

# Advertising and Public Relations (2009)

Adopted 2009

## Examine the Foundational Knowledge of Marketing Communication

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**1.1** Identify and analyze the components of marketing communication

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**1.2** Identify and analyze factors that impact global marketing communication

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**1.3** Differentiate between advertising and public relations

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## Research Advertising and Public Relations in the 21st Century

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**2.1** Compare and contrast historical and current advertising mediums

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**2.2** Identify and analyze events in history that have impacted today's advertising campaigns

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**2.3** Compare and contrast historical and current public relations campaign mediums

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**2.4** Identify and analyze events in history that have impacted today's public relations campaigns

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## Create a Sales Promotion Campaign

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**3.1** Differentiate between the major types of sales promotions (i.e., point of purchase, sales, rebates, premiums, and contests)

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**3.2** Research the advantages and disadvantages of the major types of sales promotions

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**3.3** Distinguish a target audience for a sales promotion campaign

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**3.4** Evaluate appropriate strategies to reach the target audience of a sales promotion campaign

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**3.5** Design a frequency marketing program

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**3.6** Analyze the use of specialty promotions

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**3.7** Examine, identify and demonstrate the elements of a sales promotion campaign

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**3.8** Formulate, predict and control promotional expenditures

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**3.9** Examine the effectiveness of promotional efforts

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**Assess the Buying Motives and Behaviors of Customers**

- 4.1 Delineate Maslow's Hierarchy of needs**

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- 4.2 Identify and critique motivations for buying behavior**

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- 4.3 Evaluate the purpose of consumer surveys and polls**

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- 4.4 Examine the AIDCA (Action, Interest, Desire, Conviction, and Action) formula and explain its use in advertising**

**Create an Advertising Campaign to Communicate a Message**

- 5.1 Implement, interpret, and perform various types of advertising mediums (i.e., print, broadcast, guerrilla, outdoor, interactive, and direct marketing)**

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- 5.2 Identify and justify the target audience for an advertising campaign**

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- 5.3 Determine the appropriate strategy to communicate with the target audience**

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- 5.4 Design and apply the elements of an advertisement**

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- 5.5 Formulate, predict and control advertising expenditures**

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- 5.6 Examine the effectiveness of advertising efforts**

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- 5.7 Appraise, evaluate and select appropriate media buys**

**Create a Public Relations Campaign to Communicate a Message**

- 6.1 Implement, interpret, and perform various types of public relations mediums**

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- 6.2 Identify and justify the target audience for a public relations campaign**

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- 6.3 Employ the appropriate strategy to communicate a message to a target audience**

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- 6.4 Compose and apply the elements of a news release**

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- 6.5 Formulate, predict and control messaging expenditures**

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- 6.6 Examine the effectiveness of messaging efforts**

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- 6.7 Appraise, evaluate, and produce social networking opportunities**

**Describe the Legal and Ethical Considerations Affecting Marketing Communications**

- 7.1 Identify laws governing advertising**

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- 7.2 Identify laws governing public relations**

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- 7.3 Recognize ethical considerations of marketing**

**Conduct Publicity and Public Relations to Create Goodwill**

- 8.1 Differentiate between publicity and public relations**

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- 8.2 Analyze costs/benefits of participation in community events**

**Manage Marketing Information to Make Business Decisions**

- 9.1** Recognize privacy issues in managing marketing information

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- 9.2** Identify data available through tracking methods (i.e., warranty cards, customer sales records, and on-line loyalty cards)

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- 9.3** Employ marketing research tools and techniques to collect primary and secondary data

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- 9.4** Compose and maintain a customer database

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- 9.5** Recognize the value of data mining in marketing communication and promotion

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- 9.6** Construct results of data mining to make marketing decisions

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- 9.7** Design and develop customer/client profile

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- 9.8** Assess service/trade areas

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- 9.9** Describe customer service issues in e-commerce

**Conduct Interactive Strategies to Enhance Marketing Communications**

- 10.1** Appraise the various types of interactive marketing activities (e.g., e-commerce, SEO, pay-per-click)

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- 10.2** Design, maintain and update website

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- 10.3** Optimize a business's website placement with major search engines and directories

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- 10.4** Use the internet to build brand equity

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- 10.5** Critique e-customer experiences

**Evaluate a Business's Social Responsibilities**

- 11.1** Recognize types of social responsibility

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- 11.2** Examine the importance of exhibiting social responsibility

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- 11.3** Characterize ways for businesses to demonstrate social responsibility

**Identify the Fundamentals of Branding**

- 12.1** Define branding

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- 12.2** Define the term "value proposition"

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- 12.3** Describe the ways in which a company's brand can set it apart from competitors

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- 12.4** Differentiate between branding and promotional messages

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- 12.5** Assess how brands impact public perception (e.g., Starbucks, iPhone, and Mac)