

Advertising

Knowledge and skills. **ADVERTIS**

- 1 The student knows the importance of marketing as well as the functions of marketing. The student is expected to:** **ADVERTIS.1**
 - A** recognize marketing functions and how they relate to advertising; **ADVERTIS.1A**
 - B** explain how each component of the marketing mix contributes to successful advertising; **ADVERTIS.1B**
 - C** identify the importance of target markets; and **ADVERTIS.1C**
 - D** research trends affecting advertising marketing. **ADVERTIS.1D**

- 2 The student knows the impact and value of diversity. The student is expected to:** **ADVERTIS.2**
 - A** examine elements of culture and discuss the need for understanding cultural diversity; and **ADVERTIS.2A**
 - B** identify how diversity affects advertising strategy. **ADVERTIS.2B**

- 3 The student knows the nature and scope of advertising marketing. The student is expected to:** **ADVERTIS.3**
 - A** demonstrate knowledge of the history of advertising as an industry and how it relates to today's marketplace; **ADVERTIS.3A**
 - B** discuss major environmental influences that impact advertising; **ADVERTIS.3B**
 - C** research the advantages and disadvantages of the types of advertising; and **ADVERTIS.3C**
 - D** illustrate how international marketing affects the advertising industry. **ADVERTIS.3D**

- 4 The student knows that advertising requires knowledge of demographics. The student is expected to:** **ADVERTIS.4**
 - A** explain how the use of demographics has influenced the industry; **ADVERTIS.4A**
 - B** differentiate between buying habits and buying preferences; and **ADVERTIS.4B**
 - C** explain the impact of multiculturalism and multigenerationalism on advertising marketing activities. **ADVERTIS.4C**

- 5 The student knows that a career in advertising requires knowledge of the industry. The student is expected to:** **ADVERTIS.5**
 - A** research careers in the advertising industry; **ADVERTIS.5A**
 - B** identify businesses related to advertising; and **ADVERTIS.5B**

- C identify the role of professional organizations, trade associations, and labor unions in the advertising industry. [ADVERTIS.5C](#)
-

6 The student understands the importance of selling in the advertising industry. The student is expected to: [ADVERTIS.6](#)

- A explain how selling contributes to the success of an advertising agency; and [ADVERTIS.6A](#)
 - B employ the steps of selling, including prospecting, pre-approach, approach, presentation, overcoming objections, close, and follow-up. [ADVERTIS.6B](#)
-

7 The student evaluates and uses information resources to research careers in advertising and sales. The student is expected to: [ADVERTIS.7](#)

- A use multimedia resources such as the Internet to research careers in advertising and sales; and [ADVERTIS.7A](#)
 - B identify businesses related to advertising and sales. [ADVERTIS.7B](#)
-

8 The student develops and delivers presentations using appropriate media to engage and inform audiences. The student is expected to: [ADVERTIS.8](#)

- A prepare oral presentations to provide information for specific purposes and audiences; [ADVERTIS.8A](#)
 - B identify and prepare support materials that will enhance an oral presentation; and [ADVERTIS.8B](#)
 - C deliver an oral presentation that sustains listener attention and interest. [ADVERTIS.8C](#)
-

9 The student knows the marketing-information system. The student is expected to: [ADVERTIS.9](#)

- A explain characteristics and purposes of a marketing-information system; [ADVERTIS.9A](#)
 - B identify benefits and limitations of marketing research; and [ADVERTIS.9B](#)
 - C analyze data used to make accurate forecasts. [ADVERTIS.9C](#)
-

10 The student knows pricing policies, objectives, and strategies. The student is expected to: [ADVERTIS.10](#)

- A compare and contrast pricing policies; and [ADVERTIS.10A](#)
 - B analyze the price of an advertising marketing product. [ADVERTIS.10B](#)
-

11 The student knows the elements and processes of product planning. The student is expected to: [ADVERTIS.11](#)

- A describe stages of new-product planning; [ADVERTIS.11A](#)
- B analyze product mix; and [ADVERTIS.11B](#)
- C identify stages of the product life cycle for new or existing advertising marketing plans. [ADVERTIS.11C](#)

12 The student knows that successful marketers must develop, implement, and evaluate a promotional plan. The student is expected to: ADVERTIS.12

- A identify components of the promotional mix such as advertising, visual merchandising, and personal selling; ADVERTIS.12A
- B demonstrate visual merchandising techniques for advertising marketing goods, services, or ideas; and ADVERTIS.12B
- C analyze a promotional plan for effectiveness. ADVERTIS.12C

13 The student knows how technology affects advertising. The student is expected to: ADVERTIS.13

- A examine how social media contributes to advertising; and ADVERTIS.13A
- B research the use of technology in advertising. ADVERTIS.13B

14 The student understands how media planning should achieve marketing objectives. The student is expected to: ADVERTIS.14

- A compare and contrast the different forms of media; and ADVERTIS.14A
- B distinguish between the four components of marketing, including paid, earned, shared, and owned (PESO). ADVERTIS.14B