

eDynamic Learning Course Title: Advertising and Sales Promotion

State: WA

State Course Title: Advertising and Sales Promotion

State Standards: Career and Technical Education Standards

Date of Standards: 2011

Percentage of Course Aligned: 89%

Standards	Course Title (a or b), if applicable, e.g. Game Design 1a	Unit Name(s)	Lesson(s) Numbers	How Standard is Taught	How Standard is Assessed	Comments	Standard Rating (Fully Met / Partially Met / Not Met)
2. Demonstrate leadership skills and employability skills.							
<p>2.1 Leadership and employability skill development for all students is a required and integral component of all CTE courses. 2.1.a These leadership and employability skills are identified in the CTE Core Leadership Skills document, CTE Core Employability Skills document and/or 21st Century Skills document. 2.1.b These leadership and employability skills are integrated in the approved curriculum framework and applied in real-world family, community, business and industry applications. 2.1.c These skills are developed and practiced at the highest professional level through integration of aligned state-recognized Career and Technical Student Organizations (CTSOs). 2.1.d Locally developed leadership plans must demonstrate that these skills are developed and practiced at the highest level through classroom integration of individual, group and community programs and activities.</p>	Advertising and Sales Promotion	Unit 3: Careers in Advertising, Promotions, and Marketing	Lesson 5	Discuss the character traits that are looked for in a management position such as advertising, promotions and marketing managers who plan and oversee advertising and promotional campaigns, assign tasks, evaluate individual team members, hold meetings and make decision regarding the direction of a team's marketing efforts.	Review 4, 5, Critical Thinking 1, 2, 5, Discussion 1, 2	Standard is also met consistently throughout the course as it is integrated into course pedagogy.	Fully Met
3. Demonstrate employment readiness and/or preparation for postsecondary options using state and local programs of study, including;							
<p>3.1 Information about post-secondary education, training options, industry certifications, and employment.</p>	Advertising and Sales Promotion	Unit 3: Careers in Advertising, Promotions, and Marketing	Lessons 1-4	Describe and discuss the many career opportunities and educational requirements in advertising and marketing such as PR specialists, advertising sales agents, graphic designers, art directors, copywriters, editors, market research analysts, and managers.	Review 1-5, Critical Thinking 1-5, Discussion 1, 2	Standard is also met consistently throughout the course as it is integrated into course pedagogy.	Fully Met

3.2 Articulation with apprenticeship programs and post-secondary education, where feasible.	Advertising and Sales Promotion	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Lesson 5	Describing the role of professional organizations, trade associations, and labor unions in the advertising industry	Critical Thinking 2		Fully Met
3.3 Opportunities for nontraditional and special populations to receive training.	Advertising and Sales Promotion	Unit 2: Advertising in the 21st Century	Lesson 1	Discuss how markets must compete with globally diverse markets with multigenerational and multicultural customers, in order to stay competitive.	Critical Thinking 1, 3, 4, 5, Lab		Fully Met
3.4 The utilization of data from student follow-up surveys to improve courses.	Advertising and Sales Promotion	All Units	All Lessons	Students are provided the opportunity to give feedback on the course	Feedback Surveys	Standard is also met consistently throughout the course as it is integrated into course pedagogy.	Fully Met
3.5 The utilization of current national, state or regional labor market information to demonstrate occupational need.	Advertising and Sales Promotion	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Lesson 5	Describing the role of professional organizations, trade associations, and labor unions in the advertising industry	Critical Thinking 2		Fully Met
Leadership: Individual Skills							
1.1 The student will analyze, refine, and apply decision-making skills through classroom, family, community, and business and industry (work-related) experiences.	Advertising and Sales Promotion	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Lessons 1, 2	Identifying and describing the interpersonal and professional skills necessary for a successful career in marketing and advertising	Critical Thinking 1, 3, 5		Fully Met
1.2 The student will identify and analyze the characteristics of family, community, business, and industry leaders	Advertising and Sales Promotion	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Lesson 4	Identifying and demonstrating teamwork and leadership skills	Activity		Fully Met
1.3 The student will demonstrate oral, interpersonal, written, and electronic communication and presentation skills and understands how to apply those skills.	Advertising and Sales Promotion	Unit 1: Introduction to Advertising	Activity	Effectively communicating a visual merchandising plan	Activity	This standard is further addressed throughout the course as speaking, writing and listening are integrated into course pedagogy.	Fully Met
1.4 The student will be involved in activities that require applying theory, problem-solving, and using critical and creative thinking skills while understanding outcomes of related decisions.	Advertising and Sales Promotion	Unit 3: Careers in Advertising, Promotions, and Marketing	Lessons 1-4	Explain the employability skills required for a position in advertising and sales such as excellent written and verbal communication skills; interpersonal skills forming positive relationships with others in and around the profession; able to meet quotas; persuasive; self-disciplined and self-directed; and excellent analytical skills in order to process data in market research.	Review 1-5, Critical Thinking 1-5, Discussion 1, 2	Standard is also met consistently throughout the course as it is integrated into course pedagogy.	Fully Met

1.5 The student will demonstrate self-advocacy skills by achieving planned, individual goals.	Advertising and Sales Promotion	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Lesson 2	Understanding and demonstrating work ethic	Activity	This standard is further addressed throughout the course as work ethic is integrated into course pedagogy.	Fully Met
1.6 The student will conduct self in a professional manner in practical career applications, organizational forums, and decision-making bodies.	Advertising and Sales Promotion	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Lessons 1, 2	Identifying and describing the interpersonal and professional skills necessary for a successful career in marketing and advertising	Critical Thinking 1, 3, 5		Fully Met
Leadership: Group Skills							
2.1 The student will communicate, participate, and advocate effectively in pairs, small groups, teams, and large groups to reach common goals.	Advertising and Sales Promotion	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Lesson 4	Illustrating how teams function and describe team-building skills	Activity		Fully Met
2.2 The student will demonstrate knowledge of conflict resolution and challenge management.	Advertising and Sales Promotion	Unit 3: Careers in Advertising, Promotions, & Marketing	Discussion 1	Identifying challenges and choosing ethical actions in the industry	Discussion 1		Fully Met
2.3 The student will analyze the complex responsibilities of the leader and follower and demonstrate the ability to both lead and follow.	Advertising and Sales Promotion	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Lesson 4	Identifying and demonstrating teamwork and leadership skills	Activity		Fully Met
2.4 The student will demonstrate skills that assist in understanding and accepting responsibility to family, community, and business and industry.	Advertising and Sales Promotion	Unit 3: Careers in Advertising, Promotions, & Marketing	Discussion 1	Identifying challenges and choosing ethical actions in the industry	Discussion 1		Fully Met
2.5 The student will demonstrate a working knowledge of parliamentary procedure.							Not Met
2.6 The student will use knowledge, build interest, guide and influence decisions, organize efforts, and involve members of a group to assure that a pre-planned group activity is completed.	Advertising and Sales Promotion	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Lesson 4	Identifying and demonstrating teamwork and leadership skills	Activity		Fully Met
2.7 The student will demonstrate the ability to train others to understand the established rules and expectations, rationale, and consequences and to follow those rules and expectations.	Advertising and Sales Promotion	Unit 3: Careers in Advertising, Promotions, and Marketing	Lessons 1-4	Explain the employability skills required for a position in advertising and sales such as excellent written and verbal communication skills; interpersonal skills forming positive relationships with others in and around the profession; able to meet quotas; persuasive; self-disciplined and self-directed; and excellent analytical skills in order to process data in market research.	Review 1-5, Critical Thinking 1-5, Discussion 1, 2	Standard is also met consistently throughout the course as it is integrated into course pedagogy.	Fully Met

2.8 The student will demonstrate the ability to incorporate and utilize the principles of group dynamics in a variety of settings.	Advertising and Sales Promotion	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Lesson 4	Identifying and demonstrating teamwork and leadership skills	Activity		Fully Met
Leadership: Community and Career Skills							
3.1 The student will analyze the roles and responsibilities of citizenship.	Advertising and Sales Promotion	Unit 3: Careers in Advertising, Promotions, and Marketing	Lessons 1-4	Explain the employability skills required for a position in advertising and sales such as excellent written and verbal communication skills; interpersonal skills forming positive relationships with others in and around the profession; able to meet quotas; persuasive; self-disciplined and self-directed; and excellent analytical skills in order to process data in market research.	Review 1-5, Critical Thinking 1-5, Discussion 1, 2	Standard is also met consistently throughout the course as it is integrated into course pedagogy.	Fully Met
3.2 The student will demonstrate social responsibility in family, community, and business and industry.	Advertising and Sales Promotion	Unit 2: Advertising in the 21st Century	Lesson 2	Explain the challenges of international marketing considering technology advancements, communication, language barriers, logistics, and laws and regulations as well as the business ethics that must be adhered to in marketing.	Review 1, 2, 3, 5, Critical Thinking 1, 2, 4, 5, Discussion 1, 2		Fully Met
3.3 The student will understand their role, participate in and evaluate community service and service learning activities							Not Met
3.4 The student will understand the organizational skills necessary to be a successful leader and citizen and practices those skills in real-life.	Advertising and Sales Promotion	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Lesson 4	Identifying and demonstrating teamwork and leadership skills	Activity		Fully Met
3.5 The student will understand and utilize organizational systems to advocate for issues on the local, state, and international level.							Not Met
3.6 The student will understand the importance of and utilize the components and structure of community-based organizations.	Advertising and Sales Promotion	Unit 5: Working in the Marketing, Advertising, & Promotions Industry	Lesson 5	Describing the role of professional organizations, trade associations, and labor unions in the advertising industry	Critical Thinking 2		Fully Met
3.7 The student will participate in the development of a program of work or strategic plan and will work to implement the organization's goals.	Advertising and Sales Promotion	Unit 8: Culminating Project: Developing a Promotional Plan	Lesson 1	Describing stages of new-product planning	Critical Thinking 2, 4, 5		Fully Met