



## **Advertising**

**Course Information**

<b>Grade(s):</b>	11, 12
<b>Discipline/Course:</b>	Business
<b>Course Title:</b>	Advertising
<b>Prerequisite(s):</b>	Strongly recommend completing Marketing prior to taking the course. Completion of one of the following courses: Marketing, Business of Sports & Entertainment, Travel & Tourism
<b>Course Description:</b> <i>Program of Studies</i>	Advertising will teach students how to take an innovative approach to advertising creativity. The course will cover the entire conceptual process, from developing smart strategy to executing it with strong ads. The course will cover creative, literary, and graphic design strategies that combine to make effective ads. Students will explore how their ideas can be applied to modern-day technology, social media and mobile platforms to create an integrated campaign that surrounds the consumer. Ultimately, the course will show students how to find strong selling ideas, and then express them in fresh, memorable ways through a variety of media. As a culminating assessment, students will develop and pitch a dynamic advertising campaign for a client.
<b>Course Essential Questions:</b>	<ul style="list-style-type: none"> <li>● How can studying advertising help us to learn more about a society?</li> <li>● How can the English language be used to persuade effectively?</li> <li>● How can you ensure that a reader will process information presented to them in the order and/or way that you want them to?</li> <li>● What impact does advertising have on society?</li> <li>● How can image and language be best employed to deliver the intended message?</li> </ul>
<b>Course Enduring Understandings:</b>	<ul style="list-style-type: none"> <li>● Advertising uses images and strategies that influence and persuade individuals to purchase products and services.</li> <li>● An effective advertising campaign is essential.</li> <li>● Psychology helps marketers understand why and how consumers behave as they do.</li> </ul>

	<ul style="list-style-type: none"> <li>• Technology is constantly changing the advertising landscape.</li> </ul>
<b>Duration &amp; Credits:</b>	½ year; .5 credits
<b>Course Materials/Resources:</b>	Advertising and Sales Promotion 1st Edition by Ken Kaser
<b>FPS Course Academic Expectation(s):</b>	<p><u>Collaborating Strategically</u> The student demonstrates awareness, respect, and consideration for self and others while engaging in a shared learning experience.</p> <p><u>Creating and Constructing</u> The student transfers or extends constructed knowledge to draft and develop ideas, claims, products, or solutions.</p>
<b>Year at a Glance (Units):</b>	Unit 1: Introduction to Advertising (4 weeks) Unit 2: Creative Strategy (8 weeks) Unit 3: Execution (8 weeks)

Units

<b>Unit Number and Title:</b>	Unit 1: Introduction to Advertising
<b>Duration:</b>	4 Weeks
<b>Resource(s):</b>	Advertising & Sales Promotion - Cengage Learning Supplemental Materials Internet & Current Events
<b>Unit Overview:</b>	Explores the history of advertising, influences on advertising, and the advertising industry. Discusses the consumer decision making process, consumer purchase classifications, and influences on consumer behavior.
<b>Learning Goals</b>	
<b>Standard(s):</b>	Connecticut Career and Technical Education – Marketing Education C. Market Planning: Understand concepts and strategies utilized to determine and target marketing strategies to a select audience. E. Product Service Management: Understand the concepts and processes needed to obtain, develop, maintain and improve a product or service mix in response to market opportunities.
<b>Essential Question(s):</b>	<ul style="list-style-type: none"> <li>● How does advertising work in conjunction with other marketing functions to be as effective as possible?</li> <li>● What makes an advertisement effective?</li> <li>● What challenges do advertisers in today’s world face?</li> <li>● What are the advantages and disadvantages of different forms of advertising?</li> </ul>
<b>Enduring Understanding(s):</b>	Advertising strategies and techniques change by aligning with societal advancement and recognizing market opportunities.
<b>Learning Goal(s):</b> <i>Students will be able to use their learning to:</i>	Students will be able to: <ul style="list-style-type: none"> <li>● Explain the history of advertising and describe inventions that have had an impact on advertising.</li> </ul>

- Describe environmental, social, political, and consumer influences on advertising.
- Explain how the advertising industry works and describe careers in the advertising industry.
- Explain the importance of understanding the wants and needs of customers and identify the five-step consumer decision making process.
- Discuss the different types of consumer purchases, the level of consumer involvement in buying decisions, and the different types of consumer products.
- Explore consumer buying motives and describe individual, social, and marketing influences on consumer behavior.

<b>Unit Number and Title:</b>	Unit 2: Creative Strategy
<b>Duration:</b>	8 Weeks
<b>Resource(s):</b>	Advertising & Sales Promotion - Cengage Learning Supplemental Materials Advertisements & Current Events
<b>Unit Overview:</b>	Explores the various aspects of promotion and its planning. Discusses traditional advertising media, the impact of the internet on advertising, and alternative forms of advertising media. Explores the various laws and consumer protection agencies that have been created to address unfair and deceptive practices in advertising.
<b>Learning Goals</b>	
<b>Standard(s):</b>	Connecticut Career and Technical Education – Marketing Education B. Channel Management: Understand the concepts and processes needed to identify, select, monitor and evaluate sales channels. C. Market Planning: Understand concepts and strategies utilized to determine and target marketing strategies to a select audience. E. Product Service Management: Understand the concepts and processes needed to obtain, develop, maintain and improve a product or service mix in response to market opportunities.
<b>Essential Question(s):</b>	Why are persuasive techniques so important in influencing consumer purchasing choices?
<b>Enduring Understanding(s):</b>	Advertising uses persuasive techniques to influence consumer choices.
<b>Learning Goal(s):</b> <i>Students will be able to use their learning to:</i>	Students will be able to: <ul style="list-style-type: none"> <li>• Discuss the importance of the promotional mix and identify the steps in developing the promotional plan.</li> </ul>

- Discuss the advantages and disadvantages of advertising and explain the need for public relations.
- Explain the steps involved in the sales process and describe reasons for sales promotions.
- Describe other types of promotion used by businesses and explains the purpose of visual merchandising.
- Describe traditional types of advertising media and identify advertising media selection criteria.
- Describe various types of internet advertising and explain factors that businesses should consider when using Internet advertising.
- Identify alternative forms of advertising media outlets and describe the latest advertising media trends.
- Explain the need for creativity in advertising and describe the desired results of an advertising campaign.
- Explain the components involved in the marketing research process and describe the benefits and limitations of marketing research.
- Describe consumer sales promotions and identify trade sales promotions.

<b>Unit Number and Title:</b>	Unit 3: Execution
<b>Duration:</b>	8 Weeks
<b>Resource(s):</b>	Advertising & Sales Promotion - Cengage Learning Supplemental Materials Advertisements & Current Events
<b>Unit Overview:</b>	Explores the development of effective advertising campaigns and sales promotions. Explores the communication process and its importance in delivering effective advertising and promotional messages.
<b>Learning Goals</b>	
<b>Standard(s):</b>	Connecticut Career and Technical Education – Marketing Education B. Channel Management: Understand the concepts and processes needed to identify, select, monitor and evaluate sales channels. C. Market Planning: Understand concepts and strategies utilized to determine and target marketing strategies to a select audience. E. Product Service Management: Understand the concepts and processes needed to obtain, develop, maintain and improve a product or service mix in response to market opportunities.
<b>Essential Question(s):</b>	Why is consumer engagement such an important component of advertising execution strategies?
<b>Enduring Understanding(s):</b>	Advertising execution strategies must materialize consumer engagement.
<b>Learning Goal(s):</b> <i>Students will be able to use their learning to:</i>	Students will be able to: <ul style="list-style-type: none"> <li>● Identify the steps in creating an advertising plan and explain the various types of analysis needed when creating the plan.</li> <li>● Describe creative formats for advertising and identify processes involved in the copywriting, art, and production stages of advertising.</li> </ul>



- Describe methods and simple approaches to use in evaluating advertising effectiveness.
- Explain the need for government regulation of advertising and the role of the Federal Trade Commission and other government regulatory agencies.
- Explain the concept of self-regulation, how self-regulation is applied in the advertising industry, and how consumers can regulate business practices.
- Identify the ethical aspect of advertising and explain how the FTC assures truth in advertising.
- Describes the impact of diversity on advertising and identifies characteristics of growing ethnic markets.
- Identify how verbal and nonverbal communication differ in other cultures and explain the importance of the translation process in global marketing.