procedures. A.1

2 Review classroom safety rules and procedures. A.2

3 Review safety procedures for using equipment in the classroom. A.3

4 Identify major causes of work-related accidents in office environments. A.4

5 Demonstrate safety skills in an office/work environment. A.5

STUDENT ORGANIZATIONS B

Proficient professionals know the academic subject matter, including professional development, required for proficiency within their area. They will use this knowledge as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1 Identify the purpose and goals of a Career and Technology Student Organization (CTSO). B.1

2 Explain how CTSOs are integral parts of specific clusters, majors, and/or courses. B.2

3 Explain the benefits and responsibilities of being a member of a CTSO. B.3

4 List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities. B.4

5 Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations. B.5

TECHNOLOGY KNOWLEDGE C

Proficient professionals know the academic subject matter, including the ethical use of technology as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1 Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation. C.1

2 Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes. C.2

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Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks. C.3

4 Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; cyberbullying; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment). C.4

5 Discuss legal issues and the terms of use related to copyright laws, Creative Commons, fair use laws, and ethics pertaining to downloading of images, photographs, Creative Commons, documents, video, sounds, music, trademarks, and other elements for personal use. C.5

6 Describe ethical and legal practices of safeguarding the confidentiality of business-related information. C.6

7 Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks. C.7

PERSONAL QUALITIES AND EMPLOYABILITY SKILLS D

Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1 Demonstrate creativity and innovation. D.1

2 Demonstrate critical thinking and problem-solving skills. D.2

3 Demonstrate initiative and self-direction. D.3

4 Demonstrate integrity. D.4

5 Demonstrate work ethic. D.5

6 Demonstrate conflict resolution skills. D.6

7 Demonstrate listening and speaking skills. D.7

8 Demonstrate respect for diversity. D.8

9 Demonstrate customer service orientation. D.9

10 Demonstrate teamwork. D.10

PROFESSIONAL KNOWLEDGE E

Proficient professionals know the academic subject matter, including positive work practices and interpersonal skills, as needed in their role. The following accountability criteria are considered essential for students in any program of study.

1 Demonstrate global or “big picture” thinking. E.1

2 Demonstrate career and life management skills and goal-making. E.2

3 Demonstrate continuous learning and adaptability skills to changing job requirements. E.3

4 Demonstrate time and resource management skills. E.4

5 Demonstrates information literacy skills. E.5

6 Demonstrates information security skills. E.6

7 Demonstrates information technology skills. E.7

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8 Demonstrates knowledge and use of job-specific tools and technologies. E.8

9 Demonstrate job-specific mathematics skills. E.9

10 Demonstrates professionalism in the workplace. E.10

11 Demonstrates reading and writing skills. E.11

12 Demonstrates workplace safety. E.12

MARKETING OVERVIEW F

Advertisers demonstrate knowledge in marketing fundamentals as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Define marketing and describe its benefits. F.1

2 Analyze the seven functions of marketing. F.2

3 Describe the marketing mix. F.3

4 Describe the elements of the promotional mix and the importance of each in marketing. F.4

5 Identify the different strategy components of marketing. F.5

6 Explain the concept and types of market segmentation, i.e., demographics, geographic, psychographic, and behavioral. F.6

7 Distinguish among marketing identification, market segmentation, target, and mass marketing. F.7

8 Conduct a SWOT and PEST analysis to plan for opportunities in the market. F.8

9 Describe the importance of positioning in marketing. F.9

10 Explain the product life cycle and the importance of developing new products/services to stay competitive. F.10

ADVERTISING FUNDAMENTALS G

Advertisers demonstrate knowledge and practices found in the advertising industry as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Define advertising and its impact on consumer buying behaviors. G.1

2 Evaluate the origin of advertising and past and current trends in the advertising and promotion industry. G.2

3 Explain the benefits and advantages of advertising. G.3

4 Analyze advertising mediums. G.4

5 Examine the social, ethical, and regulatory aspects of advertising through the following: G.5

a ethical considerations in advertising and public relations G.5.A

b domestic and international governmental laws/regulations and penalties G.5.B

c global and cultural differences G.5.C

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Analyze the differences between promotional, political and institutional advertising. G.6

7 Identify factors affecting the promotional mix (e.g., technology, economy, market, distribution). G.7

FORMS OF MEDIA H

Advertisers demonstrate knowledge and practices in using the different forms of media found in the advertising industry as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Identify different forms of media. H.1

2 Compare and contrast advantages and disadvantages associated with the different forms of media. H.2

3 Define industry-specific terminology for each form of media. H.3

4 Explain the purpose of each element used in advertising, layouts, and the importance of coordinating elements to attract consumer attention. H.4

5 Evaluate opportunities for future uses of media. H.5

PLANNING AND RESEARCH I

Advertisers demonstrate skills in planning and researching in preparation of the ad campaign as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Examine the steps of the marketing research process. I.1

2 Identify the process for selecting a target market. I.2

3 Implement methods for obtaining market research data. I.3

4 Compare and contrast the use of psychology and data mining for researching product placement. I.4

5 Describe various advertising objectives and their relationship to the message strategy. I.5

6 Describe the importance of the promotional mix and its role as a marketing function. I.6

7 Explain the elements of sales promotion and its relationship to the ad campaign. I.7

8 Prepare an advertising/promotional budget. I.8

CREATIVE CONCEPTING J

Advertisers demonstrate creativity in the field of advertising as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Explain why creativity is important in advertising. J.1

2 Explain how the creative process supports an existing brand. J.2

3 Describe the creative process in an advertising agency. J.3

4 Describe the creative guidelines for a media format. J.4

5 Examine the use of advertising and public relations by marketers. J.5

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6 Explain the significance of copyrights, Creative Commons, and Fair Use in the advertising industry. J.6

7 Develop a branding strategy for a new or existing product. J.7

8 Explain how the product life cycle influences the campaign process. J.8

9 Create advertisements utilizing computer graphics, various platforms, layout, storyboards, etc., for selected media such as broadcast and print. J.9

10 Explain branding considerations for product packaging. J.10

11 Demonstrate appropriate communication skills for delivering a presentation on an advertising campaign element. J.11

12 Explain the emergence of green marketing as an advertising strategy. J.12

MEASURING SUCCESS K

Advertisers establish goals and criteria to evaluate advertising campaigns as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Identify types of goals for success in an advertising campaign. K.1

2 Explain the basic ways in which companies determine their promotional budgets. K.2

3 Evaluate costs associated with different forms of media. K.3

4 Develop criteria for selecting or purchasing different forms of media. K.4

5 Calculate media costs to find the most effective form of media to reach a target market. K.5

6 Evaluate different forms of measurement for audience ratings/reach. K.6

7 Describe the impact of establishing goals for advertising campaigns as they relate to profitability and effectiveness. K.7

PROMOTIONAL ACTIVITIES L

Advertisers develop effective advertising campaigns incorporating various promotions as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Evaluate advantages & disadvantages of various promotional strategies. L.1

2 Evaluate promotional and selling activities (e.g., trade and consumer promotions). L.2

3 Develop an advertising/promotional campaign to include: L.3

a product/service selection L.3.A

b multiple media forms L.3.B

c public relation activities L.3.C

d branding L.3.D

4 Evaluate campaign effectiveness. L.4

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PROFESSIONAL DEVELOPMENT M

Advertisers demonstrate appropriate professional development skills as needed in their role. The following accountability criteria are considered essential for students in the Marketing programs of study.

1 Evaluate careers in the advertising industry. ,M.1

2 Determine the education, skills, characteristic traits and training that relate to advertising careers. M.2

3 Examine professional development resources through trade organizations. M.3

4 Examine the structure of the advertising industry, including advertisers, advertising agencies, and support organizations. M.4

5 Evaluate and pursue career-ready certifications. M.5

6 Write a resume and a cover letter for a career in the ad industry. M.6