Marketing Career Cluster
Promotion and Professional Sales
Course Number 08.45100

Course Description:
Promotion and Professional Sales is the second course in the Marketing Communications and Promotions pathway. This course focuses on the performance of key responsibilities required in a retail environment. Students develop skills in pricing, visual merchandising, advertising, special promotions, professional sales, and customer service.

In order to increase the number of application experiences, students should participate in (1) Work-Based Learning (WBL) activities in the classroom and perhaps in a formal WBL Program; (2) DECA Career and Technical Student Organization competitive events that are directly aligned with course standards and (3) a School-Based Enterprise. The prerequisite for this course is Marketing Principles.

Course Standard 1

MKT-PPS-1
The following standard is included in all CTAE courses adopted for the Career Cluster/Pathways. Teachers should incorporate the elements of this standard into lesson plans during the course. The topics listed for each element of the standard may be addressed in differentiated instruction matching the content of each course. These elements may also be addressed with specific lessons from a variety of resources. This content is not to be treated as a unit or separate body of knowledge but rather integrated into class activities as applications of the concept.

Standard: Demonstrate employability skills required by business and industry.
The following elements should be integrated throughout the content of this course.

<table>
<thead>
<tr>
<th>Person-to-Person Etiquette</th>
<th>Telephone and Email Etiquette</th>
<th>Cell Phone and Internet Etiquette</th>
<th>Communicating At Work</th>
<th>Listening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interacting with Your Boss</td>
<td>Telephone Conversations</td>
<td>Using Blogs</td>
<td>Improving Communication Skills</td>
<td>Reasons, Benefits, and Barriers</td>
</tr>
<tr>
<td>Interacting with Subordinates</td>
<td>Barriers to Phone conversations</td>
<td>Using Social Media</td>
<td>Effective Oral Communication</td>
<td>Listening Strategies</td>
</tr>
<tr>
<td>Interacting with Co-workers</td>
<td>Making and Returning Calls</td>
<td>Effective Written Communication</td>
<td>Ways We Filter What We Hear</td>
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</tr>
<tr>
<td>Interacting with Suppliers</td>
<td>Making Cold Calls</td>
<td>Effective Nonverbal Skills</td>
<td>Developing a Listening Attitude</td>
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<td></td>
<td>Handling Conference Calls</td>
<td>Effective Word Use</td>
<td>Show You Are Listening</td>
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<td></td>
<td>Handling Unsolicited Calls</td>
<td>Giving and Receiving Feedback</td>
<td>Asking Questions</td>
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<td>Obtaining Feedback</td>
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<td>Getting Others to Listen</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Nonverbal Communication</th>
<th>Written Communication</th>
<th>Speaking</th>
<th>Applications and Effective Résumés</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicating Nonverbally</td>
<td>Writing Documents</td>
<td>Using Language Carefully</td>
<td>Completing a Job Application</td>
</tr>
<tr>
<td>Reading Body Language and mixed Messages</td>
<td>Constructive Criticism in Writing</td>
<td>One-on-One Conversations</td>
<td>Writing a Cover Letter</td>
</tr>
</tbody>
</table>
### 1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.

<table>
<thead>
<tr>
<th>Teamwork and Problem Solving</th>
<th>Meeting Etiquette</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thinking Creatively</td>
<td>Preparation and Participation in Meetings</td>
</tr>
<tr>
<td>Taking Risks</td>
<td>Conducting Two-Person or Large Group Meetings</td>
</tr>
<tr>
<td>Building Team Communication</td>
<td>Inviting and Introducing Speakers</td>
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<td></td>
<td>Facilitating Discussions and Closing</td>
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<td>Preparing Visual Aids</td>
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<td></td>
<td>Virtual Meetings</td>
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</tbody>
</table>

### 1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.

<table>
<thead>
<tr>
<th>Problem Solving</th>
<th>Customer Service</th>
<th>The Application Process</th>
<th>Interviewing Skills</th>
<th>Finding the Right Job</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transferable Job Skills</td>
<td>Gaining Trust and Interacting with Customers</td>
<td>Providing Information, Accuracy and Double Checking</td>
<td>Preparing for an Interview</td>
<td>Locating Jobs and Networking</td>
</tr>
<tr>
<td>Becoming a Problem Solver</td>
<td>Learning and Giving Customers What They Want</td>
<td>Online Application Process</td>
<td>Questions to Ask in an Interview</td>
<td>Job Shopping Online</td>
</tr>
<tr>
<td>Identifying a Problem</td>
<td>Keeping Customers Coming Back</td>
<td>Following Up After Submitting an Application</td>
<td>Things to Include in a Career Portfolio</td>
<td>Job Search Websites</td>
</tr>
<tr>
<td>Becoming a Critical Thinker</td>
<td>Seeing the Customer’s Point</td>
<td>Effective Résumés: Traits Employers are Seeking</td>
<td>Participation in Job Fairs</td>
<td></td>
</tr>
<tr>
<td>Managing</td>
<td>Selling Yourself and the Company</td>
<td>Matching Your Talents to a Job</td>
<td>Considerations Before Taking a Job</td>
<td>Searching the Classified Ads</td>
</tr>
<tr>
<td>Handling Customer Complaints</td>
<td>When a Résumé Should be Used</td>
<td>Using Employment Agencies</td>
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<tr>
<td>Strategies for Customer Service</td>
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</table>

### 1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.

<table>
<thead>
<tr>
<th>Workplace Ethics</th>
<th>Personal Characteristics</th>
<th>Employer Expectations</th>
<th>Business Etiquette</th>
<th>Communicating at Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrating Good Work Ethic</td>
<td>Demonstrating a Good Attitude</td>
<td>Behaviors Employers Expect</td>
<td>Language and Behavior</td>
<td>Handling Anger</td>
</tr>
<tr>
<td>Behaving Appropriately</td>
<td>Gaining and Showing Respect</td>
<td>Objectionable Behaviors</td>
<td>Keeping Information Confidential</td>
<td>Dealing with Difficult Coworkers</td>
</tr>
<tr>
<td>Maintaining Honesty</td>
<td>Demonstrating Responsibility</td>
<td>Establishing Credibility</td>
<td>Avoiding Gossip</td>
<td>Dealing with a Difficult Boss</td>
</tr>
<tr>
<td>Playing Fair</td>
<td>Showing Dependability</td>
<td>Demonstrating Your Skills</td>
<td>Appropriate Work Email</td>
<td>Dealing with Difficult Customers</td>
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<tr>
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<tr>
<td>Using Ethical Language</td>
<td>Being Courteous</td>
<td>Building Work Relationships</td>
<td>Cell Phone Etiquette</td>
<td>Dealing with Conflict</td>
</tr>
<tr>
<td>Showing Responsibility</td>
<td>Gaining Coworkers’ Trust</td>
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<tr>
<td>Reducing Harassment</td>
<td>Persevering</td>
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<tr>
<td>Respecting Diversity</td>
<td>Handling Criticism</td>
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<tr>
<td>Making Truthfulness a Habit</td>
<td>Showing Professionalism</td>
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<td>Leaving a Job Ethically</td>
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</tbody>
</table>

### 1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.

<table>
<thead>
<tr>
<th>Expected Work Traits</th>
<th>Teamwork</th>
<th>Time Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demonstrating Responsibility</td>
<td>Teamwork Skills</td>
<td>Managing Time</td>
</tr>
<tr>
<td>Dealing with Information Overload</td>
<td>Reasons Companies Use Teams</td>
<td>Putting First Things First</td>
</tr>
<tr>
<td>Transferable Job Skills</td>
<td>Decisions Teams Make</td>
<td>Juggling Many Priorities</td>
</tr>
<tr>
<td>Managing Change</td>
<td>Team Responsibilities</td>
<td>Overcoming Procrastination</td>
</tr>
<tr>
<td>Adopting a New Technology</td>
<td>Problems That Affect Teams</td>
<td>Organizing Workspace and Tasks</td>
</tr>
<tr>
<td></td>
<td>Expressing Yourself on a Team</td>
<td>Staying Organized</td>
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<tr>
<td></td>
<td>Giving and Receiving Constructive Criticism</td>
<td>Finding More Time</td>
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<td>Managing Projects</td>
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<td>Prioritizing Personal and Work Life</td>
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</tbody>
</table>

### 1.6 Present a professional image through appearance, behavior and language.

<table>
<thead>
<tr>
<th>On-the-Job Etiquette</th>
<th>Person-to-Person Etiquette</th>
<th>Communication Etiquette</th>
<th>Presenting Yourself</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using Professional Manners</td>
<td>Meeting Business Acquaintances</td>
<td>Creating a Good Impression</td>
<td>Looking Professional</td>
</tr>
<tr>
<td>Introducing People</td>
<td>Meeting People for the First Time</td>
<td>Keeping Phone Calls Professional</td>
<td>Dressing for Success</td>
</tr>
<tr>
<td>Appropriate Dress</td>
<td>Showing Politeness</td>
<td>Proper Use of Work Email</td>
<td>Showing a Professional Attitude</td>
</tr>
<tr>
<td>Business Meal Functions</td>
<td>Proper Use of Cell Phone</td>
<td></td>
<td>Using Good Posture</td>
</tr>
<tr>
<td>Behavior at Work Parties</td>
<td>Proper Use in Texting</td>
<td></td>
<td>Presenting Yourself to Associates</td>
</tr>
<tr>
<td>Behavior at Conventions</td>
<td></td>
<td></td>
<td>Accepting Criticism</td>
</tr>
<tr>
<td>International Etiquette</td>
<td></td>
<td></td>
<td>Demonstrating Leadership</td>
</tr>
<tr>
<td>Cross-Cultural Etiquette</td>
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<tr>
<td>Working in a Cubicle</td>
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</tbody>
</table>

**Support of CTAE Foundation Course Standards and Georgia Standards of Excellence L9-10RST 1-10 and L9-10WHST 1-10:**
Georgia Standards of Excellence ELA/Literacy standards have been written specifically for technical subjects and have been adopted as part of the official standards for all CTAE courses.
Course Standard 2

MKT-PPS-2

Analyze the scope of the advertising and promotion industry.

2.1 Explain factors affecting the growth and development of the advertising/promotion industry.
2.2 Discuss the economic and social effects of advertising/promotion.
2.3 Identify factors affecting international marketing communications and promotion.
2.4 Describe current issues/trends in advertising/promotion.
2.5 Describe the importance of business ethics in promotion.
2.6 Explain the industry regulations, company regulations, and laws affecting promotion.
2.7 Explain the legal, cultural, social, ethnic, and geographical considerations affecting international promotion.
2.8 Describe the use of technology in the promotion of products/services.

Course Standard 3

MKT-PPS-3

Critique the role of the promotional mix in a competitive economic environment.

3.1 Identify and define the elements of the promotional mix.
3.2 Distinguish between advertising, promotion, publicity, and public relations.
3.3 Explain the importance of timeliness for the elements of the promotional mix.
3.4 Analyze the effect of e-marketing on the elements of the promotional mix.
3.5 Examine ethical behaviors as they relate to the elements of the promotional mix.
3.6 Explain the factors used to position products or services.
3.7 Analyze the role of branding and trademarks as they relate to the elements of the promotional mix.
3.8 Discuss the impact of branding (e.g., on competition among various products/services, on customer’s perception of product/services, etc.).

Course Standard 4

MKT-PPS-4

Apply techniques used to analyze the potential market.

4.1 Explain the role of ethics in marketing-information management.
4.2 Describe the use of technology in the marketing-information management function.
4.3 Describe options businesses use to obtain marketing-research data (e.g., primary and secondary research).
4.4 Explain characteristics of effective data-collection instruments.
4.5 Explain techniques for processing marketing data.
4.6 Identify ways to segment the advertising/promotion markets.
4.7 Explain the need for target marketing in advertising/promotion.
4.8 Develop customer/client profiles.
4.9 Identify market segments and select a target market for products/services.
4.10 Conduct a market analysis (market size, area, potential, etc.).

Course Standard 5

MKT-PPS-5

Distinguish and summarize the steps in planning for advertising campaigns.

5.1 Explain the importance of coordinating elements in advertisements.
5.2 Determine the advertising reach of the media.
5.3 Select the advertising media for a product or service.
5.4 Choose appropriate media vehicles.
5.5 Schedule ads and commercials.
5.6 Select the proper placement of advertisements.
5.7 Buy ad space/time for appropriate media.
5.8 Coordinate the efforts of multifunctional teams (e.g., coordinate work efforts of creatives [designers, writers, artists], account services, traffic, etc.).
5.9 Conduct promotional planning meetings.
5.10 Explain considerations used to evaluate whether to participate in trade shows/expositions.
5.11 Determine the channels to be used for both industrial and consumer promotions.
5.12 Describe ethical considerations in channel management.
5.13 Coordinate channel management with other marketing activities.
5.14 Write pitch letters to clients.
5.15 Pitch a promotional idea to a client.
5.16 Develop market research activities to identify target markets.
5.17 Evaluate research results to select promotional objectives and develop the promotional budget.
5.18 Choose the promotional mix for a media campaign.
5.19 Evaluate and summarize the results achieved from the advertisement campaign.

**Course Standard 6**

**MKT-PPS-6**

Calculate media costs that affect the elements of the promotional mix.

6.1 Identify the factors that affect the costs of all media.
6.2 Differentiate between the advantages and disadvantages of each type of media based upon costs and effectiveness of the message.
6.3 Examine the importance of co-op advertising to a business.
6.4 Examine the factors affecting media choice.

**Course Standard 7**

**MKT-PPS-7**

Demonstrate advertising techniques used in a promotion plan.

7.1 Create advertising layouts, develop advertising headlines, select illustrations and type-style for advertisements, write promotional messages that appeal to targeted markets, and check advertising proofs.
7.2 Create storyboards for broadcast advertisements.
7.3 Explain the use of direct advertising strategies, write direct-mail letters, and develop collateral pieces for direct-mail advertising.
7.4 Maintain a database of competitor information and explain considerations in using databases in advertising.
7.5 Explain the use of online advertisements in the promotion/advertising industry.
7.6 Describe the use of e-mail marketing in the promotion/advertising industry.
7.7 Explain the capabilities of tools used in website creation, develop website design/components and write content for use on the Internet.
Course Standard 8

MKT-PPS-8
Design and implement a public relations media campaign.
  8.1 Write a press/media release.
  8.2 Create a press/digital media kit.
  8.3 Coordinate press releases.
  8.4 Establish and cultivate media relationships.
  8.5 Obtain publicity and summarize the results of the media campaign.

Course Standard 9

MKT-PPS-9
Develop visual merchandising to compliment advertising campaigns.
  9.1 Create ideas for displays.
  9.2 Plan/schedule displays/themes with management.
  9.3 Inspect/approve displays.

Course Standard 10

MKT-PPS-10
Identify and interpret the importance of selling to the economy.
  10.1 Explain how selling is a part of every major industry (e.g., health, government, education, business and industry, science and agriculture).
  10.2 Distinguish between wholesale, retail, and professional sales (e.g., business to business selling, use of agents, use of manufacturing representatives, etc.).
  10.3 Discuss traits of a successful salesperson.
  10.4 Explore methods of incentives and compensation.
  10.5 Discuss actions employees can take to achieve the company's desired results.
  10.6 Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.).
  10.7 Explain the nature of sales forecasts.
  10.8 Describe the use of technology in the selling function.
  10.9 Explain the amount of time required to sell a product (e.g., sales cycles).
  10.10 Use research to defend the statement that “selling is the life blood of the U.S. economy.”

Course Standard 11

MKT-PPS-11
Design sales promotion materials.
  11.1 Write slogans/taglines.
  11.2 Design a company’s brochures.
  11.3 Develop a sales packet.
  11.4 Design a company’s catalogs.

Course Standard 12

MKT-PPS-12
Analyze and apply the steps needed for an effective sales presentation.
  12.1 Obtain customer and product knowledge needed for an effective presentation.
  12.2 Incorporate prospecting techniques to develop a customer base.
  12.3 Develop cold-calling skills to initiate customer contact.
  12.4 Utilize appropriate techniques when opening a sales presentation.
  12.5 Develop questioning techniques in order to identify customer needs and wants.
12.6 Use feature-benefit selling for an effective sales presentation.
12.7 Identify and resolve customer questions and objections.
12.8 Demonstrate methods for closing the sale (Always Be Closing (ABC) close, Merchandise Close, Service Close etc.).
12.9 Articulate the importance associated with suggestive selling techniques.
12.10 Discuss methods used for prospecting on the Internet.
12.11 Explain ways to create effective sales presentations for the Internet.

Course Standard 13

MKT-PPS-13
Describe the importance of utilizing follow-up techniques after the sale has been completed.
13.1 Describe the importance of utilizing personal notes concerning sales follow-up.
13.2 Demonstrate an appropriate follow-up phone call.
13.3 Articulate the importance of obtaining positive customer referrals for future sales.
13.4 Illustrate ways to follow-up an Internet sale.
13.5 Describe Customer Relationship Management (CRM) including loyalty and retention marketing.

Course Standard 14

MKT-PPS-14
Identify potential career opportunities in the Marketing Communications and Promotion pathway with appropriate career path credentials.
14.1 Identify appropriate individual career titles and career paths within the Marketing Communications & Promotion pathway.
14.2 Determine the education, skills, and training needed to enter a selected career in the Marketing Communications & Promotion pathway.
14.3 Conduct self-assessment of Marketing Communications & Promotion pathway skill set.
14.4 Create a career plan to obtain the education, skills, and training needed to enter a selected sales or promotion career.
14.5 Explain factors affecting the growth and development of the marketing communications industry including a global perspective.
14.6 Identify requirements for professional certifications in the Marketing Communications and Promotion career pathway.
14.7 Assess the services of professional organizations in the Marketing Communications & Promotion pathway.