

# Wyoming Department of Education Required Virtual Education Course Syllabus

## BIG HORN COUNTY SCHOOL DISTRICT #1

Program Name	WYCA	Content Area	Vocational Education
Course ID	CAOT78534	Grade Level	9, 10, 11, 12
Course Name	Advertising Sales and Promotion	# of Credits	0.5
SCED Code	12164G0.5011	Curriculum Type	Connections Academy

### COURSE DESCRIPTION

*Do you have a business idea, but are unsure about how to market your ideas to customers? Do careers in business appeal to you? In this Introduction to Marketing class, you'll master the basics of marketing, including core concepts such as financing, pricing, distribution, product management, and more. Throughout the course you'll learn about the basics of economics and economic systems, managing business finances accounting practices, operating a business in the global marketplace, generating business ideas and seeking out business opportunities, creating a business plan, and promoting and advertising a business.*

### WYOMING CONTENT AND PERFORMANCE STANDARDS

STANDARD#	BENCHMARK
CV12.1.1	College and career-ready students evaluate current knowledge and interests in order to set career goals.
CV12.1.2	College and career-ready students explore careers including outlook, salary, needed training, duties and lifestyle utilizing all available resources including mentors and industry experts.
CV12.1.3	College and career-ready students prepare an educational and career plan to enable them to gain desired knowledge and experience.
CV12.1.4	College and career-ready students demonstrate employability skills that enable them to be responsible and contributing citizens and employees.
CV12.2.1	College and career-ready students communicate clearly, effectively, and with reason.
CV12.2.2	College and career-ready students identify and model integrity, ethical leadership and effective management skills.
CV12.2.3	College and career-ready students work productively in teams while using cultural global competence.
CV12.2.4	College and career-ready students apply safe, legal, and responsible use of information and technology as appropriate to the task.
CV12.3.1	College and career-ready students identify and define authentic problems and significant questions for investigation.
CV12.3.2	College and career-ready students identify trends, forecast possibilities, and explore complex systems and issues.
CV12.3.3	College and career-ready students employ valid and reliable research strategies and apply prior knowledge to solve a problem or complete a project.
CV12.3.4	College and career-ready students demonstrate creativity and innovation while considering the environmental, social, and economic impacts of decisions.
CV12.4.1	College and career-ready students produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
CV12.4.2	College and career-ready students determine the meaning of symbols, key terms, and other content-specific words and phrases as they are used in technical context. (*Adapted from CCSS RL.9.11)
CV12.4.3	College and career-ready students acquire, manipulate, analyze, diagnose, and/or report information, using the appropriate technology.
CV12.4.4	(*Adapted from CCSS RL.9.3)
CV12.5.1	College and career-ready students manage resources to develop, analyze, and implement systems and applications.
CV12.5.2	College and career-ready students productively complete tasks taking constraints, priorities and resources into account.
CV12.5.3	College and career-ready students safely and ethically use current industry-standard tools and emerging technologies.
CV12.5.4	College and career-ready students utilize technology to develop innovative solutions or products.

### SCOPE AND SEQUENCE

UNIT OUTLINE	STANDARD#	OUTCOMES
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<p><b>Unit 1: Introduction to Advertising</b></p> <p>How many different advertisements do you think the average person views on a daily basis? Ads are in magazines, on the radio and television, and even sent to us via email and text message. Living in modern-day society, it's difficult to ignore the fact that ads are everywhere. In fact, advertisements have become so common that sometimes we tend to tune them out altogether. Because of this tendency, advertisers have to be more creative today than ever before, building bold ad campaigns that are impossible to ignore. In this course, you'll be exploring the ins and outs of the advertising industry, including its history, the role it plays in our society, and the ethical and legal issues related to advertising.</p>	<p>CV12.1.4, CV12.2.1, CV12.3.3, CV12.4.1, CV12.5.1, CV12.5.2</p>	<ul style="list-style-type: none"> <li>• Distinguish among marketing and advertising terms.</li> <li>• Categorize business activities, such as production, management, and finance, and describe how these activities relate to marketing.</li> <li>• Describe the history of the advertising industry and its relation to today's marketplace.</li> <li>• Discuss laws regulating the marketing and advertising industries.</li> </ul>
<p><b>Unit 2: Advertising in the 21st Century</b></p> <p>In Unit 1, you discussed the humble beginnings of the marketing and advertising industry. Recall that ads were once small black-and-white columns in newspapers that did little more than describe the product for sale. The industry has come a long way since then, and it continues to evolve. In the 21st century, advertisers face the challenge of marketing to a diverse, global society with ever-changing interests, preferences, and values. In this unit, you will look at how advertisers are meeting those challenges. In particular, you will look at how the global marketplace, cultural diversity, and technology (especially the Internet) have changed the way marketers deliver their messages. You will also look at how marketers have developed the relatively new market of female sports fans.</p>	<p>CV12.1.4, CV12.2.1, CV12.3.3, CV12.4.1, CV12.5.1, CV12.5.2</p>	<ul style="list-style-type: none"> <li>• Describe the influence of international marketing on the advertising industry.</li> <li>• Explain the impact of multiculturalism and multigenerationalism on advertising marketing activities.</li> <li>• Identify the importance of understanding cultural diversity from a marketing perspective.</li> <li>• Discuss how diversity affects sports and entertainment marketing.</li> </ul>
<p><b>Unit 3: Careers in Advertising, Promotions, and Marketing</b></p> <p>Did you know that nearly half a million people are employed by the advertising, promotions, and marketing industry in the United States alone? Who are these people? What is it like to live a day in their shoes? There are many possible answers to these questions. The industry is so large and the work so complex that it takes many different types of workers with varying skill sets to accomplish the goals of advertising and marketing agencies and teams. In this unit, you'll learn about some of the most common career paths in this field and get a feel for what it's like to do the jobs held by advertising and marketing professionals.</p>	<p>CV12.1.1, CV12.1.2, CV12.1.3, CV12.1.4, CV12.2.2, CV12.2.3, CV12.3.2, CV12.3.3, CV12.4.1, CV12.4.2, CV12.5.2</p>	<ul style="list-style-type: none"> <li>• Discuss careers in the advertising and marketing industry.</li> <li>• List the roles and responsibilities of various advertising, marketing, and promotions professionals.</li> <li>• Explain the necessary education and training required for careers in the advertising and marketing industry.</li> <li>• Identify the expected wages and salaries for jobs in the advertising and marketing industry.</li> </ul>
<p><b>Unit 4: Finances in Advertising, Promotions, and Marketing</b></p> <p>Ask any small business owner or Fortune 500 CEO, and he will tell you that finances are one of the most important aspects of any business. No business decision—whether related to marketing, operations, human resources, or any other aspect of the company—can be made without carefully considering its financial implications. In this unit, you'll learn the basics of finances as they relate to the advertising, marketing, and promotions industry.</p>	<p>CV12.1.1, CV12.1.2, CV12.1.3, CV12.1.4, CV12.2.1, CV12.2.2, CV12.2.3, CV12.2.4, CV12.3.1, CV12.3.2, CV12.3.3,</p>	<ul style="list-style-type: none"> <li>• Identify sources of financial assistance for raising capital.</li> <li>• Describe how businesses make purchases and differentiate between buying for resale and buying for organizational use.</li> <li>• Identify and describe types of financial documents used by businesses and agencies.</li> <li>• Explain the purpose of financial records, such as budgets, balance sheets, and income statements.</li> <li>• Discuss the relationship of perishability to profit and loss.</li> </ul>

<p><b>Unit 5: Advertising and Sales Promotion Midterm Quiz</b> In this unit, you will review the information you learned up to this point in this course and take a quiz to demonstrate your newly acquired knowledge.</p>		<ul style="list-style-type: none"> <li>• Review information acquired and mastered from this course up to this point.</li> <li>• Take a course exam based on material from units 1-4 in this course.</li> </ul>
<p><b>Unit 6: Working in Marketing, Advertising, and Promotions</b> If you want a job in the advertising and marketing field, you'll need the skills! But what skills do you need? In this unit, you will look closely at the interpersonal skills valued in this industry. You will also discover what employers in this industry expect from marketing, advertising, and promotions employees, and how you can expect to be treated as a professional in this field. As you study, keep in mind that many of these principles apply to a wide variety of other career choices as well, so learning about them will prove valuable even if you don't plan to pursue work in advertising and marketing. As an added bonus, the interpersonal skills you learn here can also help with relationships in your personal life!</p>	<p>CV12.1.4, CV12.2.1, CV12.2.2, CV12.2.4, CV12.3.1, CV12.3.2, CV12.3.3, CV12.4.1, CV12.4.2, CV12.4.3, CV12.4.4, CV12.5.1, CV12.5.2, CV12.5.3,</p>	<ul style="list-style-type: none"> <li>• Identify and describe the interpersonal skills necessary for a successful career in marketing and advertising.</li> <li>• Identify the role of professional organizations, trade associations, and labor unions in the advertising industry.</li> <li>• Illustrate how teams function and describe team-building and leadership skills.</li> <li>• Identify employers' expectations and appropriate employee work habits.</li> <li>• Define discrimination, harassment, and equality.</li> </ul>
<p><b>Unit 7: Technical Skills for a Marketing Career</b> What comes to mind when you think of what it takes to be an exceptionally good marketer? While some natural talent in the area certainly doesn't hurt, certain skills have to be learned to succeed in this field. As previously mentioned several times in this course, marketing is a field that is constantly growing and changing. In Unit 2, particularly, you explored the ways in which technology is changing the role of marketers. In this unit, you will revisit the topic to identify the specific technical skills today's marketers need to compete in a high-tech global marketplace.</p>	<p>CV12.1.4, CV12.2.1, CV12.2.4, CV12.3.1, CV12.3.2, CV12.3.3, CV12.4.1, CV12.4.2, CV12.4.3, CV12.4.4, CV12.5.1, CV12.5.2</p>	<ul style="list-style-type: none"> <li>• Identify and describe types of persuasive rhetoric.</li> <li>• Explain characteristics and purposes of a marketing-information system.</li> <li>• Describe types of inventory control and how they relate to marketing.</li> <li>• Explain the steps of the consumer decision-making process.</li> </ul>
<p><b>Unit 8: Principles of Selling</b> Throughout this course, you've learned about the different parts of a company's marketing and promotions strategy, including advertising. In the first unit, you identified personal selling as part of a company's promotion mix. In this unit, you will examine this promotional strategy in more detail. You'll learn when personal selling is an appropriate technique to use and how to implement it effectively. You'll also learn about how selling impacts the overall economy of the United States.</p>	<p>CV12.1.4, CV12.2.1, CV12.3.3, CV12.4.1, CV12.5.1, CV12.5.2</p>	<ul style="list-style-type: none"> <li>• Discuss the purpose and benefits of personal selling.</li> <li>• Explain lead generation and lead qualification.</li> <li>• Explain the five steps of selling as well as the actions that should follow the close of a sale.</li> <li>• Describe effective strategies for training and educating sales staff.</li> <li>• Explain how selling contributes to economic activity.</li> </ul>

**Unit 9: Culminating Project: Developing a Promotional Plan**  
Throughout this course, you've learned a great deal about the marketing, advertising, and promotions industry. You've reviewed the history of marketing, examined its evolution into the 21st century, and discovered the skills needed to pursue one of the several career paths the industry has to offer. In this unit, you'll have the opportunity to apply what you've learned by developing a promotional plan of your own. For the purposes of this unit, imagine that you are an entrepreneur or small business owner looking to market an original idea for a new product. As you progress through the unit, you'll have the chance to develop your product concept and create a promotional plan to ensure that your product is successful with your target market. Let's get started!

CV12.1.4,  
CV12.2.1,  
CV12.3.3,  
CV12.4.1,  
CV12.5.1,  
CV12.5.2

- Describe stages of new-product planning.
- Define product mix.
- Identify stages of the product life cycle for new or existing advertising marketing plans.
- Analyze a promotional plan for effectiveness.