



Advertising and Sales High School

1.0 Comprehends and applies the principles of marketing that enable a business and our economy to get goods, ideas, or services from where they are produced or created to where they are consumed.

1.1 Understands the “marketing concept” as the foundation of developing and promoting products and services.

1.2 Applies the marketing concept to make promotional and sales decisions.

1.3 Demonstrates how to integrate promotion and make decisions that are consistent with a business’s marketing mix.

2.0 Can differentiate factors in the market place that will enable an organization to identify and meet the needs of consumers.

2.1 Distinguishes between market segments and their given characteristics.

2.2 Creates promotional plans consistent with target markets.

2.3 Can recognize differences in cultures and market segments and makes customer service changes accordingly.

3.0 Formulates an awareness of the development of products and services, and is able to analyze the impact that pricing has on an organization’s effort to market those goods and services in the market place.

3.1 Integrates pricing strategies and changes into a promotional plan.

4.0 Demonstrates an understanding of the simple and complex channels of distribution that allow goods and services to be delivered to the end consumer.

4.1 Identifies promotional and sales strategies to be integrated throughout the entire channel of distribution.

5.0 Distinguishes appropriate ways to promote a product or service in the market place and is able to choose the best ways to communicate the benefits of a product or service and convince the consumer that the product or service will meet their needs.

5.1 Is able to define and explain a variety of ways to promote products and services.

5.2 Differentiates between types of promotion and understands advantages and disadvantages of each.

5.3 Differentiates between various classifications of advertising and the effectiveness of those types of advertisement.

5.4 Describes and integrates the requirements for successful print media.

5.5 Differentiates between the various formats of broadcast media.

5.6 Describes the elements of displays and is able to create a display portraying a specific image.

5.7 Is able to define and explain visual merchandising and its elements.

6.0 Develops a comprehension of the significance of managing the marketing process and recognizes the importance of all aspects of the marketing process in meeting the needs of the marketplace.

6.1 Analyzes marketing plans of companies that are seeking to be successful in the marketing of their goods and services.

6.2 Produces a marketing plan and promotional mix for a company and its product line.

6.3 Defines selling and explains the selling process.

6.4 Demonstrates methods of handling customer objections.

6.5 Identifies methods for closing a sale.