# Principles of Advertising Course No. 12165 Credit: 0.5

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| **Student name:**  |  | **Graduation Date:** |  |

Pathways and CIP Codes:Marketing (52.1402)

Course Description: **Technical Supportive Level:** Principles of Advertising courses expose students to the varied concepts underlying the promotion of products. The topics included in Principles of Advertising courses range considerably, but typically include the psychology of advertising, a study of various media, advertising planning and budgeting, and advertising layout and design principles. Course topics may also include an overview of commercial art and packaging.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Understand the concept of promotion.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Explain the role of promotion as a marketing function. |  |
| 1.2 | Explain the elements of the promotional mix. |  |
| 1.3 | Identify factors affecting the promotional mix [e.g. technology, economy, market, distribution, etc.] |  |
| 1.4 | Compare and contrast the major types of promotions. |  |
| 1.5 | Discuss the impact different sales promotions have on consumers. |  |
| 1.6 | Plan, manage and monitor day-to-day activities of marketing communications and management operations. |  |

## Benchmark 2: Click or tap here to enter text.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Explain why organizations advertise. |  |
| 2.2 | Explain the concept of advertising. |  |
| 2.3 | Trace the history of advertising in business. |  |
| 2.4 | Examine how culture influences advertising around the world. |  |
| 2.5 | Describe the advantages/disadvantages of market segmentation. |  |
| 2.6 | Explain the methods used in marketing and advertising research. |  |
| 2.7 | Discuss methods agencies use to determine customer/client needs (focus group vs indepth interview one-on-one). |  |
| 2.8 | Create an integrated marketing campaign. |  |
| 2.9 | Explore the following terms and their purpose in advertising: headline, illustration, signature, copy, layout, white space, substrate, resolution, billboard, proof. |  |
| 2.10 | Discuss the impact of headlines, color, and font in an advertising layout. |  |
| 2.11 | Identify advertising mediums, both traditional, new and experimental. |  |

## Benchmark 3: Understand the different forms of media and the impact on advertising and promotion.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Describe some of the advantages & disadvantages associated with various forms of media. |  |
| 3.2 | Evaluate costs associated with different forms of media. |  |
| 3.3 | Summarize the role and methods of media planning. |  |

## Benchmark 4: Understand the importance of brand image and consumer psychology used in advertising and promotion.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Explore the following terms related to brand: brand, brand name, brand mark/logo, generic brand, brand recognition, brand preference, private/store brand, licensing, consumer psychology. |  |
| 4.2 | List the characteristics of a good brand image. |  |
| 4.3 | Explain how branding helps consumers and marketers differentiate products. |  |
| 4.4 | Explain the difference between brand name and trade name. |  |
| 4.5 | List the stages of brand loyalty. |  |
| 4.6 | Explain the advantages and disadvantages of business and product branding. |  |
| 4.7 | Discuss the importance of color, emotion, logo, slogan, music, and lighting in customer psychology. |  |

## Benchmark 5: Ethical and legal considerations related to the practice of advertising.

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Recognize some of the social and ethical implications of advertising. |  |
| 5.2 | Define state and federal laws governing advertising practices. |  |
| 5.3 | Model integrity, ethical leadership and effective management. |  |

## Benchmark 6: Marketing Analytics

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 6.1 | Explain the terminology and tools of marketing analytics. |  |
| 6.2 | Identify metrics for tracking digital and traditional marketing efforts. |  |
| 6.3 | Understand the importance of using data when making decisions in marketing. |  |

## Benchmark 7: Understand careers available in the advertising and promotion industry.

### Competencies

| **#** | **Description** | **RATING** |
| --- | --- | --- |
| 7.1 | Explore career opportunities and advertising and promotion. |  |
| 7.2 | Illustrate the services of professional organizations in advertising. |  |
| 7.3 | Explore the online presence and personal brand of oneself (i.e. the student). |  |
| 7.4 | Explore job and career options in relation to developing the student's IPS, personal interest, financial goals, and desired lifestyle. |  |
| 7.5 | Explore the workforce and labor market information to determine needs when developing WBL experience with a career plan. |  |
| 7.6 | Identify the purpose and goals of a Career and Technology Student Organization [CTSO]. |  |

I certify that the student has received training in the areas indicated.

Instructor Signature:

For more information, contact:

CTE Pathways Help Desk

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