COURSE TITLE: Advertising and Sales

Course Description:
Advertising and Sales provides the tools necessary for the development, implementation, and management of promotional programs. This course focuses on the performance of key responsibilities required in the advertising and sales environment. Skills emphasized in this course are pricing, visual merchandising, advertising, special promotions, professional sales, and customer service. These skills are designed to prepare students to manage the sales function, to determine client needs and wants, and to respond through planned, personalized communication.

Potential Certifications/Credentials:
Adobe Certified Associate (ACA) – Photoshop / Dreamweaver / Premier Pro / InDesign / Illustrator, ASK Institute – Concepts of Entrepreneurship and Management, ASK Institute- Fundamental Marketing Concepts, Certiport – Entrepreneurship and Small Business (must hold concentrator status), IC3 Global Standard 6 (or higher), Certified Guest Service Professional, National Retail Federation – National Professional Certification in Customer Service and Sales
## Course Scope and Sequence

<table>
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<tr>
<th>Unit #</th>
<th>Unit Title</th>
<th>Estimated Hours</th>
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<td>1</td>
<td>Foundational Standards</td>
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<tr>
<td>2</td>
<td>Selling and Promotion</td>
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<td>Market Planning</td>
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<td>Customer Relations</td>
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<td>5</td>
<td>Legal Issues</td>
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</tbody>
</table>
Unit Plans of Instruction

Foundational Standards

Supporting—will be taught throughout the course as needed for the unit.

F1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.

F2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.

F3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.

F4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.

F5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.

F6. Discuss and demonstrate ways to value diversity.
Unit 2 Title: Selling and Promotion

Content Standards

1. Analyze the impact of the advertising and promotion industry.
   1a. Explain factors affecting the growth and development of the advertising and promotion industry.
   1b. Identify current issues, social effects, and trends in advertising and promotion.
   1c. Explain the importance of business ethics, industry regulations, company regulations, and laws affecting promotion.
   1d. Explain the legal, demographic, and geographic considerations that affect international marketing communication and promotion.
   1e. Describe how technology can be used to promote products and services.

2. Investigate and describe the role of the promotional mix in a competitive economic environment.
   2a. Compare and contrast the elements of the promotional mix, including advertising, promotion, publicity, and personal selling.
   2b. Explain the importance of timeliness in utilizing elements of the promotional mix.
   2c. Examine and report on the effects of digital marketing on the elements of the promotional mix.
   2d. Analyze the role of branding and trademarks and discuss how they are used to position products and/or services.

3. Plan and evaluate an advertising campaign.
   3a. Explain the importance of coordinating elements in advertisements.
   3b. Determine the advertising reach of media and select the appropriate media for a product or service.
   3c. Explain the need to coordinate advertising campaigns with other marketing activities.
   3d. Pitch a promotional idea to a client.

4. Calculate media costs that affect the elements of the promotional mix.
   4a. Identify the factors that affect the costs of all media.
   4b. Describe the advantages and disadvantages of each type of media based on costs and effectiveness of the message.
   4c. Explain the importance of cooperative advertising to a business.

5. Demonstrate advertising techniques.
   5a. Create advertising layouts, develop advertising headlines, select illustrations and type styles for advertisements, and write promotional messages to appeal to target markets.
   5b. Explain the advantages and disadvantages of online advertisement in the promotion and advertising industry.
   5c. Describe the advantages and disadvantages of email marketing in the promotion and advertising industry.
   5d. Design website components and/or write content for use on the Internet.

6. Describe the impact of the sales profession on the economy.
   6a. Differentiate among wholesale, retail, and professional sales careers and environments.
   6b. Gather and share information on different types of compensation and incentive methods used in advertising and sales.
Examples: commissions, bonuses, prizes
6c. Describe the sales cycle and the purpose of sales forecasts.

7. Design sales promotion materials and visual merchandising to complement advertising campaigns.
   7a. Write a copy to be used for slogans or taglines for promotional materials.
   7b. Research and share information regarding branding and logos in successful promotional campaigns.
   7c. Plan and create a themed visual merchandising display.

8. Develop an effective sales presentation.
   8a. Demonstrate techniques to determine customers’ needs and wants.
   8b. Explain the advantages of using feature-benefit selling in the sales process.
   8c. Demonstrate methods to identify and resolve customers’ questions and objections in the selling process.

Unpacked Learning Objectives

Students know:
- The impact of the Advertising and promotion Industry.
- What factors affect the growth and development of the advertising and promotion industry.
- What illustrates a current issue, social effect, and trends in advertising and promotion.
- How to summarize in their own words the importance of business ethics, industry regulations, company regulations, and laws affecting promotion.
- How to summarize in their own words the importance of legal, demographic and geographic considerations that affect international marketing communication and promotion.
- How to explain how technology can be used to promote products and services.
- How to explain the role of promotional mix in a competitive economic environment.
- How to differentiate the elements of the promotional mix, including, advertising, promotion, publicity, and personal selling.
- How to summarize in their own words the importance of timeliness in utilizing elements of the promotional mix.
- The effects of digital marketing on the elements of the promotional mix.
- How to report on the effects of digital marketing in the elements of the promotional mix.
- How to interpret the role of branding and trademarks.
- How to explain in their own words how they are used to position products and or services
- How to design and give recommendations on an advertising campaign.
- How to explain the importance of coordinating elements in advertisements.
- What media to use in advertising.
- Which media to use to get the most reach for a product or service.
- How to explain in their own words the need to coordinate advertising campaigns with other marketing activities.
- How to pitch a promotional idea to a client.
- How to calculate media costs that affect the elements of the promotional mix.
• How to determine the factors that affect the cost of all media.
• How to determine the advantages and disadvantages of each type of media based on costs and effectiveness of the message.
• How to describe the importance of cooperative advertising to a business.
• How to create advertising techniques.
• How to create advertising layout, develop advertising headlines, select illustrations and type styles for advertisement, and write promotional messages to appeal to target markets.
• How to explain in their own words the advantages and disadvantages of the online advertisement in the promotion and advertising industry.
• How to determine the difference between an advantage and disadvantage of email marketing in the promotion and advertising industry.
• How to arrange a website and/or write content needed for the internet.
• How to explain in their own words the impact of the sales profession on the economy.
• How to explain the difference in wholesale, retail, and professional sales as it pertains to careers and environments.
• How to research and explain information on different types of compensation and incentive methods used in advertising and sales.
• How to describe commissions, bonuses and prizes.
• How to explain in their own words the sales cycle and the purpose of the sales forecast.
• How to create promotional materials and visual merchandise to complement advertising campaigns.
• How to write slogans or taglines for promotional materials.
• How to research and explain to others information regarding branding and logos in successful promotional campaigns.
• How to demonstrate a themed visual merchandising display.
• How to create an effective sales presentation.
• How to explain in their own words techniques to determine customers needs and wants.
• How to describe feature benefit selling in their own words.
• How to explain methods to identify and resolve customer’s questions and objections in the selling process.

Students are able to:
• Explain and form a conclusion on what resources are most impactful in the advertising and promotion industry.
• Decide which factor(s) affect growth and development in the advertising and promotion industry.
• Explain/retell the current issues, social effects, and trends in advertising and promotion.
• Give an explanation on the importance of business ethics, industry regulations, company regulations, and laws affecting promotion.
• Give an example/explanation on the legal demographic and geographic considerations that affect international marketing communication and promotion.
• Demonstrate how technology can be used to promote products and services.
• Illustrate the role of promotional mix in a competitive economic environment.
• Determine the elements of the promotional mix, including, advertising, promotion, publicity, and personal selling.
• Give examples of the importance of timeliness in utilizing elements of the promotional mix.
• Give a report which explains the effects of digital marketing on the elements of the promotional mix.
• Research and explain in their own words the role of branding and trademarks and how they are used to position products and/or services.
• Prepare and present their advertising campaign.
• Explain in their own words the importance of coordinating elements in advertisements.
- Recommend the media to use to get the most reach for a product or service.
- Demonstrate the need to coordinate advertising campaigns with other marketing activities.
- Present a promotional idea to a client.
- Illustrate the media cost that affects the elements of the promotional mix.
- Explain in their own words the factors that affect the cost of all media.
- Report on the advantages and disadvantages of each type of media based on costs and effectiveness of the messages.
- Explain in their own words the importance of cooperative advertising to a business.
- Illustrate advertising techniques.
- Create advertising layout, develop advertising headlines, select illustrations and types styles for advertisement, and write promotional messages to appeal to target markets.
- Explain in their own words the advantages and disadvantages of the online advertisement in the promotion and advertising industry.
- Explain in their known words the advantage and disadvantage of email marketing in the promotion and advertising industry.
- Design a website with components and/or write the content used on the website.
- State in their own words the impact of the sales profession on the economy.
- State in their own words the difference in wholesale, retail, and professional sales as it pertains to careers and environments.
- Illustrate and present information on different types of compensations and incentive methods used in advertising and sales.
- Give examples of commissions, bonuses and prizes.
- Present the sale cycle and the purpose of sales forecast.
- Present their sales promotion material and visual merchandise that complements advertising campaigns.
- Illustrate slogans and taglines for promotional materials.
- Illustrate and present to others information regarding branding and logos in successful promotional campaigns.
- Present their themed visual merchandising display.
- Present an effective sales presentation.
- Illustrate techniques to determine customers needs and wants.
- Discuss feature-benefit selling in the sales process.
- Demonstrate methods to identify and resolve customer’s questions and objections in the selling process.

**Students understand:**
- What impacts the advertising and promotion industry.
- The factors and development of the advertising and promotion industry.
- The importance of business ethics, industry regulations, company regulations and laws affecting promotion.
- The legal, demographic and geographic considerations that affect international marketing communication and promotion.
- Technology can be used to promote products and services.
- The role of the promotional mix in a competitive economic environment.
- The element of the promotional mix, including advertising, promotion publicity and personal selling.
- The importance of timeliness in utilizing elements of the promotional mix.
The importance of brandings and trademarks as it relates to positioning products and services.
The preparation that goes into creating an advertising campaign.
The importance of the coordinating elements in advertisements.
Selecting the best media is important for advertising a product or service.
The importance of coordinating advertising campaigns with other marketing activities.
The pitching process to clients.
That there are media cost associated with the elements of the promotional mix
The different factors that affect media cost.
Cooperative advertising to a business.
The advantages and disadvantages of the online advertisement in the promotion and advertising industry.
The advantages and disadvantages of email marketing in the promotion and advertising industry.
The components and written content needed for a website on the internet.
The impact of the sales profession on the economy.
The wholesale, retail and professional sales careers and environment.
The sales cycle and the purpose of a sales forecast.
How to create a successful promotional campaign.
That goes into an effective sales presentation.
Customers' needs and wants.
Feature-benefit selling.
The objections in the selling process.

<table>
<thead>
<tr>
<th>Unit Driving/Essential Question</th>
<th>Why is personal selling the most effective means of promotion?</th>
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<tbody>
<tr>
<td></td>
<td>What are some effective sales strategies?</td>
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<td></td>
<td>Why is advertising important for influencing potential customers and promoting products?</td>
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<tr>
<td>Exemplar High Quality Unit Task</td>
<td>Create a Sales Pitch Presentation</td>
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<td></td>
<td>Prepare a business to business sales presentation</td>
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<td></td>
<td>Create a Promotional Plan for a business or a business event</td>
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</tbody>
</table>

Alabama State Department of Education, Career and Technical Education/Workforce Development, Plans of Instruction
Updated as of Sep 16, 2022
### Unpacked Learning Objective

**SWBAT**

Students will analyze the impact of the advertising and promotion industry.

Students will explain in their own words the factors affecting the growth and development of the advertising and promotion industry.

### Potential Subtasks for Assessments

**Formative/Summative**

- Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games.
- Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.
- Unit project incorporating all learned skills and concepts.
- Visual display & Presentations
- Written Essays/Reports

### Potential Learning Activities

- **Learning Activity Checklist**
- **Link to Differentiation Examples**

- Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas.
- Give a presentation
- Create a poster or illustrative document
- Create a brochure
- Create a storyboard or infographic
- Create a video or audio
- Create a written essay or paragraph

- **SS**: Effects of advertising on business profitability
- **ELA**: Create a flyer/newsletter using Canva (or other resource) presenting the factors affecting growth in a specific product.
- **MATH**: Create tables and graphs to demonstrate the percentage increase of the advertising and promotion industry within the given time frame. Identify the factors that have the impact on the growth and

### Integrated and Related Academic Content:

- **ELA, Math, Science, and/or Social Studies Concepts & Activities**

- **Equipment, Technology & Materials**
  - **Equipment List by CTE Cluster**
  - **Link to Helpful Tech Tools**

- Computer/Chromebook/ Laptop
- Active/Interactive Board
- Input Devices (Keyboards, Microphones, Digital Cameras/Webcams, Scanners/QCR)
- Internet/WiFi
- Output Devices (Speaker, Headphones, Printer)
- Projection/Presentation Device
- Textbooks/Interactive Textbooks
- Teacher made materials
- Rubric/Define Terms
- Textbook/Worksheet
| Students will identify the current issues, social effects and trends in advertising and promotion | Article Review with Graphic Organizer  
Create a Venn Diagram to compare and contrast information.  
Web Diagram to explain, depict, interpret, and/or generalize information | SS: Effects of human emotion on advertising and promotion  
ELA: Using Newsela or other resources, research and present a social effect/trend.  
MATH: Create graphs to predict the future development in advertising and promotion based on the current issues and social effects.  
SCI: Students will use the scientific method to begin creating an experiment that will test behavior and real world marketing concepts. In addition, students will create a survey to construct a hypothesis to test if marketing is determined by the conscious or unconscious.  
| Article Review with graphic organizer  
Create a Venn Diagram to compare and contrast information.  
Web Diagram to explain, depict, interpret, and/or generalize information  
Pear Deck [https://www.peardeck.com/googleslides](https://www.peardeck.com/googleslides)  
Foundation for Teaching Education [https://www.fte.org/](https://www.fte.org/)  
EdPuzzle videos, articles, and resources [https://edpuzzle.com/discover](https://edpuzzle.com/discover)  
EverFi additional teaching resources and activities [https://everfi.com/](https://everfi.com/)  
MBA Research for Curriculum guides, lessons plan, and modules [https://www.mbaresearch.org/](https://www.mbaresearch.org/)  
Canva to create digital flyers, posters, presentations [https://www.canva.com/](https://www.canva.com/) |

| Students will explain in their own words the importance of business | Think-Pair-Share, Pass-Pass Synthesize to think | SS: Explore government regulations in the |
| ethics, industry regulations, company regulations, and laws affecting promotion. | about, discuss, and share ideas  
Give a presentation  
Create a poster or illustrative document  
Create a brochure  
Create a storyboard or infographic  
Create a video or audio  
Create a written essay or paragraph | advertising industry, ethical business practices  
ELA: Create a storyboard that illustrates the importance of business ethics; possibly do this in a skit form to display a clear understanding of the requirements |
|---|---|---|
| Students will explain in their own words the legal, demographics, and geographic considerations that affect international marketing and communication and promotion. | Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas  
Give a presentation  
Create a poster or illustrative document  
Create a brochure  
Create a storyboard or infographic  
Create a video or audio  
Create a written essay or paragraph | SS: Global economy  
ELA: Design a poster from the perspective of one specific demographic  
SCI: SWBAT use the scientific method as a means to collect data about marketing as well as identify errors or misrepresentations in branding and messaging so that proper conclusions can be made. In addition, have students create a chart explaining international marketing, communication, and promotion. |

Vimeo for Educational Videos on Marketing  
[https://vimeo.com/](https://vimeo.com/)  
YouTube for Educational Videos on Marketing  
Wharton Global Youth Program  
[https://globalyouth.wharton.upenn.edu/](https://globalyouth.wharton.upenn.edu/)  
High School Business Courses  
[https://businessu.org/](https://businessu.org/)  
Next Gen Personal Finance  
[https://www.ngpf.org/curriculum/](https://www.ngpf.org/curriculum/)  
Mr. George’s Academics  
[http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm](http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm)  
YE Academy Youth Entrepreneurs  
[https://yeacademy.org/lessons/?topic=marketing](https://yeacademy.org/lessons/?topic=marketing)  
CTE California Educators Together  
[https://www.caeeducatorstogether.org/outlines/hgwxc/marketing-cte-online-model](https://www.caeeducatorstogether.org/outlines/hgwxc/marketing-cte-online-model)
| Student will describe in their own way how technology can be used to promote products and services | Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas  
Give a presentation  
Create a poster or illustrative document  
Create a brochure  
Create a storyboard or infographic  
Create a video or audio  
Create a written essay or paragraph | SS: Effect of technology on business and profit  
ELA: Design a collage focusing on one particular product and how it can be used (must be focusing on technology)  
MATH: Use tables and graphs to describe different technologies used to promote products and services and their effectiveness quantitatively. | Biz Kids  
https://bizkids.com/grade/high-school  
Study.com  
|---|---|---|---|
| Students will investigate through given resources the role of the promotional mix in a competitive economic environment. | Create a Venn Diagram to compare and contrast information.  
Web Diagram to explain, depict, interpret, and/or generalize information | SS: Impact of promotional mix on the economy  
ELA: Research a person of note who has had a positive impact in the current environment | |
| Students will describe in their own words the role of the promotional mix in a competitive economic environment. | Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas  
Give a presentation  
Create a poster or illustrative document  
Create a brochure  
Create a storyboard or infographic | SS: Impact of promotional mix on the economy  
SCI: Students will use the steps of the scientific method to devise a plan that will create a positive message to improve communication, and trust between the customers and the brand. SWBAT to illustrate this strategy using | |
<table>
<thead>
<tr>
<th>Students will compare and contrast the elements of the promotional mix, including advertising, promotion, publicity and personal selling.</th>
<th>Create a video or audio &lt;br&gt;Create a written essay or paragraph</th>
<th>charts, graphs, and Venn diagrams.</th>
<th>SS: Impact of promotional mix on the economy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will explain the importance of timeliness in utilizing elements of the promotional mix</td>
<td>Create a Venn Diagram to compare and contrast information. &lt;br&gt;Web Diagram to explain, depict, interpret, and/or generalize information</td>
<td>SS: impact of promotional mix on the economy &lt;br&gt;ELA: Portfolio: This will be an ongoing assignment where the student will create a product to see using different aspects of digital marketing.</td>
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<tr>
<td>Students will examine the effects of digital marketing on the elements of the promotional mix</td>
<td>Create a Venn Diagram to compare and contrast information. &lt;br&gt;Web Diagram to explain, depict, interpret, and/or generalize information</td>
<td>SS: Impact of promotional mix on the economy &lt;br&gt;ELA Portfolio</td>
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</table>
| Students will report on the effects of digital marketing on the elements of the promotional mix | Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas  
Give a presentation  
Create a poster or illustrative document  
Create a brochure  
Create a storyboard or infographic  
Create a video or audio  
Create a written report or paragraph | SS: Impact of promotional mix on the economy  
ELA: Portfolio (begin brainstorming products to sell) |
| Students will analyze the role of branding and trademarks. | Create a Venn Diagram to compare and contrast information.  
Web Diagram to explain, depict, interpret, and/or generalize information | SS: Federal regulations on branding and trademarks  
ELA: Create a short timeline on brands and trademarks. |
| Students will discuss how they are used to position products and/or services | Research & review Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas | SS: Business marketing practices  
ELA: Choose a product for the portfolio |
| Students will plan an advertising campaign | Use Word, PPT, Adobe, Canva, or a free development software  
Give a presentation to present website to class  
Create a written report or paragraph | SS: Effects of advertising on business profit, human emotions tied to advertisements  
ELA: Create an original product to sell to a specific group. |
<p>| Students will evaluate an advertising campaign | Create a Venn Diagram to compare and contrast information. Web Diagram to explain, depict, interpret, and/or generalize information | SS: Effects of advertising on business profit, human emotions tied to advertisements | ELA: Create a Venn Diagram discussing ways to effectively advertise your product. |
| Students will explain the importance of coordinating elements of advertisements | Research &amp; review Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas | SS: Effects of advertising on business profit, human emotions tied to advertisements | ELA: Design a survey to gauge interest in your product. |
| Students will determine the advertising reach of media. | Research &amp; review Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas | SS: Effects of advertising on business profit, human emotions tied to advertisements | |
| Students will select the appropriate media for a product or service. | Create a digital audio or visual presentation | SS: Effects of advertising on business profit, human emotions tied to advertisements | ELA: Create a commercial advertising your product. This will operate as your pitch. |
| Students will explain the need to coordinate | Research &amp; review Think-Pair-Share, Pass-Pass | SS: Effects of advertising on business profit, human emotions tied to advertisements | |</p>
<table>
<thead>
<tr>
<th>Activity</th>
<th>Methodology</th>
<th>SS: Effects of advertising on business profit, human emotions tied to advertisements</th>
<th>MATH: Given different business scenarios, students will estimate the costs of all media with different factors involved.</th>
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<tr>
<td>advertising campaigns with other marketing activities.</td>
<td>Synthesize to think about, discuss, and share ideas</td>
<td>emotions tied to advertisements</td>
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<td>Students will pitch a promotion idea to a client</td>
<td>Role Play</td>
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<td>Students will calculate media costs that affect the elements of the promotional mix</td>
<td>Research and Review Use Spreadsheet software to list and calculate</td>
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<tr>
<td>Students will identify the factors that affects the costs of all media</td>
<td>Create a Venn Diagram to compare and contrast information. Web Diagram to explain, depict, interpret, and/or generalize information</td>
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<td>Students will describe the advantages of each types of media based on costs and effectiveness of the message</td>
<td>Create a Venn Diagram to compare and contrast information.</td>
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<td>Activity</td>
<td>ELA: Using Google Spreadsheets, create a table that exhibits the advantages of various types of media and how this might affect their message.</td>
<td>MATH: Use tables and graphs to identify the advantage of different types of media quantitatively based on costs and effectiveness of the message.</td>
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<td>Create a Table or Graph/Chart (Pie, Column, Line, Bar) (List decisions/choices/options, pros/cons, evaluation/description Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas Research &amp; review Article with Graphic Organizer Written paragraph summarizations Students will describe the disadvantages of each type of media based on costs and effectiveness of the message)</td>
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<tr>
<td>Create a Venn Diagram to compare and contrast information. Create a Table or Graph/Chart (Pie, Column, Line, Bar) (List decisions/choices/options, pros/cons, evaluation/description Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas Research &amp; review)</td>
<td>SS: Effects of advertising on business profit, human emotions tied to advertisements ELA: Students will pick one of the disadvantages of each type of media and create a 6 to 8 sentence summary of what all is part of the message. MATH: Use tables and graphs to identify the disadvantage of different types of media quantitatively based on costs and effectiveness of the message.</td>
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</tbody>
</table>
| Students will explain the importance of cooperative advertising to a business | Article with Graphic Organizer  
Written paragraph summarizations | costs and effectiveness of the message. |
|---|---|---|
| Students will demonstrate advertising techniques | Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas  
Research & review  
Article with Graphic Organizer  
Written paragraph summarizations | SS: Effects of advertising on business profit, human emotions tied to advertisements |
| Students will create advertising layouts to appeal to target markets | Role Play  
Create a storyboard  
Create an audio or video presentation  
Create a commercial | SS: Effects of advertising on business profit, human emotions tied to advertisements  
ELA: Write and perform a skit that demonstrates one of the advertising techniques. This skit will be used in the advertising layout. |
| | Use Word, PPT, Adobe, Canva, or a free development software  
Give a presentation to present website to class | SS: Effects of advertising on business profit, human emotions tied to advertisements,  
ELA: Continuing with the chosen advertising technique, create a Canva |
<table>
<thead>
<tr>
<th>Students will develop advertising headlines to appeal to target markets</th>
<th>Give a presentation Create a poster or illustrative document Create a storyboard or infographic</th>
<th>SS: Effects of advertising on business profit, human emotions tied to advertisements ELA: Continue with the advertisement previously used</th>
</tr>
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<tbody>
<tr>
<td>Students will select illustrations and type styles for advertisement to appeal to target markets</td>
<td>Give a presentation Create a video or audio Model Poster</td>
<td>SS: Effects of advertising on business profit, human emotions tied to advertisements ELA: Create a presentation further discussing the varying types of advertisement (YouTube, etc.)</td>
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<tr>
<td>Students will write promotional messages to appeal to target markets</td>
<td>Create a Newsletter Create a Flyer Create a brochure</td>
<td>SS: Effects of advertising on business profit, human emotions tied to advertisements ELA: Create a newsletter that has a minimum of three promotional messages. Must have the target market, the message, and an illustration.</td>
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</tbody>
</table>
| Students explain the advantages of online advertisement in the promotion and advertisement industry | Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas  
Give a presentation  
Create a poster or illustrative document  
Create a brochure  
Create a storyboard or infographic  
Create a video or audio  
Create a written essay or paragraph | SS: Profitability of online advertisements vs. print advertisements  
ELA: Create a Screentastic for the newsletter previously created. This will be a voice over presentation. |
| Student explain the disadvantage of online advertisement in the promotion and advertisement industry | Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas  
Give a presentation  
Create a poster or illustrative document  
Create a brochure  
Create a storyboard or infographic  
Create a video or audio  
Create a written essay or paragraph | SS: Profitability of online advertisements vs. print advertisements  
ELA: Think-Pair-Share  
Give students ten minutes to explain the disadvantages, pair and brainstorm research, share with the class findings |
| Students will describe the advantage of email marketing in the promotion and advertising industry | Create a Venn Diagram to compare and contrast information.  
Create a Table or Graph/Chart (Pie, Column, Line, Bar) | SS: Effects of technology on the industry and business profit  
ELA: Design an email from samples for a particular product. |
<table>
<thead>
<tr>
<th>Activity</th>
<th>Activity Description</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will describe the disadvantage of email marketing in the promotion and advertising industry</td>
<td>(List decisions/choices/options, pros/cons, Create a Venn Diagram to compare and contrast information. Create a Table or Graph/Chart (Pie, Column, Line, Bar) (List decisions/choices/options, pros/cons)</td>
<td>SS: Effects of technology on the industry and business profit. ELA: T-Chart- create a pro/con chart of email marketing</td>
</tr>
<tr>
<td>Student will design website components and/or write content for use on the internet</td>
<td>Use Word, Canva, or a free website development software. Give a presentation to present website to class.</td>
<td>SS: Effects of technology on the industry and business profit</td>
</tr>
<tr>
<td>Student will describe the impact of the sales profession on the economy</td>
<td>Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas. Research &amp; review Article with Graphic Organizer.</td>
<td>SS: Labor market impact. MATH: Research and collect data on how salespersons can stimulate the global economy.</td>
</tr>
<tr>
<td>Students will differentiate wholesalers, retail, and professional sales careers and environments</td>
<td>Define Terms Textbook/Worksheet. Create a Venn Diagram to compare and contrast information.</td>
<td>SS: Labor market impact. ELA: Define and illustrate terms</td>
</tr>
<tr>
<td>Students will gather information on different types of compensation and incentive methods used in</td>
<td>Research and review Create a Table or Graph/Chart (Pie, Column, Line, Bar).</td>
<td>SS: Resulting impact this can have on the economy</td>
</tr>
</tbody>
</table>

Alabama State Department of Education, Career and Technical Education/Workforce Development, Plans of Instruction
Updated as of Sep 16, 2022
<table>
<thead>
<tr>
<th>advertising and sales</th>
<th>(List decisions/choices/options, pros/cons, evaluation/description)</th>
<th>SCI: Students will create a diagram and concept maps to display incentive methods used in advertising to assess sales.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student will share information of different types of compensation and incentive methods used in advertising and sale</td>
<td>Create a Table or Graph/Chart (Pie, Column, Line, Bar) (List decisions/choices/options, pros/cons, evaluation/description) Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas Create a Venn Diagram to compare and contrast information.</td>
<td>SS: Resulting impact this can have on the economy ELA: Create a short presentation with gathered information.</td>
</tr>
<tr>
<td>Students will give examples of commissions, bonuses, and prizes</td>
<td>Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas Create a Venn Diagram to compare and contrast information. Create a flyer Create a Table or Graph/Chart (Pie, Column, Line, Bar) (List decisions/choices/options, pros/cons, evaluation/description)</td>
<td>SS: Impact these items can have on the economy MATH: Project - Students are given sales positions with commissions, bonuses, and prizes. They will calculate the potential monthly or yearly income based on the given information.</td>
</tr>
</tbody>
</table>
| Students will describe the sale cycle and the purpose of sales forecasts | Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas  
Create a Venn Diagram to compare and contrast information.  
Web Diagram to explain, depict, interpret, and/or generalize information | SS: Exchange of goods and services, business model, competition  
SCI: Create concept maps and charts to show the sale cycle and perform the steps of scientific method of purpose sale forecasts. |
| --- | --- | --- |
| Student will design sales promotion materials to complement advertising campaigns | Create a newsletter  
Create a flyer  
Create a brochure  
Create a commercial  
Create mock novelty items | SS: Impact of advertisements on the economy and spending, human emotions connected to advertisements  
ELA: Create a commercial promoting an original idea using information gleaned from the unit. |
| Student will design a visual merchandising to complement advertising campaigns | Give a presentation  
Create a video or audio  
Model  
Poster | SS: Impact of advertisements on the economy and spending, human emotions connected to advertisements |
| Students will write a copy to be used for slogans or taglines for promotional materials | Name that tune project  
Storyboard  
Screenplay script | SS: Impact of advertisements on the economy and spending, human emotions connected to advertisements |
| Students will research information regarding branding and logos in a successful promotional campaigns | Read/Research with Graphic Organizer  
Web Diagram to explain, depict, interpret, and/or generalize information  
Create a Venn Diagram to compare and contrast information. | SS: Impact of advertisements on the economy and spending, human emotions connected to advertisements  
ELA: Pick three brands/logos and do three to five facts for each | ELA: Write a script using a minimum of three slogans (must incorporate them into the skit—can be funny) |
|---|---|---|---|
| Students will share information regarding branding and logos in successful promotional campaigns | Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas.  
Role Play  
Give a presentation  
Create a video or audio | SS: Impact of advertisements on the economy and spending, human emotions connected to advertisements |  |
| Students will plan a themed visual merchandising display | Create a Table or Graph/Chart (Pie, Column, Line, Bar)  
(List decisions/choices/options, pros/cons, evaluation/description) | SS: Impact of advertisements on the economy and spending, human emotions connected to advertisements  
ELA: Create a trifold presentation of the merchandise, history, illustrated |  |
<table>
<thead>
<tr>
<th>Students will create a theme visual merchandising display</th>
<th>Dodecahedron Model Poster</th>
<th>SS: Impact of advertisements on the economy and spending, human emotions connected to advertisements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will develop an effective sales presentation</td>
<td>Create a video or audio Role Play Give a visual/digital presentation</td>
<td>SS: Impact of advertisements on the economy and spending, human emotions connected to advertisements ELA: Visual presentation/Google Slides of a sales presentation</td>
</tr>
<tr>
<td>Students will demonstrate techniques to determine customers’ needs and wants</td>
<td>Role Play Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas</td>
<td>SS: Human emotions connected to advertisements ELA: Create a scenario and perform a customer service issue</td>
</tr>
<tr>
<td>Students will explain the advantages of using feature-benefit selling in the sales process</td>
<td>Give a presentation Create a poster or illustrative document Create a brochure Create a storyboard or infographic Create a video or audio Create a written essay or paragraph</td>
<td>SS: Business model, effect of feature-benefit selling on profit</td>
</tr>
</tbody>
</table>
Students will demonstrate methods to identify and resolve customers’ questions and objections in the selling process

<table>
<thead>
<tr>
<th>Role Play</th>
<th>SS: Human emotions connected to selling process</th>
</tr>
</thead>
<tbody>
<tr>
<td>Think-Pair-Share, Pass-Pass</td>
<td>ELA: Create a short video that demonstrates a minimum of one method used to resolve customer issues.</td>
</tr>
<tr>
<td>Synthesize to think about, discuss, and share ideas</td>
<td>Create a video or audio</td>
</tr>
</tbody>
</table>

**Key Vocabulary**

advertising, promotion, growth, development, current issue, social effect, trends, business ethics, industry regulations, company regulations, business law affecting promotion, legal considerations, demographic considerations, geographic considerations, international marketing, technology, product, service, promotional mix, competitive, economic environment, publicity, personal selling, timeliness, promotional mix, digital marketing, promotional mix, role, branding, trademark, advertising campaign, coordination, elements in advertisements, advertisement, media marketing activities, pitch, promotional idea, client, calculate, media costs, elements of promotional mix, cooperative advertising, advertising techniques, advertising layouts, advertising headlines, illustrations, type styles, promotional messages, target market, online advertisement, email marketing, design, website, components, content, internet, sales profession, economy, differentiate, wholesale, retail, professional sales, career environment, compensation, incentive, method, example, commissions, bonuses, prizes, sales cycle, sale forecasts, sale promotion materials, visual merchandising, complement, advertising campaigns, copyright, slogans, taglines, promotional materials, branding, logos, themed visual merchandising display, sales presentation, demonstrate, techniques, needs, wants, advantage, feature-benefit selling, identify and resolve objections

**Work-Based Learning, Simulated Work Experiences, and Experiential Learning:**

- Guest speakers
- Field Trips
- Virtual and Real Life problems/scenarios
- Games/Simulations

**CTSO Connection:**

- Prepare for Competitive Events:
  - FBLA - Advertising, Client Services, Marketing, Graphic Design, Digital Video Production, Entrepreneurship, Social Media Strategies, Publication Design, Sale Presentation, Website Design
  - TeachFBLA Lessons @ [www.teachfbla.org](http://www.teachfbla.org)
DECA - Principles of Marketing, Entrepreneurship, Marketing Management, Business Services Marketing, Marketing Communications, Integrated Marketing Campaign
TeachDECA Lessons @ www.teachdeca.org

Certification/Credential Connection:

- ASK Institute – Concepts of Entrepreneurship and Management
- ASK Institute- Fundamental Marketing Concepts
- Certiport – Entrepreneurship and Small Business
- IC3 Global Standard 6 (or higher)
- Certified Guest Service Professional
- National Retail Federation – National Professional Certification in Customer Service and Sales
Unit 3 Title: Market Planning

Content Standards

   9a. Describe the use of technology in the marketing-information management function.
   9b. Explain characteristics and techniques of effective data collection instruments for gathering and processing marketing data.
   9c. Identify ways to segment advertising/promotion markets and explain the benefits of target marketing.
   9d. Conduct a market analysis including market size, area, and potential.

Unpacked Learning Objectives

Students know:
- How to examine the potential markets.
- How to use technology in the marketing-information management function.
- How to explain in their own words the characteristics and techniques of effective data collection instruments for gathering and processing marketing data.
- How to research ways to segment the advertising/promotion markets.
- How to describe in their own words the benefits of target marketing.
- How to create a market analysis by including market size, area, and potential.

Students are able to:
- Give an illustration on potential markets.
- Demonstrate how to use technology in the marketing-information management function.
- Demonstrate the characteristics and techniques of effective data collection instruments for gathering and processing marketing data.
- Give examples of ways to segment the advertising/promotion markets.
- Discuss the benefits of target marketing.
- Present a market analysis including the market size, area and potential.

Students understand:
- The potential markets.
- The technology in the marketing-information management function.
- The gathering and processing of market data.
- The benefits of target marketing.
- The importance of market analysis.
| Unit Driving/Essential Question | Why is understanding the various demographics and segmentation of a market important when developing a marketing plan?  
How is technology useful in marketing?  
How can I distinguish between marketing strategies and tactics? |
| Exemplar High Quality Unit Task | Develop a marketing plan for a new business or product. |
## Map of Student Learning by Learning Objective

|----------------------------------|--------------------------------------------------------|-------------------------------|-----------------------------------------------------------------|----------------------------------|
| Students will analyze the potential markets | Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/ note-taking guides, and interactive review games  
Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.  
Unit project incorporating all learned skills and concepts.  
Visual display & Presentations | Create a Venn Diagram to compare and contrast information.  
Create a Table or Graph/Chart (Pie, Column, Line, Bar)  
(List decisions/choices/options, pros/cons, evaluation/descriptions) | SS: Market volatility,  
ELA: Create a Venn Diagram analyzing two products in the market (narrow the focus) | Equipment List by CTE Cluster  
Link to Helpful Tech Tools |
| Students will describe the use of technology in the marketing-informations management function | | Web Diagram to explain, depict, interpret, and/or generalize information  
Give a presentation | SS: Impact of technology on marketing-informations management function  
ELA: Choose one piece of technology and describe its role in the market | Computer/Chromebook/ Laptop  
Active/Interactive Board  
Input Devices (Keyboards, Microphones, Digital Cameras/Webcams, Scanners/QCR)  
Internet/WiFi  
Output Devices (Speaker, Headphones, Printer)  
Projection/Presentation Device  
Textbooks/Interactive Textbooks  
Teacher made materials  
Rubric |
<table>
<thead>
<tr>
<th>Students will explain characteristics of effective data collection instruments for gathering and processing marketing data</th>
<th>Written Essays/Reports</th>
<th>Create a Venn Diagram to compare and contrast information. Create a Table or Graph/Chart (Pie, Column, Line, Bar) (List decisions/choices/options, pros/cons, evaluation/descriptions)</th>
<th>SS: Impact of technology on analyzing marketing data ELA: Create a short T-Chart showing the characteristics and what they are</th>
<th>Pear Deck <a href="https://www.peardeck.com/">https://www.peardeck.com/</a> googleslides Foundation for Teaching Education <a href="https://www.fte.org/">https://www.fte.org/</a> EdPuzzle videos, articles, and resources <a href="https://edpuzzle.com/discover">https://edpuzzle.com/discover</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>Student will explain the techniques of effective data collection instruments for gathering and processing marketing data</td>
<td></td>
<td>Create a Venn Diagram to compare and contrast information. Create a Table or Graph/Chart (Pie, Column, Line, Bar) (List decisions/choices/options, pros/cons, evaluation/descriptions)</td>
<td>SS: Impact of technology on analyzing marketing data ELA: Add in illustrations to the T-Chart</td>
<td>EverFi additional teaching resources and activities <a href="https://everfi.com/">https://everfi.com/</a> MBA Research for Curriculum guides, lessons plan, and modules <a href="https://www.mbaresearch.org/">https://www.mbaresearch.org/</a> Canva to create digital flyers, posters, presentations <a href="https://www.canva.com/">https://www.canva.com/</a> Vimeo for Educational Videos on Marketing <a href="https://vimeo.com/">https://vimeo.com/</a> YouTube for Educational Videos on Marketing Wharton Global Youth Program</td>
</tr>
<tr>
<td>Students will identify ways to segment advertising/promotion markets</td>
<td></td>
<td>Give a presentation Create a poster or illustrative document Create a brochure Create a storyboard or infographic Create a video or audio Create a written essay or paragraph</td>
<td>SS: Various types of markets and the effects on business profit ELA: Find three ways to segment and create a short newsletter explaining the ways and their purpose</td>
<td>Alabama State Department of Education, Career and Technical Education/Workforce Development, Plans of Instruction Updated as of Sep 16, 2022</td>
</tr>
<tr>
<td>Students will conduct a market analysis which includes the market size, area and potential</td>
<td>Read/Research with Graphic Organizer Web Diagram to explain, depict, interpret, and/or generalize information Create a Venn Diagram to compare and contrast information.</td>
<td>SS: Various types of markets and the effects on business profit ELA: Provide a short article on market analysis and have students “jig saw” it. Each group will need to present their findings to the group.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Key Vocabulary

potential markets, technology, marketing informations, management functions, characteristics, techniques, effective, data, collection instruments, gathering and processing, market data, segment, advertising markets, promotion markets, benefits, target marketing, conduct, market analysis, market size, market area, market potential

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

Guest speakers
Field Trips
Virtual and Real Life problems/scenarios Games/Simulations

CTSO Connection:

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Certified Guest Service Professional
National Retail Federation – National Professional Certification in Customer Service and Sales
Unit 4 Title: Customer Relations

Content Standards
10. Identify the personal characteristics needed for a successful career in sales.
   10a. Utilize customer research methods to develop a potential customer base.
   10b. Describe how sales professionals use customer and product knowledge to satisfy customers’ needs.

11. Identify and utilize various follow-up techniques to be used upon completion of the sale.
   11a. Explain the importance of obtaining customer feedback and positive referrals for future sales.
   11b. Explain the importance of customer loyalty in order to retain a customer base.
   11c. Describe ways that customer feedback impacts future sales campaigns.

Unpacked Learning Objectives

Students know:
● How to recognize the personal characteristics needed for a successful career in sales.
● How to apply customer research methods to develop a potential customer case.
● How to explain in their own words how sales professionals use customer and product knowledge to satisfy customers needs.
● How to identify and utilize various follow-up techniques to be used upon completion of the sale.
● How to recognize the importance of obtaining customer feedback and positive referrals for future sales.
● How to recognize the importance of customer loyalty in order to retain a customer base.
● How to explain in their own words the ways that customer feedback impacts future sales campaigns.

Students are able to:
● State the personal characteristics needed for a successful career in sales.
● Demonstrate customer research methods to develop a potential customer base.
● Summarize in their own words how sales professionals use customer and product knowledge to satisfy customer needs.
● Demonstrate and illustrate various follow-up techniques to be used upon completion of the sale.
● Summarize in their own words the importance of obtaining customers feedback and positive referrals for future sales.
● Summarize in their own words the importance of customer loyalty in order to retain a customer base.
● Give examples of ways that customer feedback impacts future sales campaigns.

Students understand that:
● There are personal characteristics needed for a successful career in sales.
● Various follow-up techniques to be used upon completion of the sale.
● Customer feedback impacts future sales campaigns.
| Unit Driving/Essential Question | How does your personality, interests and values impact your relationship with customers?  
What characteristics are needed to be a successful sales person?  
How will creating a positive business image and community goodwill help develop effective customer relations? |
<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Exemplar High Quality Unit Task</td>
<td>Create a public relations campaign.</td>
</tr>
</tbody>
</table>
# Map of Student Learning by Learning Objective

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Students will identify the personal characteristics needed for a successful career in sales</td>
<td>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games  Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.  Unit project incorporating all learned skills and concepts.  Visual display &amp; Presentations  Written Essays/Reports</td>
<td>Define Terms Career Exploration Worksheet/Activity</td>
<td>SS: Human behavior and personality  ELA: Create a vocabulary map from two of the terms (must have an illustration, definition, real-world application, and an original sentence)</td>
<td>Computer/Chromebook/ Laptop  Active/Interactive Board  Input Devices (Keyboards, Microphones, Digital Cameras/Webcams, Scanners/QCR)  Internet/WiFi  Output Devices (Speaker, Headphones, Printer)  Projection/Presentation Device  Textbooks/Interactive Textbooks  Teacher made materials  Rubric</td>
</tr>
<tr>
<td>Students will utilize customer research methods to develop a potential customer base</td>
<td></td>
<td>Give a presentation  Create a poster or illustrative document  Create a brochure  Create a storyboard or infographic  Create a video or audio  Create a written essay or paragraph</td>
<td>SS: Human behavior and personality  ELA: Using one particular research method, design a short story creating a scenario/example. Must have dialogue.</td>
<td></td>
</tr>
<tr>
<td>Students will describe how sales professionals use customer and product</td>
<td></td>
<td>Web Diagram to explain, depict, interpret, and/or generalize information</td>
<td>SS: Human behavior and personality, trading of goods and services</td>
<td></td>
</tr>
</tbody>
</table>
| Knowledge to satisfy customers needs | Give a presentation  
Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas  
Create a Venn Diagram to compare and contrast information.  
Create a Table to list decisions/choices/options, pros/cons, evaluation.descriptions | ELA: Have students create a short “What NOT to Do” skit. Once completed, they will come up with ways it should be done.  
SS: Human behavior and personality, trading of goods and services  
ELA: Revisit the “What NOT to Do” skit  
MATH: Create tables and graphs to compare the costs of various follow-up techniques used upon completion of the sale in order to rank the techniques by their effectiveness in relation to costs. | Pear Deck  
https://www.peardeck.com/googleslides  
Foundation for Teaching Education  
https://www.fte.org/  
EdPuzzle videos, articles, and resources  
https://edpuzzle.com/discover  
EverFi additional teaching resources and activities  
https://everfi.com/  
MBA Research for Curriculum guides, lessons plan, and modules  
https://www.mbaresearch.org/  
Canva to create digital flyers, posters, presentations  
https://www.canva.com/  
Vimeo for Educational Videos on Marketing  
https://vimeo.com/  
YouTube for Educational Videos on Marketing  
Wharton Global Youth Program  
https://globalyouth.wharton.upenn.edu/ |
| Students will identify various follow-up techniques to be used upon completion of the sale. | Define Terms  
Create a Venn Diagram to compare and contrast information.  
Create a Table or Graph/Chart (Pie, Column, Line, Bar)  
(List decisions/choices/options, pros/cons, evaluation.descriptions) | SS: Human behavior and personality, trading of goods and services  
ELA: Revisit the “What NOT to Do” skit |
| Students will utilize various follow-up techniques to be used upon completion of the sale. | Role Play  
Give a presentation  
Create a video or audio | SS: Human behavior and personality, trading of goods and services |
| Students will explain the importance of obtaining customer feedback and positive referrals for future sales | Define Terms  
Web Diagram to explain, depict, interpret, and/or generalize information  
Give a presentation  
Create a video or audio  
Create a written essay or paragraph | SS: Impact on future business profitability  
ELA: Ongoing Project-Create a presentation with three parts: customer feedback, customer loyalty, and customer impact. Must display understanding of the content and be visually interesting. | High School Business Courses  
https://businessu.org/  
Next Gen Personal Finance  
https://www.ngpf.org/curriculum/  
Mr. George’s Academics  
http://www.georgeacademics.com/LessonPlans/Marketing/lessonMarketing.htm  
YE Academy Youth Entrepreneurs  
https://yeacademy.org/lessons/?topic=marketing  
CTE California Educators Together  
https://www.caeducatorstogether.org/outlines/hguwxc/marketing-cte-online-model  
Biz Kids  
https://bizkids.com/grade/hschool  
Study.com  
https://study.com/academy/ |
| --- | --- | --- | --- |
| Students will explain the importance of customer loyalty in order to retain a customer base. | Define Terms  
Web Diagram to explain, depict, interpret, and/or generalize information  
Give a presentation  
Create a video or audio  
Create a written essay or paragraph | SS: Impact on future business profitability  
ELA: “What TO Do” Have students now take the scenario and create a short video illustrating understanding of the techniques needed |  |
| Student will describe ways the customer feedback impacts future sales campaigns | Worksheets  
Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas  
Web Diagram to explain, depict, interpret, and/or generalize information | SS: Impact on future business profitability  
SS: Impact on future business profitability |  |
Key Vocabulary

personal characteristic, successful, sales career, customer research, methods, potential, sales professionals, customer and product knowledge, satisfy, customer needs, various, follow up, techniques, completion, feedback, referrals, positive, future sales, customer loyalty, customer base, customer, campaigns, future sale

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National Retail Federation – National Professional Certification in Customer Service and Sales
Unit 5 Title: Legal Issues

Content Standards
12. Summarize provisions in laws and regulations associated with advertising and sales.
   Example: Federal Trade Commission regulations
12a. Discuss ethical issues related to sales and advertising.

Unpacked Learning Objectives

Students know:
- How to explain provisions in laws and regulations associated with advertising and sales
- How to summarize the Federal Trade Commission Regulations
- How to determine what ethical issues are related to sales and advertising

Students are able to:
- State the personal characteristics needed for a successful career in sales
- Demonstrate customer research methods to develop a potential customer base,
- Summarize in their own words how sales professionals use customer and product knowledge to satisfy customer needs
- Demonstrate and illustrate various follow-up techniques to be used upon completion of the sale
- Summarize in their own words the importance of obtaining customers feedback and positive referrals for future sales.
- Summarize in their own words the importance of customer loyalty in order to retain a customer base
- Give examples of ways that customer feedback impacts future sales campaigns

Students understand that:
- The provisions in laws and regulations associated with advertising and sales.
- The Federal Trade Commission Regulations

<table>
<thead>
<tr>
<th>Unit Driving/Essential Question</th>
<th>How can I identify legal and ethical issues associated with marketing activities or functions, describe the organizational values impacted?</th>
</tr>
</thead>
</table>
| Exemplar High Quality Unit Task | Create a poster or illustrative document
Create a brochure
Create a storyboard or infographic |
<table>
<thead>
<tr>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Students will summarize provisions in law and regulations associated with advertising and sales</td>
<td>Formative: Observations of student progress-classwork rubric, class discussions, quizzes, exit slips, peer reviews, self-assessment, listening/note-taking guides, and interactive review games Summative: Unit exam with multiple choice, fill-in-blank, and/or short answer questions.</td>
<td>Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas. Article Review using Graphic Organizers Web Diagram to explain, depict, interpret, and/or generalize information</td>
<td>SS: Government regulations on advertising and sales ELA: Article Review; create a bulleted newsletter of the article</td>
<td>Computer/Chromebook/ Laptop Active/Interactive Board Input Devices (Keyboards, Microphones, Digital Cameras/Webcams, Scanners/QCR) Internet/WiFi</td>
</tr>
<tr>
<td>Students will explain the Federal Trade Commission Regulations</td>
<td>Define Terms Web Diagram to explain, depict, interpret, and/or generalize information Give a presentation Create a video or audio Create a written essay or paragraph</td>
<td>SS: Government regulations on advertising and sales ELA: Create a short skit illustrating the understanding of the role of the Federal Trade Commission</td>
<td></td>
<td>Output Devices (Speaker, Headphones, Printer) Projection/Presentation Device Textbooks/Interactive Textbooks Teacher made materials Rubric</td>
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| Students will discuss ethical issues related to sales and advertising | Mini Units on Ethics [https://www.ngpf.org/curriculum/ethics/](https://www.ngpf.org/curriculum/ethics/)
Article Review using Graphic Organizers
Worksheets
Think-Pair-Share, Pass-Pass Synthesize to think about, discuss, and share ideas. | SS: Ethical business practices
ELA: Students will focus on three ethical issues and research three different “real life” stories; a short presentation will be given in the form of a Google Slides presentation | Pear Deck [https://www.peardeck.com/googleslides](https://www.peardeck.com/googleslides)
Foundation for Teaching Education [https://www.fte.org/](https://www.fte.org/)
EdPuzzle videos, articles, and resources [https://edpuzzle.com/discover](https://edpuzzle.com/discover)
EverFi additional teaching resources and activities [https://everfi.com/](https://everfi.com/)
MBA Research for Curriculum guides, lessons plan, and modules [https://www.mbaresearch.org/](https://www.mbaresearch.org/)
Canva to create digital flyers, posters, presentations [https://www.canva.com/](https://www.canva.com/)
Vimeo for Educational Videos on Marketing [https://vimeo.com/](https://vimeo.com/)
YouTube for Educational Videos on Marketing
Wharton Global Youth Program [https://globalyouth.wharton.upenn.edu/](https://globalyouth.wharton.upenn.edu/) |
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<th>High School Business Courses</th>
<th><a href="https://businessu.org/">https://businessu.org/</a></th>
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<td>Next Gen Personal Finance</td>
<td><a href="https://www.ngpf.org/curriculum/">https://www.ngpf.org/curriculum/</a></td>
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<td><a href="https://yeacademy.org/lessons/?topic=marketing">https://yeacademy.org/lessons/?topic=marketing</a></td>
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<td>CTE California Educators Together</td>
<td><a href="https://www.caeducatorstogether.org/outlines/hguwxc/marketing-cte-online-model">https://www.caeducatorstogether.org/outlines/hguwxc/marketing-cte-online-model</a></td>
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<td>Biz Kids</td>
<td><a href="https://bizkids.com/grade/high-school">https://bizkids.com/grade/high-school</a></td>
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<td>Study.com</td>
<td><a href="https://study.com/academy/">https://study.com/academy/</a></td>
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Key Vocabulary

provisions, law and regulations, Federal Trade Commission Regulations, ethical issues

Work-Based Learning, Simulated Work Experiences, and Experiential Learning:

- Guest speakers
- Field Trips
- Virtual and Real Life problems/scenarios Games/Simulations

CTSO Connection:

Prepare for Competitive Events:
- FBLA - Advertising, Client Services, Marketing, Graphic Design, Digital Video Production, Entrepreneurship, Social Media Strategies, Publication Design, Sale Presentation, Website Design
- TeachFBLA Lessons @ www.teachfbla.org
- DECA - Principles of Marketing, Entrepreneurship, Marketing Management, Business Services Marketing, Marketing Communications, Integrated Marketing Campaign
- TeachDECA Lessons @ www.teachdeca.org

Certification/Credential Connection:

- ASK Institute – Concepts of Entrepreneurship and Management
- ASK Institute- Fundamental Marketing Concepts
- Certiport – Entrepreneurship and Small Business
- IC3 Global Standard 6 (or higher)
- Certified Guest Service Professional
- National Retail Federation – National Professional Certification in Customer Service and Sales