

# Cornwall-Lebanon School District Curriculum Overview

## Advertising: Grades 10-12

18 length of time in weeks	Concepts & Competencies	Common Assessments	Academic Standards (PA Core if applicable)
Unit 1 3	<p align="center"><b><u>The Basics of Advertising</u></b></p> <p>Students will be able to explain the five different types of advertisements.</p> <p>Students will be able to discuss ways that advertising positively and negatively affects modern U.S. culture.</p> <p>Students will be able to explain basic Economics concepts such as Return on investment, Gross Domestic Product, Supply and demand, Competition, Pricing, and Economic expansion and recession.</p> <p>Students will be able to compare and contrast the different needs, wants, tendencies, and situations of consumers.</p>	<ul style="list-style-type: none"> <li>➤ Quiz: Five types of Advertising.</li> <li>➤ Quiz: Economics</li> <li>➤ Unit 1 Exam</li> </ul>	15.9.12.B 15.9.12.E 6.1.9.D 6.2.9.D 6.2.9.E
Unit 2 4	<p align="center"><b><u>The Evolution of Advertising</u></b></p> <p>Students will be able to explain the relationship between increased “free” time and increases in technology.</p> <p>Students will be able to discuss the history and evolution of advertising in our country.</p> <p>Students will be able to describe the different ways that businesses use advertising to accomplish their goals.</p> <p>Students will be able to discuss the effect of media conglomeration on advertising.</p> <p>Students will be able to describe the ways that six government agencies (FTC, FCC, FDA, SEC, USPS, and ATF) have power to regulate advertising.</p>	<ul style="list-style-type: none"> <li>➤ Quiz: Advertising History</li> <li>➤ Quiz: Government Agencies</li> <li>➤ Unit 2 Exam</li> </ul>	15.9.12.B 15.9.12.E 15.9.12.F 15.9.12.L 15.9.12.M 6.1.9.B 6.4.9.A 8.3.9.C
Unit 3 3	<p align="center"><b><u>Analyzing the Customer</u></b></p> <p>Students will be able to discuss advertising in the context of many different U.S. cultures.</p>	<ul style="list-style-type: none"> <li>➤ Quiz: Market Segments.</li> <li>➤ Quiz: Positioning</li> <li>➤ First Marking Period Exam (Units 1, 2, and start of Unit 3)</li> </ul>	15.9.12.B 15.9.12.E 15.9.12.J

		<p>Students will be able to explain the phases of the decision making process for buying products, usually “wants.”</p> <p>Students will be able to explain market segments and discuss different methods of targeting desired market segments.</p> <p>Students will be able to explain the concept of positioning and analyze the positive and negative aspects of each type of positioning.</p> <p>Students will be able to describe the methods and strategies of successful market research.</p>	<ul style="list-style-type: none"> <li>➤ Unit 3 Exam</li> </ul>	
Unit 4	4	<p style="text-align: center;"><b><u>Planning the Advertising Campaign</u></b></p> <p>Students will be able to describe each of the seven phases of a typical ad campaign plan.</p> <p>Students will be able to evaluate the effects of globalization.</p> <p>Students will be able to judge the quality of objectives.</p> <p>Students will be able to evaluate the effectiveness of five budgeting methods.</p> <p>Students will be able to explain the hierarchy of change in advertising.</p>	<ul style="list-style-type: none"> <li>➤ Quiz: Phases of the Advertising Campaign</li> <li>➤ Unit 4 Exam</li> </ul>	<p>15.9.12.I</p> <p>15.9.12.E</p> <p>15.9.12.J</p> <p>15.5.12.G</p> <p>15.6.12.A</p>
Unit 5	4	<p style="text-align: center;"><b><u>Creating the Advertisement</u></b></p> <p>Students will be able to describe the message strategies listed in this unit.</p> <p>Students will be able to evaluate the positive and negative effects of invoking emotions in commercials.</p> <p>Students will be able to describe the different strategies of persuasion.</p> <p>Students will create an advertisement, and discuss the place of this ad as part of an overall advertising campaign.</p>	<ul style="list-style-type: none"> <li>➤ Quiz: Message and Persuasion Strategies</li> <li>➤ Project: Create an advertisement. (Includes Ad, Paper, and Presentation.)</li> <li>➤ Second Marking Period Exam</li> </ul>	<p>15.9.12.B</p> <p>15.9.12.E</p> <p>15.9.12.K</p>