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| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | | |
| **Lesson Identification and TEKS Addressed** | | |
| **Career Cluster** | Marketing | |
| **Course Name** | Advertising | |
| **Lesson/Unit Title** | Careers in Advertising | |
| **TEKS Student Expectations** | **130.382. (c) Knowledge and skills.**  (6) The student knows that a career in advertising requires knowledge of the industry. The student is expected to:  (A) research careers in the advertising industry;  (B) identify businesses related to advertising. | |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | | |
| **Instructional Objectives** | The student will be able to:   * Analyze that a career in advertising/marketing requires knowledge of the industry. * Research careers in the advertising/marketing industry. * Describe businesses related to advertising. | |
| **Rationale** | The student will research careers in the advertising/marketing industry as well as describe businesses related to advertising. | |
| **Duration of Lesson** | When taught as written, this lesson should take three days to complete. | |
| **Word Wall/Key Vocabulary**  *(ELPS c1a,c,f; c2b; c3a,b,d; c4c; c5b) PDAS II(5)* | * **Ad Agency** – Independent businesses that specialize in developing ad, campaigns and crafting the ads for clients. * **Portfolio** – A collection of relevant knowledge and learning experiences for evaluation, decision-making, or work-obtaining purposes. * **Networking** – The process of connecting with other people, often for information exchange and support when searching for work. * **Occupations** – Similar work for which people usually have similar responsibilities and develop a common set of skills and knowledge. * **Résumé** – A written document that lists your work/volunteer experience, skills, and educational background * **Cover Letter** – A document sent with your résumé to a potential employer to provide additional information on your skills and experience. * **Career Outlook** – Types of jobs available in any field. * **Internship** – Offers students direct work experience and exposure to various aspects of a career, either with or without pay. | |
| **Materials/Specialized Equipment Needed** | * Websites * Computers for teacher and students * Projector * Printer | |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | **Learner Preparation:**   * Tell the students that the objective for this lesson is to research the different careers one might find in the advertising industry.   **Introduction (LSI Quadrant I):**   * **Ask:** If you were to think about a career in advertising, what comes to mind? Discuss variousanswers with class. * **Say:** The advertising industry is constantly changing and evolving. Ad campaigns are more cutting edge than ever, and companies are using more technology to create awareness with their target markets. * **Show:** Current cutting-edge print ads or commercials. Discuss with class the various elementsof the ads and ask them what types of jobs in advertising contributed to the creating of the ads themselves. Tell them as a class will be going over the five categories of advertising career possibilities. | |
| **Direct Instruction \*** | Outline | Instructor Notes |
| I. Terms   * Ad Agency * Portfolio * Networking * Résumé * Cover Letter * Career Outlook * Internship   II. What is Advertising?   * Advertising is sales. * Advertising is marketing. * Advertising is art and science, show business and just plain business, all rolled into one. * Advertising employs some of the brightest and most creative economists, researchers, artists, producers, writers, and business people in the country today.   III. How is advertising developed?   * Advertising defines its markets. * Advertising assesses the competition. * Advertising determines is the target market. * Advertising sets goals and a budget. * Advertising determines the media. * Advertising creates a message. * An advertiser usually hires an advertising agency.   IV. Advertising Career Possibilities   * Account Management * Account Planning * Creative * Media * Interactive Marketing   V. How do I start?   * Find out as much as possible about the advertising business. * Target your prospects (companies). * Network with people in the industry. * Develop a strategy to make you stand out from the other candidates.   VI. The Essentials   * Create a good résumé * Cover letter * Assemble a portfolio   VII. The Interview   * Prepare for your interview. * Before the interview, organize your thinking. * Be articulate. Be self-confident and enthusiastic. | * Teacher is encouraged to prepare and present a multi-media presentation in line with the lesson outline, as visual aid. * After introduction, have students write/type vocabulary words and terms down. Explain to class. * What is Advertising? – To put it simply, advertising is salesmanship. It can make the difference between business success and failure. It is a cost-efficient way of telling buyers what is for sale and about the product’s features. At the very least, it seeks to persuade someone who is in the market for a given product or service to consider a brand. The business of advertising involves marketing objectives and artistic creativity. It requires analysis and imagination, and combines marketing professional and artist. * How is advertising developed? – All good advertising includes some basic steps before it appears in public. The first consideration would be to define the market including looking at the competition within the market. Then it is important to examine how and why the market chooses the products. The third step looks for goals and budget: What the advertising should achieve and how much must be spent achieve those goals. Advertising determines the media. What vehicle (television, newspapers, magazines, outdoor) will best reach the target audience to be effective? Finally, it creates the message: what pictures, words, and music will best attract and appeal to the specific target audience. Advertisers usually hire an ad agency to help them identify prospective customers, create the advertising, and buy the broadcast (television, radio) time and print space (magazine, newspaper, and outdoor) to carry the advertising work to the consumers. * Career Possibilities– Advertising agencies handle a broad range of marketing tasks requiring people with experience and ability in overall management and specialized skills. In all agencies, the jobs usually fall into five categories. * How do I start? – Find out as much as possible about the advertising business, what an agency does, and the career area or department in which you would like to work. Read every bit of relevant material you can find - articles, books, and industry trade press such as Advertising Age, and ADWEEK. Track down any contacts or friends you have in the business. Sit down with your instructors and career counselors. Remember, one source of information can lead to ten others. The more you know about your chosen area, the better you can present yourself as a first-rate candidate. * A good résumé is important and should not be more than one page. Make sure you write a cover letter for each application you fill out for a company. Start building your portfolio in high school, compiling all your awards and achievements. * The Interview – At most agencies, an invitation to be interviewed reflects more than casual interest in a candidate. If you've made it this far, you're at least in the quarter finals. And if you've done your homework, you should have nothing to worry about. Review your résumé and the cover letter you sent to the agency. Decide what key selling points you should communicate about yourself. Review the information you have about the agency. Be aware of its current campaigns and any fast-breaking developments. Commenting on these can help you to make an immediate connection with the interviewer. Be ready to discuss your point of view on advertising in general and your area of interest. Be articulate. Be self- confident and enthusiastic. Relax and do it naturally. Don't try to recite everything you know. Selectivity shows you are thinking. |
| **Guided Practice \*** | Give a broad explanation of each of the following categories to the students:   * Account Management * Account Planning * Creative * Media * Interactive Marketing   Have students make a list as a class comparing and contrasting differences of categories. | |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | **Advertising Career Project:**  Students will choose two potential jobs from each category. Include job description and responsibilities, education needed, training, salary, and prior experience necessary. Then choose the job that most interests them and explain their reasoning.   * Account Management * Account Planning * Creative * Media * Interactive Marketing   Students will submit their papers and be graded by the rubric. | |
| **Lesson Closure** | What are the five categories of the Advertising industry? | |
| **Summative/End of Lesson Assessment \*** | Students will be evaluated on their “Advertising Career Project” by using the assigned rubric. | |
| **References/Resources/**  **Teacher Preparation** | **Teacher Preparation:**   * Teacher is encouraged to prepare a PowerPoint presentation based on the lesson outline. Teacher will review the terms in the outline, and handouts to become familiar with lesson.   **References:**   * Advertising Educational Foundation website- [www.aef.com](http://www.aef.com/) * O’Net [www.onetonline.org](http://www.onetonline.org/) * Adverting Age- [www.adage.com](http://www.adage.com/) | |
| **Additional Required Components** | | |
| **English Language Proficiency Standards (ELPS) Strategies** |  | |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  | |
| **Recommended Strategies** | | |
| **Reading Strategies** |  | |
| **Quotes** |  | |
| **Multimedia/Visual Strategy**  **Presentation Slides + One Additional Technology Connection** |  | |
| **Graphic Organizers/Handout** |  | |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** |  | |
| **Communication**  **90 Second Speech Topics** |  | |
| **Other Essential Lesson Components** | | |
| **Enrichment Activity**  (e.g., homework assignment) | Write an article summary depicting a current advertising event. Choose from one of the following: Agency News, Media, Digital, or Global. | |
| **Family/Community Connection** |  | |
| **CTSO connection(s)** | DECA | |
| **Service Learning Projects** |  | |
| **Lesson Notes** |  | |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)