

Name of Course: Advertising & Sales B

Level of Course: Academic

Grade Level offered to: 9 through 12

Course number: 672

Number of Credits: 5

Prerequisites: None

Course Description:

The Advertising & Sales course is coordinated to help the student reach his/her potential in helping to fill a part of that demand for advertising and sales professionals.

The course "Advertising & Sales" is designed to provide the student with the tools to make the successful transition to a college marketing program or to have success in either the Co-op program or regular employment in entry level advertising or sales positions. Advertising & Sales is an introduction to college level marketing concepts of Advertising and Personal Selling. Through lecture, textbook lessons, and hands-on projects in the classroom and school store, the student will develop marketing skills in areas such as operating a cash register, advertising, personal selling, handling money, and dealing with customers.

General Objectives:

At the conclusion of this course, the students will be able to:

1. Describe the role of promotion as a marketing function.
2. Identify the elements of the promotional mix.
3. Identify the concepts of advertising and promotion. Explain the types of advertising media.
4. Evaluate the effectiveness of advertisements.
5. Calculate media costs.
6. Analyze benefits of public relations and publicity.
7. Develop sales promotion plans.
8. Explain the use of visual merchandising and display arrangements.
9. Explain the use of advertising agencies.
10. Explain the nature and scope of the selling function.
11. Analyze products and their information to identify features and benefits.
12. Use product information in selling.
13. Address the needs of individual personalities.
14. Identify customer buying motives.
15. Facilitate customer decision-making.
16. Determine customer needs/wants.
17. Explain the selling process.
18. Prepare for a sales presentation.
19. Perform a sales presentation.
20. Calculate charges associated with customer transactions.
21. Analyze technology for use in the sales function.
22. Work in teams for learning, problem solving, and presentation.
23. Prepare for life-long learning by using self-management and self-assessment strategies in terms of knowledge and skills.
24. Explain the methods used to segment markets.
25. Explore career-specific areas.
26. Develop skills in critical thinking, analytical reasoning and logic, the ability to establish and recognize the validity of information and develop and apply problem solving methods.
27. Understand the purpose of DECA and how it can help prepare students for the business world.
28. Summarize the key principles of free, modified free and directed economies.

29. Become an independent thinker, recognize when to follow, and know how to be a good team member.
30. Research a career based on student's abilities and skills.
31. Learn the procedures to use for finding a job and career.

Materials/Resources

Textbook & workbook: Marketing Essentials – Glencoe/McGraw Hill Publishing
Teacher Prepared Handouts.
New Jersey Stock Market Game
Virtual Business Simulation
Vocational Guidance
Internet
Career/Subject Oriented Videos & DVD's

Assessment:

Each chapter /unit is introduced by having the teacher familiarize the topic with the students by previewing its contents. After each chapter is read and absorbed by the students, classroom dialogue will be generated, followed by relevant activities. Class discussions comprise a significant amount of class activity and students who are comfortable in their knowledge of the topics will fare very well. **(While a background in business is helpful, no student is expected to enter the course with prior business training. All students begin with equal footing.)**

The assessment of student progress in the objectives cited on the previous pages will be primarily by, but not limited to, the following criteria.

Unit Tests	30 – 40%
Homework	40 – 60%
Quizzes	10 – 15%
Class Participation	15 – 25%

Homework, Extra Credit Policy:

Due to the periodic nature of homework in this course, homework will not be accepted late unless a legitimate excuse exists. Extra credit will be available during certain problem solving activities in the form of additional research/development, projects, and competitive events.

Special Course Policies:

Success in this course will be based on a variety of factors; however the instructor will most directly assess the student's performance in comprehensive problem solving activities, teamwork performance, and class participation as the means of determining a grade. A typical week in class will consist of formal instruction on a variety of material, students working individually to complete work pertaining to the lecture, research and development, teamwork to generate possible solutions to and solve problems, and in some cases the development of different projects and papers. Quizzes and tests will be given to re-emphasize and assess the student's understanding of the presented information.

If a student is absent when an assignment is due, the work is due based on the number of days absent from the time the assignment was due. In class work missed, must be made up within one week of assignment.