

# Unit 4: Promotion

Content Area: **Business**  
Course(s): **Marketing**  
Time Period: **4th Marking Period**  
Length: **10 Weeks**  
Status: **Published**

## Unit Overview

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This unit is designed to have the students explore and create components of the promotional mix.

## Transfer

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Students will be able to identify the components of the promotional mix and apply effective strategies for the creation of visual merchandising and print media.

## Meaning

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## Understandings

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Students will understand...

1. the promotional mix concept
2. trade and consumer sales promotions
3. the nature and scope of public relations
4. the elements of visual merchandising and the artistic aspects of creating a display
5. the purpose and importance of advertising
6. the different types of advertising media
7. how media costs are calculated
8. the components of a print ad

## **Essential Questions**

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1. What are the five basic types of promotion?
2. What is the difference between trade promotions and consumer sales promotions?
3. What is the purpose of visual merchandising?
4. What are the key elements of visual merchandising?
5. What role do visual merchandisers play on the marketing team?
6. What artistic elements function in display design?
7. What is advertising?
8. What are the four main categories of advertising media?
9. What factors affect advertising rates?
10. What are the elements of a print advertisement?

## **Application of Knowledge and Skill**

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### **Students will know...**

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Students will know...

1. the promotional mix concept
2. trade and consumer sales promotions
3. the nature and scope of public relations
4. the elements of visual merchandising and the artistic aspects of creating a display
5. the purpose and importance of advertising
6. the different types of advertising media
7. how media costs are calculated

8. the components of a print ad

### **Students will be skilled at...**

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Students will be able to...

1. Explain the role of promotion as a marketing function
2. Identify the elements of the promotional mix
3. Develop sales promotional plans
4. Analyze the use of specialty promotion
5. Explain the use of visual merchandising to create an image
6. Identify the types of display arrangements
7. Discuss the relationship of visual merchandising and merchandising
8. Prepare a visual merchandising display
9. Explore the types of advertising media
10. Calculate media costs

### **Academic Vocabulary**

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Promotion

Product Promotion

Institutional Promotion

Advertising

Direct marketing

Sales Promotion

Public Relations

News Release

Publicity

Promotional mix

Push Policy

Pull Policy

Sales Promotions

Trade Promotions

Consumer Promotions

Coupons

Premiums

Incentives

Promotional Tie-ins

Visual Merchandising

Display

Storefront

Marquee

Store Layout

Fixtures

Point-of-Purchase Displays

Kiosk

Color Wheel

Complimentary Colors

Adjacent Colors

Triadic Colors

Focal Point

Proportion

Formal Balance

Informal Balance

Promotional Advertising

Institutional Advertising

Media

Print Media

Transit Advertising

Broadcast Media

Online Advertising

Specialty Media

Media Planning

Audience

Impression

Frequency

Cost per Thousand

Advertising Campaign

Advertising Agencies

Headline

Copy

Illustration

Clip Art

Signature

Slogan

Ad Layout

Advertising Proof

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## **Learning Goal 1**

Students will be able to identify and explain promotional concepts and strategies.

- Students will be able to identify and explain promotional concepts and strategies.

12.9.3.MK-COM.1

Apply techniques and strategies to convey ideas and information through marketing

	communications.
12.9.3.MK-COM.3	Access, evaluate and disseminate information to enhance marketing decision-making processes.
12.9.3.MK-COM.4	Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.
12.9.3.MK-COM.5	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
CRP.K-12.CRP1	Act as a responsible and contributing citizen and employee.
CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.
CRP.K-12.CRP5	Consider the environmental, social and economic impacts of decisions.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP12	Work productively in teams while using cultural global competence.
TECH.8.1.12	Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.
TECH.8.1.12.A	Technology Operations and Concepts: Students demonstrate a sound understanding of technology concepts, systems and operations.
TECH.8.1.12.B	Creativity and Innovation: Students demonstrate creative thinking, construct knowledge and develop innovative products and process using technology.
TECH.8.1.12.D	Digital Citizenship: Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior.

## Target 1

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Students will be able to identify the elements in the promotional mix.

- Students will be able to identify the elements in the promotional mix.

## Target 2

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Students will be able to differentiate the types of sales promotions in the promotional mix.

- Students will be able to differentiate the types of sales promotions in the promotional mix.

## Learning Goal 2

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Students will be able to effectively create a visual merchandising display.

- Students will be able to effectively create a visual merchandising display.

12.9.3.MK-COM.1	Apply techniques and strategies to convey ideas and information through marketing communications.
12.9.3.MK-COM.2	Plan, manage and monitor day-to-day activities of marketing communications operations.
12.9.3.MK-COM.3	Access, evaluate and disseminate information to enhance marketing decision-making

	processes.
12.9.3.MK-COM.4	Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.
12.9.3.MK-COM.5	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
12.9.3.MK-MGT.2	Plan, manage and monitor day-to-day marketing management operations.
CRP.K-12.CRP1	Act as a responsible and contributing citizen and employee.
CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.
CRP.K-12.CRP5	Consider the environmental, social and economic impacts of decisions.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP7	Employ valid and reliable research strategies.
CRP.K-12.CRP8	Utilize critical thinking to make sense of problems and persevere in solving them.
CRP.K-12.CRP9	Model integrity, ethical leadership and effective management.
CRP.K-12.CRP11	Use technology to enhance productivity.
CRP.K-12.CRP12	Work productively in teams while using cultural global competence.
CAEP.9.2.12.C.3	Identify transferable career skills and design alternate career plans.
TECH.8.1.12	Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.
TECH.8.1.12.A	Technology Operations and Concepts: Students demonstrate a sound understanding of technology concepts, systems and operations.
TECH.8.1.12.D	Digital Citizenship: Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior.
TECH.8.1.12.F	Critical thinking, problem solving, and decision making: Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources.

## **Target 1**

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Students will be able to explain the use of visual merchandising to create an image.

- Students will be able to explain the use of visual merchandising to create an image.

## **Target 2**

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Students will be able to prepare and maintain a visual merchandising display.

- Students will be able to prepare and maintain a visual merchandising display.

## **Learning Goal 3**

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Students will be able identify the types of advertising media and the methods used to calculate rates.

- Students will be able identify the types of advertising media and the methods used to calculate rates.
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|-----------------|--|
| 12.9.3.MK-MGT.2 | Plan, manage and monitor day-to-day marketing management operations.   |
| 12.9.3.MK-MGT.3 | Plan, manage and organize to meet the requirements of the marketing plan.  |
| CRP.K-12.CRP2   | Apply appropriate academic and technical skills.   |
| CRP.K-12.CRP4   | Communicate clearly and effectively and with reason.   |
| CRP.K-12.CRP5   | Consider the environmental, social and economic impacts of decisions.  |
| CAEP.9.2.12.C.9 | Analyze the correlation between personal and financial behavior and employability.   |
| TECH.8.1.12     | Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.                     |
| TECH.8.1.12.F   | Critical thinking, problem solving, and decision making: Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources. |

## **Target 1**

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Students will be able to explain the different types of advertising media.

- Students will be able to explain the different types of advertising media.

## **Target 2**

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Students will be able to explain the ways in which media costs are calculated.

- Students will be able to explain the ways in which media costs are calculated.

## **Learning Goal 4**

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Students will be able to develop print advertisements designed towards a specific target audience.

- Students will be able to develop print advertisements designed towards a specific target audience.
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|-----------------|---|
| 12.9.3.MK-COM.1 | Apply techniques and strategies to convey ideas and information through marketing communications.                           |
| 12.9.3.MK-COM.2 | Plan, manage and monitor day-to-day activities of marketing communications operations.                                      |
| 12.9.3.MK-COM.3 | Access, evaluate and disseminate information to enhance marketing decision-making processes.                                |
| 12.9.3.MK-COM.4 | Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities. |
| 12.9.3.MK-COM.5 | Communicate information about products, services, images and/or ideas to achieve a desired outcome.                         |
| CRP.K-12.CRP1   | Act as a responsible and contributing citizen and employee.   |
| CRP.K-12.CRP2   | Apply appropriate academic and technical skills.  |
| CRP.K-12.CRP4   | Communicate clearly and effectively and with reason.  |



CRP.K-12.CRP5	Consider the environmental, social and economic impacts of decisions.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP8	Utilize critical thinking to make sense of problems and persevere in solving them.
CRP.K-12.CRP11	Use technology to enhance productivity.
CRP.K-12.CRP12	Work productively in teams while using cultural global competence.
TECH.8.1.12	Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.
TECH.8.1.12.A	Technology Operations and Concepts: Students demonstrate a sound understanding of technology concepts, systems and operations.
TECH.8.1.12.C	Communication and Collaboration: Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others.
TECH.8.1.12.D	Digital Citizenship: Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior.

## **Target 1**

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Students will be able to identify the components of a print advertisement.

- Students will be able to identify the components of a print advertisement.

## **Target 2**

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Students will be able to apply creativity in developing a print advertisement.

- Students will be able to apply creativity in developing a print advertisement.

## **Summative Assessment**

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Unit Assessment will be created and will count as the Marking Period 4 Benchmark. In addition, there will be other assessments in the form of projects, pen and paper tests, and quizzes.

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## **Formative Assessment and Performance Opportunities**

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Worksheets

PowerPoint Discussions

Homework and Classwork Activities

Group Activities

In Class Discussion

Do Nows and Closures

Class Polling

Observation

Test and Quizzes

## **Accommodations/Modifications**

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Differentiation:

Provide additional online resources for creating promotional materials [example](#)

Seek help from graphic arts teachers

All instruction, labs, activities, and assessments will be modified and enhanced to adhere to individual student's IEPs and 504s. As well differentiated classroom management strategies will be utilized as to adhere to these students individual plans as well.

Enrichment:

DECA enrichment activities are available. Role plays and tests are available in class and online at [www.deca.org](http://www.deca.org)

## **Unit Resources**

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Teacher generated Power Points, Notes, Projects and Worksheets

Textbooks

Internet Resources

Computer Based Activities

Document Projector

Overhead Projector

Vocabulary Workbooks

## Interdisciplinary Connections

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LA.RST.11-12.4	Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 11-12 texts and topics.
LA.WHST.11-12.6	Use technology, including the Internet, to produce, share, and update writing products in response to ongoing feedback, including new arguments or information.
MA.K-12.1	Make sense of problems and persevere in solving them.
MA.K-12.5	Use appropriate tools strategically.