



**eDynamic Learning Course Title: Advertising & Sales Promotion**

**State: TX**

**State Course Title: Advertising**

**State Course Code: 130.382**

**State Standards: MARKETING**

**Date of Standards: 2015**

TEKS	Unit Name(s)	Lesson(s) Numbers
<b>(1) The student demonstrates professional standards / employability skills as required by business and industry.</b>		
(A) communicate effectively with others using speaking, listening, and writing skills;	Unit 1: Introduction to Advertising	Activity
(B) demonstrate collaboration skills through teamwork;	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Lesson 4
(C) demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace;	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Lessons 1, 2
(D) demonstrate a positive, productive work ethic by performing assigned tasks as directed;	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Lesson 2
(E) show integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations;	Unit 1: Introduction to Advertising	Lesson 5
	Unit 3: Careers in Advertising, Promotions, & Marketing	Discussion 1

(F) 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;	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Lesson 2
(G) demonstrate leadership skills, teamwork, and communication skills by participating in career and technical education courses.	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Lesson 4
<b>(2) The student knows the importance of marketing as well as the functions of marketing.</b>		
(A) recognize marketing functions and how they relate to advertising;	Unit 1: Introduction to Advertising	Lesson 3
(B) explain how each component of the marketing mix contributes to successful advertising;	Unit 1: Introduction to Advertising	Lesson 3
(C) identify the importance of target markets;	Unit 1: Introduction to Advertising	Lesson 2
(D) research trends affecting advertising marketing.	Unit 2: Advertising in the 21st Century	Lab
<b>(3) The student knows the impact and value of diversity.</b>		
(A) examine elements of culture and discuss the need for understanding cultural diversity;	Unit 2: Advertising in the 21st Century	Lesson 1
(B) identify how diversity affects advertising strategy.	Unit 2: Advertising in the 21st Century	Lesson 4
<b>(4) The student knows the nature and scope of advertising marketing.</b>		
(A) demonstrate knowledge of the history of advertising as an industry and how it relates to today's marketplace;	Unit 1: Introduction to Advertising	Lesson 4

(B) discuss major environmental influences that impact advertising;	Unit 3: Careers in Advertising, Promotions, & Marketing	Lab
(C) research the advantages and disadvantages of the types of advertising;	Unit 2: Advertising in the 21st Century	Lesson 5
(D) illustrate how international marketing affects the advertising industry.	Unit 2: Advertising in the 21st Century	Lesson 2
<b>(5) The student knows that advertising requires knowledge of demographics.</b>		
(A) explain how the use of demographics has influenced the industry;	Unit 1: Introduction to Advertising	Lesson 2
(B) differentiate between buying habits and buying preferences;	Unit 1: Introduction to Advertising	Lesson 2
(C) explain the impact of multiculturalism and multigenerationalism on advertising marketing activities.	Unit 2: Advertising in the 21st Century	Lesson 1
<b>(6) The student knows that a career in advertising requires knowledge of the industry.</b>		
(A) research careers in the advertising industry;	Unit 3: Careers in Advertising, Promotions, & Marketing	All Lessons Associated
(B) identify businesses related to advertising;	Unit 3: Careers in Advertising, Promotions, & Marketing	All Lessons Associated
(C) identify the role of professional organizations, trade associations, and labor unions in the advertising industry.	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Lesson 5
<b>(7) The student understands the importance of selling in the advertising industry.</b>		

(A) explain how selling contributes to the success of an advertising agency;	Unit 7: Principles of Selling	Lesson 1
(B) employ the steps of selling, including prospecting, pre-approach, approach, presentation, overcoming objections, close, and follow-up.	Unit 7: Principles of Selling	Lessons 3, 4
<b>(8) The student evaluates and uses information resources to research careers in advertising and sales.</b>		
(A) use multimedia resources such as the Internet to research careers in advertising and sales;	Unit 3: Careers in Advertising, Promotions, & Marketing	All Lessons Associated
(B) identify businesses related to advertising and sales.	Unit 3: Careers in Advertising, Promotions, & Marketing	All Lessons Associated
<b>(9) The student develops and delivers presentations using appropriate media to engage and inform audiences.</b>		
(A) prepare oral presentations to provide information for specific purposes and audiences;	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Activity
(B) identify and prepare support materials that will enhance an oral presentation;	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Activity
(C) deliver an oral presentation that sustains listener attention and interest.	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Activity
<b>(10) The student knows the marketing-information system.</b>		

(A) explain characteristics and purposes of a marketing-information system;	Unit 6: Behind the Scenes: Technical Skills Necessary for a Career in Marketing	Lesson 2
(B) identify benefits and limitations of marketing research;	Unit 1: Introduction to Advertising	Lesson 2
(C) analyze data used to make accurate forecasts.		
<b>(11) The student knows pricing policies, objectives, and strategies.</b>		
(A) compare and contrast pricing policies;	Unit 4: Finances in the Advertising, Marketing, & Promotions Industry	Activity 1
(B) analyze the price of an advertising marketing product.	Unit 4: Finances in the Advertising, Marketing, & Promotions Industry	Activity 2
<b>(12) The student knows the elements and processes of product planning.</b>		
(A) describe stages of new-product planning;	Unit 8: Culminating Project: Developing a Promotional Plan	Lesson 1
(B) analyze product mix;	Unit 8: Culminating Project: Developing a Promotional Plan	Lesson 1
(C) identify stages of the product life cycle for new or existing advertising marketing plans.	Unit 8: Culminating Project: Developing a Promotional Plan	Lesson 3
<b>(13) The student knows that successful marketers must develop, implement, and evaluate a promotional plan.</b>		

(A) identify components of the promotional mix such as advertising, visual merchandising, and personal selling;	Unit 1: Introduction to Advertising	Lesson 3
(B) demonstrate visual merchandising techniques for advertising marketing goods, services, or ideas;	Unit 1: Introduction to Advertising	Activity
(C) analyze a promotional plan for effectiveness.	Unit 8: Culminating Project: Developing a Promotional Plan	Lesson 4
<b>(14) The student knows how technology affects advertising.</b>		
(A) examine how social media contributes to advertising; and	Unit 1: Introduction to Advertising	Lab
(B) research the use of technology in advertising.	Unit 2: Advertising in the 21st Century	Lesson 5
<b>(15) The student understands how media planning should achieve marketing objectives.</b>		
(A) compare and contrast the different forms of media;	Unit 2: Advertising in the 21st Century	Lesson 5
(B) distinguish between the four components of marketing, including paid, earned, shared, and owned (PESO).		