Unit 12 Engaging Consumers and Communicating Customer Value: Advertising and Public Relations

Content Area: **Business**
Course(s): **Generic Course**
Time Period: **Semester 2**
Length: **2 Weeks**
Status: **Published**

Standards

CAEP.9.2.12.C.1	Review career goals and determine steps necessary for attainment.
CAEP.9.2.12.C.3	Identify transferable career skills and design alternate career plans.
CAEP.9.2.12.C.4	Analyze how economic conditions and societal changes influence employment trends and future education.
CAEP.9.2.12.C.9	Analyze the correlation between personal and financial behavior and employability.

Enduring Understandings

Under the concept of integrated marketing communications, a company will carefully coordinate these promotion elements to engage customer a build a clear, consistent, compelling message about an organization and its products.

Essential Questions

How does the promotional mix add customer value?

How has advertising changed and how do companies make advertising decision?

How does public relations help build brand?

Knowledge and Skills

1. Define the five major promotion mix tools for communicating customer value

2. Discuss the changing communiccations landscape and the need for integrated marketing communications

3. Describe and discuss the major decisions involved in developing an advertising program.

4. Explain how companies use public relations to communicate with their publics

Transfer Goals

The major decisions retailers make are centered on their market and positioning, their product assortment and services, their price, their promotion strategies, and where they are located.

Consumers have the ability to shape market decisions with their buying habits.

Resources

Marketing, An Introduction by Armstrong and Kotler

Google Doc

Sway