



Career Education
 Course: Advertising
 High School: Grade 10-12

Essential Course Information

- Course Revision
- Semester course/2.5 credits
- Grades 10-12
- Recommend Marketing First

Course Overview

The best story wins. Breaking through the noise has always been the challenge in advertising; with the rise of online advertising, this is true, now, more than ever! In this advertising course, students learn the foundation in producing great content—crafting a great story. Learn brand archetypes and persuasive techniques that engage and emotionally impact consumers. Apply design principles, film techniques, and color theory to create strong brand identities and compelling advertisements. Participants will be exposed to advertising research methodology and tools that are utilized in the creation and distribution of advertising campaigns. Students’ creativity, collaboration, communication, and critical thinking skills are strengthened through learning the art and science of Advertising. This course is credited toward the 21st Century Life Careers/Career Technical Education credit requirement for graduation.

Unit	Estimated Class Time	Overview
Unit 1 Persuasive Techniques	6 weeks	In this unit, students will learn how to apply persuasive techniques to develop effective advertisements. Additionally, they will learn the elements of an advertisement and how to write effective copy.
Unit 2 Visual Strategy	6 weeks	Advertising relies on visuals to communicate messages and influence consumers. In this unit, students will learn how to think like a designer and create eye-catching print and digital advertisements. Topics include design principles, color psychology, typography, and more.
Unit 3 The Advertising Campaign	8 weeks	Students will apply the persuasive techniques learned in Unit 1 and the visual strategies learned in Unit 2 to develop an advertising campaign. Students will develop a research tool to inform their advertising campaign goals and test their creative concepts.

Content Continuum

10

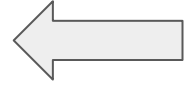
Marketing Semester 1
Advertising Semester 2

11

Marketing Semester 1
Advertising Semester 2

12

Marketing and Advertising Applications



INSTRUCTIONAL / SUPPLEMENTAL MATERIALS

- [The Rhetorical Triangle](#)
- [4 Phases of Graphic Design](#)
- [Brand Identity Kit Sample](#)
- [Column5: How to Create A Powerful Brand Identity](#)
- [Brand Archetypes](#)
- [Brand Identity Kit Checklist](#)
- [Film Techniques Video](#)
- [5 Approaches used in TV Commercials](#)
- [Brandwatch.com: A How to Guide to Advertising Research \(Pre & Post\)](#)
- [Mymarketresearchmethods.com: 6 Steps in Research](#)
- [Qlutch.com: The Ultimate Marketing Campaign Plan Template](#)
- [Column 5 Media: How to Run Effective Marketing Campaigns](#)

KEY FEATURES OF REVISION

Updated from 2013 to include:

- The 12 Jungian Archetypes
- Graphic design principles
- Techniques used in video and digital advertisements
- Advertising research best practices and methodology
- Advertising campaign creation and process

This course is part of the CTE Entrepreneurship Program of Studies at West Orange High School

Career Education
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