

PA Achievement Standard(s):

15.4.12.A: Apply the creative and productive use of emerging technologies for educational and personal success.

15.9.12.I: Design a comprehensive promotion plan for a product or service.

Link for the achievement standard: <http://www.pdesas.org/Standard/Views#114,115,116,117|14121|0|0>

Big Idea/Essential Questions: What are promotional concepts and strategies? What is involved with visual merchandising and display? What is advertising? What goes in to making an effective print advertisement?

Competencies: The student will be able to:

- Explain the role of promotion in business and marketing
- Identify the various types of promotion
- Distinguish between public relations and publicity
- Write a news release
- Describe the concept of the promotional mix
- Define sales promotion
- Explain the use of promotional tie-ins, trade sales promotions, and loyalty marketing programs
- Explain the concept and purposes of visual merchandising
- Identify the elements of visual merchandising
- Describe types of display arrangements
- Understand the role of visual merchandisers on the marketing team
- List the five steps in creating a display
- Explain how artistic elements function in display design
- Describe the importance of display maintenance
- Explain the concept and purpose of advertising in the promotional mix
- Identify the different types of advertising media
- Discuss the planning and selection of media
- Identify media measurement techniques
- Explain techniques used to evaluate media
- Summarize how media costs are determined
- Explain promotional budget methods
- Discuss how advertising campaigns are developed
- Explain the role of an advertising agency

<ul style="list-style-type: none"> • Identify the main components of print advertisements • Explain the principles of preparing an ad layout • List advantages and disadvantages of using color in advertising • Describe how typefaces and sizes add variety and emphasis to print advertisements 	
Learning Plan	
Suggested Activities/Strategies	Assessment Evidence:
Classroom PowerPoint presentations Marketing Essentials textbook reading Verbal discussions of content and real-world examples Forum discussions Critical thinking Cooperative Learning News Release Promotion plan authentic learning activity with local businesses Chapter 18 Google Slides group presentation	Teacher observation of student work Lesson review questions Objective and subjective worksheets pages 141-144, 159-160, 163-164, 169-170 Chapter reviews Chapter tests Promotion plan authentic learning activity and rubric Chapter 18 Google Slides group presentation and rubric