Texas CTE

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

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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

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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