Georgia Department of Education

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.
1.1   Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.

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

Nonverbal Communication	Written Communication	Speaking	Applications and Effective Résumés
Communicating Nonverbally	Writing Documents	Using Language Carefully	Completing a Job Application
Reading Body Language and mixed Messages	Constructive Criticism in Writing	One-on-One Conversations	Writing a Cover Letter

Matching Verbal and Nonverbal communication		Small Group Communication	Things to Include in a Résumé
Improving Nonverbal Indicators		Large Group Communication	Selling Yourself in a Résumé
Nonverbal Feedback		Making Speeches	Terms to Use in a Résumé
Showing Confidence Nonverbally		Involving the Audience	Describing Your Job Strengths
Showing Assertiveness		Answering Questions	Organizing Your Résumé
		Visual and Media Aids	Writing an Electronic Résumé
		Errors in Presentation	Dressing Up Your Résumé

1.2 **Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.**

Teamwork and Problem Solving	Meeting Etiquette
Thinking Creatively	Preparation and Participation in Meetings
Taking Risks	Conducting Two-Person or Large Group Meetings
Building Team Communication	Inviting and Introducing Speakers
	Facilitating Discussions and Closing
	Preparing Visual Aids
	Virtual Meetings

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

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

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

Workplace Ethics	Personal Characteristics	Employer Expectations	Business Etiquette	Communicating at Work
Demonstrating Good Work Ethic	Demonstrating a Good Attitude	Behaviors Employers Expect	Language and Behavior	Handling Anger
Behaving Appropriately	Gaining and Showing Respect	Objectionable Behaviors	Keeping Information Confidential	Dealing with Difficult Coworkers
Maintaining Honesty	Demonstrating Responsibility	Establishing Credibility	Avoiding Gossip	Dealing with a Difficult Boss

Playing Fair	Showing Dependability	Demonstrating Your Skills	Appropriate Work Email	Dealing with Difficult Customers
Using Ethical Language	Being Courteous	Building Work Relationships	Cell Phone Etiquette	Dealing with Conflict
Showing Responsibility	Gaining Coworkers' Trust		Appropriate Work Texting	
Reducing Harassment	Persevering		Understanding Copyright	
Respecting Diversity	Handling Criticism		Social Networking	
Making Truthfulness a Habit	Showing Professionalism			
Leaving a Job Ethically				

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.

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

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

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

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 communication 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.