Unit 4 - Visual Merchandising & Displays/Ad Media

Content Area: **Business Education**
Course(s): **Marketing**
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Enduring Understandings

Samples

Visual merchandising and displays are important promotional strategies to sell products and services, attract potential customers, and create a desired business image.

Visual merchandisers must know the rules of artistic design in order to create displays that help enhance sales. Attract customers, and sustain customer loyalty.

Advertising is an important element of promotion. Businesses use different types of advertising media to promote their images, products, and services.

Businesses need to reach as many targeted customers as possible within limited budgets. It is important to calculate costs and measure media effectiveness to best reach a potential audience

Essential Questions

Samples

How does visual merchandising help to enhance the products and services being offer?

What is the importance of the artistic elements in a display?

What effect does the selection of advertising have on business /products?

Content

Vocabulary:

Visual merchandising Media

Display Print Media

Storefront Transit Media

Marquee Transit Media

Store layout Broadcast media

Fixtures Online Advertising

Point-of-purchase displays Institutional Advertising

Kiosk Specialty media

Color wheel Media planning

Complimentary colors Audience

Adjacent colors Impression

Triadic colors Frequency

Focal point Cost per thousand(CPM) Informal balance

Proportion Promotional Advertising

Formal balance

Skills

Bloom's Taxonomy

Explain the concept and purpose of visual merchandising

Identify the elements of visual merchandising

Describe types of display arrangements

Understand the role of visual merchandising on the marketing team

List he five steps in creating a display

Explain how artistic elements function in display design

Describe the importance of display maintenance

Explain the concept and purpose of advertising in the promotional mix

Identify the different types of advertising mix

Discuss the planning and selection of media

Identify media measurement techniques

Summarize how media costs are determined

Resources

Standards

CRP.K-12.CRP9.1	Career-ready individuals consistently act in ways that align personal and community-held ideals and principles while employing strategies to positively influence others in the workplace. They have a clear understanding of integrity and act on this understanding in every decision. They use a variety of means to positively impact the directions and actions of a team or organization, and they apply insights into human behavior to change others' action, attitudes and/or beliefs. They recognize the near-term and long-term effects that management's actions and attitudes can have on productivity, morals and organizational culture.
CRP.K-12.CRP10.1	Career-ready individuals take personal ownership of their own education and career goals, and they regularly act on a plan to attain these goals. They understand their own career interests, preferences, goals, and requirements. They have perspective regarding the pathways available to them and the time, effort, experience and other requirements to pursue each, including a path of entrepreneurship. They recognize the value of each step in the education and experiential process, and they recognize that nearly all career paths require ongoing education and experience. They seek counselors, mentors, and other experts to assist in the planning and execution of career and personal goals.
CRP.K-12.CRP11.1	Career-ready individuals find and maximize the productive value of existing and new technology to accomplish workplace tasks and solve workplace problems. They are flexible and adaptive in acquiring new technology. They are proficient with ubiquitous technology

	applications. They understand the inherent risks-personal and organizational-of technology applications, and they take actions to prevent or mitigate these risks.
CRP.K-12.CRP12.1	Career-ready individuals positively contribute to every team, whether formal or informal. They apply an awareness of cultural difference to avoid barriers to productive and positive interaction. They find ways to increase the engagement and contribution of all team members. They plan and facilitate effective team meetings.
PFL.9.1.12.E.3	Determine how objective, accurate, and current financial information affects the prioritization of financial decisions.
PFL.9.1.12.G.1	Analyze risks and benefits in various financial situations.