



Semester at a Glance

Advertising

1 st Six Weeks (Topics)	1 st Six Weeks (Knowledge & Skills)
<p><u>1. Professionalism & Employability Skills</u></p> <ul style="list-style-type: none"> A. Communication / Listening Skills B. Professionalism & Leadership C. Time Management & Teamwork <p><u>2. What is Advertising</u></p> <ul style="list-style-type: none"> A. History of advertising B. Environmental & International impacts C. Advantages / disadvantages <p><u>3. Advertising in Marketing</u></p> <ul style="list-style-type: none"> A. Marketing functions & marketing mix B. Target Markets / Trends C. Pricing policies, Product Planning & Mix 	<p>(1) Demonstrates professional standards /employability skills required by business</p> <p>(2) Knows the nature & scope of advertising</p> <p>(3) Knows careers in advertising requires knowledge of the industry</p> <p>(4) Knows importance of marketing & functions</p> <p>(5) Knows pricing policies, objectives, strategies</p> <p>(6) Knows processes of product planning</p>
2 nd Six Weeks	2 nd Six Weeks (Knowledge & Skills)
<p><u>4. Developing and Managing Advertising</u></p> <ul style="list-style-type: none"> A. Promotional Mix & Personal Selling B. Visual Merchandising, Social Media C. Marketing-info system characteristics D. Marketing research & forecasts <p><u>5. Personal Selling</u></p> <ul style="list-style-type: none"> A. Selling success of advertising B. Employ the steps of sales process 	<p>(7) Knows successful marketers must develop, implement, evaluate a promotional plan</p> <p>(8) Knows how technology affects advertising</p> <p>(9) Knows how media planning achieve marketing objectives</p> <p>(10) Knows the marketing-info system</p> <p>(11) Knows the importance of selling</p>
3 rd Six Weeks	3 rd Six Weeks (Knowledge & Skills)
<p><u>6. Advertising in a multicultural world</u></p> <ul style="list-style-type: none"> A. Culture elements & diversity needs B. Demographics use advertising impact C. Buying habits & preferences D. Multiculturalism / generationalism impact <p><u>7. Advertising Campaign</u> Advertising campaign template project</p>	<p>(12) Knows the impact and value of diversity</p> <p>(13) Knowledge of demographics</p> <p>(14) Prepare oral presentations to provide information for specific purposes and audiences</p>