

# Advertising

## Promotion PR

**Acquire a foundational knowledge of promotion to understand its nature and scope.**

- 1 Explain the role of promotion as a marketing function PR:001
- 2 Explain the types of promotion (i.e., institutional, product) PR:002
- 3 Identify the elements of the promotional mix PR:003
- 4 Describe the use of business ethics in promotion PR:099
- 5 Describe the use of technology in the promotion function PR:100
- 6 Describe the regulation of promotion PR:101

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**Understand promotional channels used to communicate with targeted audiences.**

- 7 Explain types of advertising media PR:007
- 8 Explain the nature of direct marketing channels PR:089

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**Understand the use of an advertisement's components to communicate with targeted audiences.**

- 9 Explain the components of advertisements PR:014
- 10 Explain the importance of coordinating elements in advertisements PR:251

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**Use product placement to build brand and to promote products.**

- 11 Explain the use of product placement PR:323

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**Acquire a foundational knowledge of digital marketing to understand its nature and scope.**

- 12 Discuss the nature of digital marketing PR:462

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**Understand the use of direct marketing to attract attention and to build brand.**

- 13 Discuss types of direct mail tactics [PR:301](#)
- 14 Explain the nature of online advertising (e.g., email, search, social media, display, mobile, etc.) [PR:164](#)
- 15 Explain the nature of email marketing tactics [PR:165](#)
- 16 Explain the role of business websites in digital marketing [PR:364](#)
- 17 Explain the use of social media for digital marketing [PR:365](#)
- 18 Explain the use of video/images for digital marketing [PR:366](#)
- 19 Describe mobile marketing tactics [PR:276](#)
- 20 Explain mobile marketing applications [PR:367](#)

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**Develop content for use in marketing communications to create interest in product/business/idea.**

- 21 Identify effective advertising headlines [PR:330](#)
- 22 Describe the nature of copy strategies [PR:126](#)
- 23 Write copy for advertisements [PR:368](#)
- 24 Discuss the nature of effective direct-mail copy [PR:294](#)
- 25 Write direct-mail letters [PR:122](#)
- 26 Describe the nature of effective Internet ad copy [PR:279](#)
- 27 Write e-mail marketing copy [PR:362](#)
- 28 Execute targeted emails [PR:166](#)
- 29 Write content for use on the website [PR:370](#)
- 30 Write content for use in social media [PR:371](#)
- 31 Explain the nature of effective mobile ad copy [PR:318](#)
- 32 Write mobile marketing content [PR:372](#)

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**Understand design principles to be able to communicate needs to designers.**

- 33 Describe the use of color in advertisements [PR:123](#)
- 34 Describe the elements of design [PR:222](#)
- 35 Explain the use of illustrations in advertisements [PR:322](#)
- 36 Discuss the nature of typography [PR:295](#)
- 37 Explain type styles used in advertisements [PR:326](#)
- 38 Describe effective advertising layouts [PR:275](#)
- 39 Explain the impact of color harmonies on composition [PR:314](#)
- 40 Describe digital color concepts [PR:274](#)

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**Critique advertisements to ensure achievement of marketing communications goals/objectives.**

- 41 Check advertising proofs [PR:130](#)
- 42 Critique advertisements [PR:272](#)

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**Manage media planning and placement to enhance return on marketing investment.**

- 43 Determine advertising reach of media [PR:225](#)
- 44 Read media schedule [PR:348](#)
- 45 Calculate media costs [PR:009](#)
- 46 Select advertising media [PR:010](#)
- 47 Choose appropriate media outlets [PR:230](#)
- 48 Schedule ads and commercials [PR:131](#)
- 49 Select placement of advertisements [PR:132](#)
- 50 Buy ad space/time [PR:104](#)
- 51 Identify techniques to increase ad response time [PR:231](#)

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**Employ sales-promotion activities to inform or remind customers of business/product.**

- 52 Collaborate in the design of slogans/taglines [PR:266](#)
- 53 Participate in the design of collateral materials to promote special events [PR:234](#)

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**Plan marketing communications to maximize effectiveness and to minimize costs.**

- 54 Develop an advertising campaign [PR:079](#)

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**Implement and monitor promotional activities to maximize return on promotional efforts.**

- 55 Implement strategies for advertising campaign [PR:337](#)

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**Evaluate long-term and short-term results of promotional efforts.**

- 56 Identify metrics to assess results of promotional efforts [PR:256](#)
- 57 Evaluate effectiveness of advertising [PR:013](#)