

## **5.0    MARKETING**

**5.5 Promotion (CL):** Students will understand the concepts and promotional strategies needed to communicate information about products, services, images, and/or ideas. They will demonstrate competency by developing and presenting a promotional plan that will achieve a stated outcome.

5.5.1 Advertising—identify the role of advertising in the promotional mix; describe the use of research, visual presentation, media selection, scheduling, and assessment in the advertising process

5.5.2 Electronic Marketing—identify the various functions of technology and electronic media in promotion

5.5.3 Promotional Mix—describe the four elements of promotion and their utilization in a global market

5.5.4 Public Relations/Publicity—describe effective public relations strategies as they relate to a product or service, and explain the use of the promotional mix in creating publicity

5.5.5 Sales Promotion—identify a variety of sales promotion activities and indicate the media which would be most effective for each activity