TN Department of Education | College, Career and Technical Education

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Advertising and Public Relations

Primary Career Cluster:	Marketing, Distribution & Logistics
Course Contact:	CTE.Standards@tn.gov
Course Code(s):	C31H03
Prerequisite(s):	*Marketing & Management I: Principles* (C31H00)
Credit:	1
Grade Level:	11 - 12
Focused Elective Graduation Requirements:	This course satisfies one of three credits required for an elective focus when taken in conjunction with other *Marketing* courses.
POS Concentrator:	This course satisfies one out of two required courses to meet the Perkins V concentrator definition, when taken in sequence in an approved program of study.
Programs of Study and Sequence:	This is the fourth and final course in the *Marketing Management* program of study.
Aligned Student Organization(s):	DECA: http://www.decatn.org FBLA: http://www.fblatn.org
Coordinating Work-Based Learning:	Teachers who hold an active WBL certificate may offer placement for credit when the requirements of the state board's WBL Framework and the Department's WBL Policy Guide are met. For information, visit https://www.tn.gov/content/tn/education/career-and-technical-education/work-based-learning.html.
Promoted Tennessee Student Industry Credentials:	Credentials are aligned with postsecondary and employment opportunities and with the competencies and skills that students acquire through their selected program of study. For a listing of promoted student industry credentials, visit https://www.tn.gov/education/career-and-technical-education/student-industry-certification.html
Teacher Endorsement(s):	030, 035, 039, 040, 052, 054, 152, 153, 158, 202, 204, 311, 430, 435, 436, 471, 472, 474, 475, 476, 952, 953, 958
Required Teacher Certifications/Training:	None
Teacher Resources:	https://www.tn.gov/education/career-and-technical-education/career-clusters/cte-cluster-marketing.html Best for All Central: https://bestforall.tnedu.gov/

Approved April 10, 2015; Amended April 15, 2016

Course-at-a-Glance

CTE courses provide students with an opportunity to develop specific academic, technical, and 21st century skills necessary to be successful in career and in life. In pursuit of ensuring every student in Tennessee achieves this level of success, we begin with rigorous course standards which feed into intentionally designed programs of study.

Students engage in industry relevant content through general education integration and experiences such as career & technical student organizations (CTSO) and work-based learning (WBL). Through these experiences, students are immersed with industry standard content and technology, solve industry-based problems, meaningfully interact with industry professionals and use/produce industry specific, informational texts.

Using a Career and Technical Student Organization (CTSO) in Your Classroom

CTSOs are a great resource to put classroom learning into real-life experiences for your students through classroom, regional, state, and national competitions, and leadership opportunities. Below are CTSO connections for this course, note this is not an exhaustive list.

- Participate in CTSO Fall Leadership Conference, DECA and FBLA Fall Leadership Camps, FBLA Regional and State Leadership Conferences, and DECA Emerging Leader Summit to engage with peers by demonstrating logical thought processes and developing industry specific skills that involve teamwork and project management
- Participate in conferences that promote career development such as DECA Career Pathways and Career Development Conferences
- Participate in FBLA career competitive events that highlight career development, including developing an electronic career portfolio, interviewing skills, career exploration, and crafting an elevator speech
- Participate in DECA competitive events such as Business Services Marketing Series, Integrated Marketing Campaign – Event, Product, and/or Services, Marketing Management Team Decision Making, Marketing Communication Series, Professional Selling, and Sports & Entertainment Marketing Series
- Participate in FBLA competitive events such as Advertising, Business Communications, Client Service, Marketing, Public Service Announcement, Public Speaking, Sales Presentation, Social Media Strategies, and Website Design

For more ideas and information, visit Tennessee DECA at https://www.decatn.org/ and Tennessee FLBA at https://www.fblatn.org/.

Using Work-based Learning (WBL) in Your Classroom

Sustained and coordinated activities that relate to the course content are the key to successful work-based learning. Possible activities for this course include the following. This is not an exhaustive list.

- **Standard 1.2** | Panel of guest speakers from the advertising and public relations industry to discuss career options, training, credentials, education requirements, etc. with students.
- **Standards 4.1-4.5** | Integrated project that focuses on advertising media.
- **Standards 5.1-5.4** | Integrated project with multiple interactions with advertising and public relations professionals to design a social media marketing strategy.
- **Standard 7.9** | Integrated project to design and implement a press kit for a student-run enterprise or student organization.

Course Description

Advertising and Public Relations is an applied knowledge course focusing on the concepts and strategies associated with promoting products, services, ideas, and events. This course addresses skills essential to the creative side of the industry and explores consumer behavior patterns and motivations for buying. Upon completion of this course, proficient students will be able to demonstrate understanding in fundamental advertising and public relations concepts by creating an electronic portfolio of representative course projects.

Course Standards

1. Advertising and Public Relations History and Foundations

1.1. Evolution of Advertising and Public Relations: Identify important **historical events** and **milestones** (e.g., compulsory education, industrial revolution, and transportation improvements) that have helped the advertising and public relations industry evolve and examine the key characteristics to emerge from this evolution.

1.2. Advertising and Public Relations Careers: Research **careers** in the advertising and public relations industry, focusing on educational requirements and state and national guidelines governing practicing professionals (e.g., licensing, certifications, training, compliance). Identify **potential training programs, schools,** and **examinations** to obtain required credentials for a specific occupation.

1.3. Marketing Mix: Analyze how the elements of the **marketing mix** (e.g., product, place, price, and promotion) create an image or position for a product or company. Examine a specific product example to determine how marketers make decisions about these elements based their potential **target audience**.

1.4. Advertising Laws and Self-Regulation: Summarize **legal opinions** and/or **applicable legislation** (e.g., "bait and switch," use of nutritional labels, etc.) and **industry self-regulation** (including ethical considerations and social responsibility) applicable to the advertising and public relations industries.

2. Market Segmentation

2.1 Market Segment Classifications: Identify the characteristics of **market segment classifications** (e.g., demographics, psychographics, and geography) and analyze case studies to determine the benefits of segmentation for **consumer messaging**.

2.2 Target Marketing: Research how targeting specific economic, social, or cultural groups can lead to a competitive advantage (e.g., calling attention to a brand's social awareness efforts may increase sales of a specific product). Identify **product marketing examples** that narrowly segment their target audience and analyze the purpose in developing specific marketing campaigns.

3. Promotion

3.1 Promotional Mix: Identify the elements of the **promotional mix** (i.e. advertising, sales promotion, personal selling, direct marketing, and public relations), citing examples of specific products or services found in local community.

3.2 AIDA (Attention, Interest, Desire, Action): Define characteristics and implications for each of the **four steps of the AIDA formula** (Attention, Interest, Desire, Action). Select a product and create example **consumer engagement strategies** for each step.

3.3 Sales Promotion: Compare various types of **sales promotion** (e.g., coupons, contests, fashion shows, product samples, rebates, and incentives). Determine **methods for measuring results** of each, paying particular attention to a promotion's **return on investment** and perceived **consumer value**.

4. Advertising

4.1 Advertising Media: Compare and contrast types of **advertising media,** analyzing which types are best suited for certain products, services, institutions, or events by citing authentic examples.

4.2 Promotional vs. Institutional Advertising: Distinguish between **promotional and institutional advertising** by creating examples of each for a local company or nonprofit organization.

4.3 Print-Based Advertisements: Identify the elements of a **print-based advertisement** (e.g., headline, illustration, copy, signature, or logo) and analyze their relationship to the principles of **effective advertising design** (e.g., balance, color, proportion).

4.4 Advertising Copy and Design: Demonstrate an understanding of effective **advertising copy and design** by creating an ad layout. Critique the design, key message, and probable effect on target audience and then revise and edit layout based on peer feedback.

4.5 Global Advertising: Evaluate how other countries' **customs and traditions** affect American companies' advertising messages in the **global marketplace**. Market a product in a selected country based on customs and traditions.

5. Digital and Mobile Advertising

5.1 Social Media Advertising: Explain the value of **social media advertising** for increasing **market reach** and **customer interaction**. Compare and contrast features and benefits of major social media platforms (e.g., Instagram, Facebook, LinkedIn, TikTok, etc.), synthesizing characteristics and components of each to determine which platforms will lead to effective **brand promotion** and customer interaction.

5.2 Creating Advertising Posts: Create a series of **posts** to promote a selected product or organization via social media using **writing strategies** and **styles** appropriate for the selected platform.

5.3 Product Website Design: Identify and describe the essential features of a **product website,** including visual components, navigation features, and search engine optimization and evaluate the effectiveness of a **website's design** and **interactive features**.

5.4 Digital/Mobile Advertising Strategy: Identify the various forms of **digital and mobile advertising**. Design a digital or mobile advertisement to introduce or enhance a product's or service's current **promotional programs** and **activities**.

6. Marketing Research and Data Management

6.1 Market Research Data: Explain the need for **market research data,** including both primary and secondary data and identify the types of data available via **electronic tracking methods** (e.g., warranty registrations, sales records, online surveys, website cookies, and loyalty cards).

6.2 Survey Design: Design and distribute a **survey** that focuses on **product or service improvement**. Collect, interpret, analyze, and illustrate key survey findings with charts or graphs, outlining any recommendations for specific product or service improvements.

7. Public Relations

7.1 Public Relations Strategies: Discuss the role of public relations in the **promotional mix** and identify various **public relations strategies**, differentiating **controllable** and **not controllable** public relations activities (e.g., BP's news coverage after the gulf oil spill versus paid advertisements showing environmentally conscious behavior).

7.2 Public Relations and Crisis Management: Examine case studies on the role of public relations in **crisis management**. Analyze public relations strategies and tactics to address **negative publicity** during a newsworthy crisis.

7.3 Public Relations Press Kit: Develop a **press kit** for a product or student organization that includes a press release, fact sheet, and at least three strategies for marketing the product or organization to a target audience. Recommend one of the three strategies and defend your recommendation based on audience and context.

8. Advertising Campaign

8.1 Designing an Advertising Campaign: Using suitable strategies from the promotional mix, create an **advertising campaign** for a product or service, which includes the following:

a. Establish Objectives

b. Identify the Target Market
c. Design Theme and Promotional Message
d. Choose Promotional Activities
e. Select Media
f. Prepare an advertising budget
g. Measure Results

Standards Alignment Notes

*References to other standards include:

- P21: Partnership for 21st Century Skills Framework for 21st Century Learning
    - Note: While not all standards are specifically aligned, teachers will find the framework helpful for setting expectations for student behavior in their classroom and practicing specific career readiness skills.