

Advertising

Core Curriculum Content Standards that are covered in this course:

STANDARD 9.1 (Career and Technical Education) All students will develop career awareness and planning, employability skills, and foundational knowledge necessary for success in the workplace.

B. Employability Skills

2. Communicate and comprehend written and verbal thoughts, ideas, directions, and information relative to educational and occupational settings.
3. Select and utilize appropriate technology in the design and implementation of teacher-approved projects relevant to occupations and/or higher educational settings.
5. Demonstrate teamwork and leadership skills that include student participation in real world applications of career and technical education skills.

STANDARD 9.2 (Consumer, Family, and Life Skills) All students will demonstrate critical life skills in order to be functional members of society.

A. Critical Thinking

2. Describe and apply constructive responses to criticism.

C. Interpersonal Communication

2. Communicate effectively in a variety of settings with a diverse group of people.

E. Consumer and Personal Finance

6. Analyze the impact of advertising, peer pressure, and living arrangements on personal purchasing decisions.

Outline of Advertising Course

1. Define nature and scope of advertising
 - a. Learn terminology associated with advertising
2. Explain the background of today's advertising
 - a. Compare and contrast old and new broadcast and print ads
 - b. List favorite commercials for radio, TV, and print and explain their appeal
3. Explain how advertising affects the market place
 - a. Create an advertisement for a product of student's own
4. Compare consumer and business advertising
 - a. Collect, display, and create a report/presentation
5. Identify major sales promotion techniques
 - a. Compare the basic differences in the major types of promotions
 - b. Discuss the impact on consumers of the different sales promotions
6. Explain the concept of co-op advertising
 - a. Calculate savings from using coupons one week for a family of four
 - b. Compare and contrast the use of rebates
7. Define Maslow's Hierarchy of Needs
 - a. Appraise ads that appeal to each stage
8. Identify motivational appeals in advertising
 - a. Compare the appeals merchants can use to motivate customers to buy
9. Identify characteristics of national consumer surveys/polls
 - a. Interpret the process of consumer surveys
10. Describe and discuss all forms of media, including newspapers, television, radio, magazines, electronic devices, etc.
 - a. List the advantages and disadvantages of each advertising media
 - b. Design and demonstrate an advertisement for radio and television

11. Outline guidelines for determining an advertising budget
 - a. Calculate the amount of money to be spent on the advertising budget (for the class advertising)
12. Explain the copyright law
 - a. Research the three steps in registering a copyright
13. Explain the use of spreadsheet, word processing, and desktop publishing in advertising
 - a. Produce an ad, using word processing and/or desktop publishing
14. Identify career opportunities in advertising
 - a. Research a career in advertising
 - b. Job interview, resume, and education needed for each

*****Students will be creating and displaying media created for staff at the High School throughout the year. They will be completing several projects using advertising and media throughout the year as well.