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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** | The Promotional Mix |
| **TEKS Student Expectations** | **130.382. (c) Knowledge and Skills**(9) The student develops and delivers presentations using appropriate media to engage and inform audiences. (A) The student is expected to identify components of the promotional mix such as advertising, visual merchandising, and personal selling.(B) The student is expected to demonstrate visual merchandising techniques for advertising marketing goods, services, or ideas. |
| **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:* Explain the combination of elements making up the promotional mix.
* Explain the five major factors that affect the promotional mix.
* Describe the seven steps in the promotional planning process.
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| **Rationale** | The goal will be to introduce different combinations of media to students to help them learn about developing effective promotional materials |
| **Duration of Lesson** | Teacher’s Discretion |
| **Word Wall/Key Vocabulary***(ELPS c1a,c,f; c2b; c3a,b,d; c4c; c5b) PDAS II(5)* | * Promotional Mix- The combination of advertising, public relations, personal selling, and sales promotion
* Promotional Plan- Blueprint for how the elements of the promotional mix swill work together
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| **Materials/Specialized Equipment Needed** | Instructional Aids: * Independent Practice Assignment #1 – National Brand Research
* Independent Practice Assignment #2 – Effective Advertising Research
* National Brand Research Rubric
* Effective Advertising Research Rubric
* Extension Enrichment Assignment #1– Evaluating Product Promotion
* Evaluating Product Promotion Rubric
* Internet

Materials Needed: * Construction paper
* Scissors and glue
* Poster board
* Current newspapers and magazines

Equipment Needed: * Computers for students to complete projects
* Projector for PowerPoint presentation
* White or chalk board
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| **Anticipatory Set**(May include pre-assessment for prior knowledge) | * Students draw a sketch of a seven-step staircase and fill in the steps as stages of promotional planning are covered in class.
* Ask students to use the Internet to learn the company objective or mission for successful businesses in the United States. Then explain the importance of the promotional objective to accomplish the company goals. Ask students to write their personal objective or mission after high school. Businesses must keep their eye on the ultimate objective just like students must keep focused on their objective in life.
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| **Direct Instruction \*** | 1. Introduction:
2. Ask students to look up the definition of chaos. The promotional mix must have objectives and direction to avoid chaos in a company. Every person in the company must be aware of the promotional mix and the strategies for accomplishing the goals of the promotional mix.
3. Ask students to visualize the grocery store where their family shops. What types of displays does the store use to attract shoppers? Lunchbox snacks are frequently displayed on the end of an aisle in a large colorful cardboard school Copyright © Texas Education Agency, 2011. All rights reserved. 3 bus and items for special occasions such as Thanksgiving are typically grouped together for convenience and reminders. Ask students to name things they think are important to consider when designing a retail display. List the answers on the board. 3. Ask students to define target market. Then ask students to define the target market for their age group at their school. What types of promotions at a restaurant would entice their target market?
4. Explain the Five Major Factors that Affect the Promotional Mix
5. Promotional Objective
6. Target Market
7. Marketing Mix
8. Company Philosophy
9. Resources
10. Describe the Seven Steps in the Promotional Planning Process
11. Research and analyze market
12. Select target market
13. Identify objectives
14. Set budget
15. Develop promotional mix
16. Implement plans
17. Evaluate result

*Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*None |
| **Guided Practice \*** | The teacher will show students an examples of an advertising campaign (these can be purchased from DECA Images – www.deca.org). Students can analyze the campaign to determine if the target market was reached through the proper promotional mix and if the budget was effectively used for the appropriate media.*Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*None |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Students will be split into group of 2 or 3 members. Each group will be allowed to select either the National Brand Research Activity or the Effective Advertising Research Activity. Students will begin the project in class and complete it as a homework assignment to be presented in class at a later date. * Independent Practice Assignment #1 -Groups of two to three students will choose a national brand and research how it uses advertising, public relations, personal selling, and sales promotion to effectively grow the business. The team will prepare a report and PowerPoint presentation on the specific promotional efforts of the brand and why those strategies have worked for that company.
* Independent Practice Assignment #2 -Groups of two to three students will select an advertisement from a magazine or newspaper and show the ad to eight people, asking them the following questions:
	+ What is the message for this ad?
	+ What does the ad tell you about the company that is running it?
	+ Does the ad make you want to buy this product or use this service?
	+ What other promotions are being used by this company?

Students will write a summary of the findings from the research and present their results in the form of a PowerPoint presentation to the class.*Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*None |
| **Lesson Closure** | Q: What are five factors that are considered for the promotional mix? A: The five factors to consider for the promotional mix are promotional objective, target market, marketing mix, company philosophy, financial resources. Q: What is the main purpose of research in the promotional planning process? A: The main purpose is to understand the target market. Q: What are the seven steps in the promotional planning process? A: The seven steps in the promotional planning process are research and analyze the market, select the target market, identify promotional objectives, set the promotional budget, develop the promotional mix, implement the promotional plan, and evaluate the results. Q: Why is it important to evaluate the results of the promotional plan? A: The evaluation determines the amount of success and what changes may be needed for the future. |
| **Summative/End of Lesson Assessment \***  | * + - Independent Practice Assignment #1 - National Brand Research will be evaluated using the National Brand Research Rubric
		- Independent Practice Assignment #2– Effective Advertising Research will be evaluated using the Effective Advertising Research Rubric
		- Extension Enrichment Assignment #1 -Evaluating Product Promotion will be evaluated using the Evaluating Product Promotion Rubric

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| **References/Resources/****Teacher Preparation** | References: * + - *Marketing*, Third Edition, James L. Burrow, Southwestern Cengage Learning
		- *Marketing Essentials*, McGraw Hill
		- *USA Today* and local newspapers
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| **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) |  |
| **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)