



Colorado BMEF CTE Course – Scope and Sequence

Course Name	Principles of Advertising	Course Details	Credits = .5 (Semester) Level 3
		Course = 0.50 Carnegie Unit Credit	
Course Description	Examines the principles and practices of advertising and its relationship to business in order to promote a business or organization. Areas of major emphasis include advertising principles, strategies, media, copy and layout, and ethical considerations.		
Note	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all competencies are covered. Course aligns to CCNS (MAR2020). Please contact your local community college for further information regarding opportunities for credit.		
SCED Identification # 12165		Schedule calculation based on 60 calendar days of a 90-day semester. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.	
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills			
STANDARD COMPETENCIES 1. Explain how key figures and events in advertising history affect advertising today 2. Identify the main factors in advertising's legal and regulatory environment 3. Describe the role of the advertising agency, its organization, and compensation methods 4. Summarize key evaluative research objectives and methods 5. Outline what an advertising plan is and list its key elements 6. Explain the functions and special skills of media evaluation and buying 7. Identify the key elements in a creative strategy 8. Discuss and apply the concept of Integrated Marketing Communications 9. Outline the structure of an advertising campaign and the budgeting and evaluation process			
TOPICAL OUTLINE: I. Advertising Foundations and Environment II. Advertising Background, Planning, and Strategy III. Advertising Media IV. Creative Advertising V. Integrated Marketing Communication Elements			

Suggested Unit/Length/Outcomes

****Suggested Unit/Length/Outcomes taken from Texas CTE S&S**

Instructional Unit Topic	Suggested Length of Instruction	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
Unit 1: Introduction to Advertising	15 periods 675 minutes	This unit will focus on expanding student knowledge and interest in career development, collaboration and leadership opportunities related to advertising systems.	The student demonstrates professional standards/employability skills as required by business and industry.	The student is expected to: a. Communicate effectively with others using speaking, listening, and writing skills; b. Demonstrate collaboration skills through teamwork; c. Demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace d. Demonstrate a positive, productive work ethic by performing assigned tasks as directed; e. Show integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations; f. Demonstrate time-management skills by prioritizing tasks, following schedules, and tending to goal-relevant activities in a way that uses time wisely and optimizes efficiency and results; and g. Demonstrate leadership skills, teamwork, and	FBLA: Advertising Introduction to Business Communication Business Communication Marketing Management Information Systems Social Media Campaign Graphic Design Publication Design Digital Video Production Broadcast Journalism Public Service Announcement Electronic Career Portfolio Sales Presentation Hospitality Management Sports & Entertainment Management DECA: Integrated Marketing Campaign Events **For All Units in this Course except Unit 4

				communication skills by participating in career and technical education courses.	
Unit 2: Marketing in Advertising	15 periods 675 minutes	This unit will allow students to gain an understanding when connecting the functions of marketing to advertising. The foundational marketing functions drive the field of advertising.	The student knows the importance of marketing as well as the functions of marketing.	The student is expected to: a. recognize marketing functions and how they relate to advertising; b. explain how each component of the marketing mix contributes to successful advertising; c. identify the importance of target markets; and	
			The student knows the nature and scope of advertising marketing.	The student is expected to: a. demonstrate knowledge of the history of advertising as an industry and how it relates to today's marketplace; b. discuss major environmental influences that impact advertising;	
			The student understands how media planning should achieve marketing objectives.	The student is expected to: a. compare and contrast the different forms of media; and b. distinguish between the four components of marketing, including paid, earned, shared, and owned (PESO).	

Unit 3: Industry Knowledge in Advertising	12 periods 540 minutes	This unit will allow students the opportunity to explore demographics in advertising, as well as understand customer buying habits and diversity connected with advertising.	The student knows that advertising requires knowledge of demographics.	The student is expected to: a. Explain how the use of demographics has influenced the industry b. Differentiate between buying habits and buying preferences; and c. Explain the impact of multiculturalism and multi-generationalism on advertising marketing activities	
			The student understands the importance of selling in the advertising industry.	The student is expected to: a. explain how selling contributes to the success of an advertising agency; and b. employ the steps of selling, including prospecting, pre-approach, approach, presentation, overcoming objections, close, and follow-up.	
			The student knows pricing policies, objectives, and strategies.	The student is expected to: a. Compare and contrast pricing policies b. Analyze the price of an advertising marketing product.	
Unit 4: Careers in Advertising	11 periods 495 minutes	Students will gain an understating of the potential careers in advertising, as well as have the chance to research multiple career	The student evaluates and uses information resources to research careers in advertising and sales.	The student is expected to: a. Use multimedia resources such as the Internet to research careers in advertising and sales b. Identify businesses related	

		options. Reaching out to professionals in the industry to gain insight would be a great activity to support this unit.		to advertising and sales	
			The student knows that a career in advertising requires knowledge of the industry.	The student is expected to: a. research careers in the advertising industry; b. identify businesses related to advertising; and c. identify the role of professional organizations, trade associations, and labor unions in the advertising industry.	
			The student knows the impact and value of diversity.	The student is expected to: a. Examine elements of culture and discuss the need for understanding cultural diversity b. Identify how diversity affects advertising strategy. - c.	
Unit 5: Product Planning in Advertising	12 periods 540 minutes	In this unit, students will learn about the idea of product planning, the promotional mix and the development of a promotional plan.	The student knows the elements and processes of product planning.	The student is expected to: a. Describe stages of new-product planning b. Analyze product mix c. Identify stages of the product life cycle for new or existing advertising marketing plans.	
			The student knows that successful marketers must	The student is expected to: a. Identify components of the	

			develop, implement, and evaluate a promotional plan.	promotional mix such as advertising, visual merchandising, and personal selling b. Demonstrate visual merchandising techniques for advertising marketing goods, services, or ideas c. Analyze a promotional plan for effectiveness.	
			The student knows the importance of marketing as well as the functions of marketing.	The student is expected to research trends affecting advertising marketing.	
			The student knows the nature and scope of advertising marketing	The student is expected to: a. Research the advantages and disadvantages of the types of advertising b. Illustrate how international marketing affects the advertising industry.	
Unit 6: Preparing Advertising Presentations	8 periods 360 minutes	In this unit students will gain an understanding on how to facilitate a presentation in advertising how to use social media and technology in advertising presentations.	The student develops and delivers presentations using appropriate media to engage and inform audiences.	The student is expected to: a. Prepare oral presentations to provide information for specific purposes and audiences b. Identify and prepare support materials that will enhance an oral presentation c. Deliver an oral presentation that sustains listener attention and interest	

			The student knows how technology affects advertising.	The student is expected to: a. Examine how social media contributes to advertising b. Research the use of technology in advertising.	
Unit 7: Information Management in Advertising	8 periods 360 minutes	Students will learn about Marketing Information Management and data analysis. Students will also explore the connection to market research in advertising.	The student knows the marketing-information system.	The student is expected to: a. Explain characteristics and purposes of a marketing-information system b. Identify benefits and limitations of marketing research c. Analyze data used to make accurate forecasts.	

Academic Standards Alignment

Colorado CTE courses are required to integrate academic and essential skills into course content. The following academic standards have been identified as aligned to this course and should be integrated throughout instruction.

[CO CTE Academic Standards Resources](#) (Rubrics, integration strategies, etc)

[CDE Colorado Academic Standards Online](#) (Online standards lookup tool)

Reading, Writing, & Communicating

Standard 1: Oral Expression and Listening

- **Prepared Graduate 1:** Collaborate effectively as group members or leaders who listen actively and respectfully; pose thoughtful questions, acknowledge the ideas of others; and contribute ideas to further the group's attainment of an objective.
- **Prepared Graduate 2:** Deliver effective oral presentations for varied audiences and varied purposes.

Standard 2: Reading for All Purposes

- **Prepared Graduate 4:** Read a wide range of informational texts to build knowledge and to better understand the human experience.

Standard 3: Writing and Composition

- **Prepared Graduate 6:** Craft arguments using techniques specific to the genre.
- **Prepared Graduate 7:** Craft informational/explanatory texts using techniques specific to the genre.
- **Prepared Graduate 8:** Craft narratives using techniques specific to the genre.
- **Prepared Graduate 9:** Demonstrate mastery of their own writing process with clear, coherent, and error-free polished products.

Standard 4: Research Inquiry and Design

- **Prepared Graduate 10:** Gather information from a variety of sources; analyze and evaluate its quality and relevance; and use it ethically to answer complex questions.

Note: Mathematics and Science standards will be added in the future. Visit the [Colorado Academic Standards](#) page for the most current version.