

Advertising

At-A-Glance - Lamar CISD

Professional Standards/Employability Skills/Technical Skills			
Ongoing Skills Imbedded All Year	<p>A 1(A) The student will communicate effectively with others using speaking, listening, and writing skills. A 1(B) The student will demonstrate collaboration skills through teamwork. A 1(C) The student will demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace. A 1(D) The student will demonstrate a positive, productive work ethic by performing assigned tasks as directed. A 1(E) The student will show integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations. A 1(F) The student will demonstrate time-management skills by prioritizing tasks, following schedules, and tending to goal-relevant activities in a way that uses time wisely and optimizes efficiency and results. A 1(G) The student will demonstrate leadership skills, teamwork, and communication skills by participating in career and technical education courses. Market Concept A 2(B) The student will explain how each component of the marketing mix contributes to successful advertising. A 2(D) The student will research trends affecting advertising marketing. Cultural and International A 4(D) The student will illustrate how international marketing affects the advertising industry. A 3(A) The student will examine elements of culture and discuss the need for understanding cultural diversity. A 3(B) The student will identify how diversity affects advertising strategy.</p>		
	Grading Period	Unit Name	Estimated Time Frame
Grading Period 1 29 Days	Professional Standards/Employability Skills	2 Days	1A, 1B, 1C, 1D, 1E, 1F, 1G
	<p>A 1(A) The student will communicate effectively with others using speaking, listening, and writing skills. A 1(B) The student will demonstrate collaboration skills through teamwork. A 1(C) The student will demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace. A 1(D) The student will demonstrate a positive, productive work ethic by performing assigned tasks as directed. A 1(E) The student will show integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations. A 1(F) The student will demonstrate time-management skills by prioritizing tasks, following schedules, and tending to goal-relevant activities in a way that uses time wisely and optimizes efficiency and results. A 1(G) The student will demonstrate leadership skills, teamwork, and communication skills by participating in career and technical education courses.</p>		
	Target Market	3 Days	2C
	A 2(C) The student will identify the importance of target markets		
	DECA	1 Day	9A, 9B, 9C
	<p>A 9(A) The student will prepare oral presentations to provide information for specific purposes and audiences. A 9(B) The student will identify and prepare support materials that will enhance an oral presentation. A 9(C) The student will deliver an oral presentation that sustains listener attention and interest.</p>		
	Nature and Scope	3 Days	6C, 4B, 4C
	<p>A 6(C) The student will identify the role of professional organizations, trade associations, and labor unions in the advertising industry. A 4(B) The student will list major environmental influences on advertising. A 4(C) The student will research the advantages and disadvantages of the types of advertising.</p>		
	History of Advertising	6 Days	4A, 14A, 14B, 15A, 15B
	<p>A 4(A) The student will demonstrate knowledge of the history of advertising as an industry and how it relates to today's marketplace. A 14(A) The student will examine how social media contributes to advertising. A 14(B) The student will research the use of technology in advertising. A 15(A) The student will compare and contrast the different forms of media. A 15(B) The student will distinguish between the four components of marketing, including paid, earned, shared, and owned (PESO).</p>		
Buying Habits	3 Days	5B	
A 5(B) The student will differentiate between buying habits and buying preferences.			

	Functions	3 Days	2A
	A 2(A) The student will recognize marketing functions and how they relate to advertising.		
	Mass Marketing	5 Days	5A, 5C
	A 5(A) The student will explain how the use of demographics has influenced the industry. A 5(C) The student will explain the impact of multiculturalism and multigenerationalism on advertising marketing activities.		
	Culture & International	3 Days	4D, 3A, 3B
A 4(D) The student will illustrate how international marketing affects the advertising industry. A 3(A) The student will examine elements of culture and discuss the need for understanding cultural diversity. A 3(B) The student will identify how diversity affects advertising strategy.			
Grading Period 2 26 Days	Market Concept	3 Days	2B, 2D
	A 2(B) The student will explain how each component of the marketing mix contributes to successful advertising. A 2(D) The student will research trends affecting advertising marketing.		
	Product Stages	7 Days	12A, 12B, 10A, 10B
	A 12(A) The student will describe stages of new-product planning. A 12(B) The student will define product mix. A 10(A) The student will explain characteristics and purposes of a marketing-information system. A 10(B) The student will identify benefits and limitations of marketing research.		
	Product Life Cycle	6 Days	12C
	A 12(C) The student will identify stages of the product life cycle for new or existing advertising marketing plans.		
	Pricing	4 Days	11A, 11B
	A 11(A) The student will compare and contrast pricing policies. A 11(B) The student will analyze the price of an advertising marketing product.		
	Inventory Control	1 Day	10C
	A 10(C) The student will analyze data used to make accurate forecasts.		
Grading Period 3 25 Days	Promotion	5 Days	13A
	A 13(A) The student will identify components of the promotional mix such as advertising, visual merchandising, and personal selling.		
	Visual	5 Days	13B
	A 13(B) The student will demonstrate visual merchandising techniques for advertising marketing goods, services, or ideas.		
	Selling	5 Days	7A, 7B
	A 7(A) The student will explain how selling contributes to the success of an advertising agency. A 7(B) The student will employ the steps of selling, including prospecting, pre-approach, approach, presentation, overcoming objections, close, and follow-up.		
	Credit	7 Days	13C
	A 13(C) The student will analyze a promotional plan for effectiveness.		
	Advertising	6 Days	6A, 6B, 8A, 8B
	A 6(A) The student will research careers in the advertising industry. A 6(B) The student will identify businesses related to advertising. A 8(A) The student will use multimedia resources such as the Internet to research careers in advertising and sales. A 8(B) The student will identify businesses related to advertising and sales.		
Semester Review & Testing	2 Days		

