



CTAE PROGRAM AREA

PATHWAY: PROFESSIONAL SALES & PROMOTION

COURSE: PROFESSIONAL SALES & PROMOTION

UNIT 11: SALES PROMOTION DESIGN



INTRODUCTION

Annotation:

Students will develop sales promotion and advertising materials for a fictional hotel. By developing these materials they will learn and perform the elements of this standard (except 1). To meet the one additional element, students will develop a small catalog of products for their school-based-enterprise or CTSO to sell.

Grade(s):

<input type="checkbox"/>	9 th
<input checked="" type="checkbox"/>	10 th
<input checked="" type="checkbox"/>	11 th
<input checked="" type="checkbox"/>	12 th

Time:

5-7 50 minute periods

Author:

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Additional Author(s):

Tim Bufford, author of original lesson plan



FOCUS STANDARDS

GPS Focus Standards:**MKT-PSP-11. Students will design sales promotion materials.**

- a. Write slogans/taglines.
- b. Design a company's brochures.
- c. Develop a sales packet.
- d. Design a company's catalogs.
- e. Design a frequency/loyalty marketing program.
- f. Analyze the use of specialty promotions.
- g. Set up cross-promotions.
- h. Create an idea/theme for a special event.
- i. Develop a sales-promotion plan.

GPS Academic Standards:

ELA12W2. The student demonstrates competence in a variety of genres

ELA12W3. The student uses research and technology to support writing.

ELA12LSV1. The student participates in student-to-teacher, student-to student and group verbal interactions.

ELA12LSV2. The student formulates reasoned judgments about written and oral communication in various media genres. The student delivers focused, coherent, and polished presentations that convey a clear and distinct perspective, demonstrate solid reasoning skills and combine traditional rhetorical strategies of narration, exposition, persuasion, and description.

MC4P4. Students will make connections among mathematical to other disciplines.

National / Local Standards / Industry / ISTE:

UNDERSTANDINGS & GOALS

Enduring Understandings:

- Students will understand what is included in sales promotion.

- Students will understand the importance of tying all promotional elements together in a campaign or theme to be consistent for the customer.

Essential Questions:

- Why do companies need to be careful when developing their slogans and taglines?
- Why is it important to understand what is included in specialty promotions?
- Why is it important to understand why companies use these specialty promotions?

Knowledge from this Unit:

- Students will understand that slogans and taglines are important for a company as they identify the company in the customers' mind.
- Students will understand that sales packets are a way of informing potential customers about your products when a personal salesperson can't be there.
- Students will understand that a frequency/loyalty program can ensure repeat business for a company, which is necessary for survival.
- Students will understand that cross-promotions can be very effective for companies because they use the power of two companies reaching customers rather than one.

Skills from this Unit:

- Students will write slogans/taglines.
- Students will develop logos & letterhead.
- Students will develop themes for events.
- Students will design brochures.
- Students will develop sales packets. Students will write persuasive business letters.
- Students will develop websites.
- Students will develop catalogs.
- Students will design frequency/loyalty marketing programs.
- Students will design specialty promotions.
- Students will design cross-promotion ideas.
- Students will write and record radio and television commercials.
- Students will design billboards.
- Students will design newspaper advertisements.
- Students will develop a sales-promotion plan.



ASSESSMENT(S)

Assessment Method Type:

<input type="checkbox"/>	Individual project
<input type="checkbox"/>	Subjective assessment - Includes short answer and essay tests.
<input type="checkbox"/>	Post-test
<input checked="" type="checkbox"/>	Group projects
<input type="checkbox"/>	Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
<input type="checkbox"/>	Objective assessment - multiple-choice, true- false, etc.

Pre-test

Peer-assessment - assessment of peer proficiency using specific criteria

Assessment(s) Title:

Design a Catalog project

Assessment(s) Description/Directions:

Students will design and develop a catalog to be used by other students.

Attachments for Assessment(s):

[Design a Catalog Project and Rubric](#)



LEARNING EXPERIENCES

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.
2. Review Essential Questions.
3. Identify and review the unit vocabulary.
4. Using information from your textbook or from your research, instruct students about what is included in sales promotions. Teach them about specialty items, logos, slogans and taglines, developing letterhead, writing persuasive letters to potential customers, designing brochures, what is included in sales packets, writing script for radio and tv advertisements, designing newspaper advertisements, designing billboards, developing frequency/loyalty programs, what cross-promotion is, and what a sales promotion plan is. Show students examples of as many of these items as possible and get them to tell you their experiences with these different areas of promotion.
5. After the instruction, divide the class into groups. You may choose to make these groups of 2-4 students, depending on your preference. I find that groups of 2 are often good, when the group gets too big then some people don't do their part. You can use numbered heads to choose the groups, you can draw numbers from a hat, etc. I wouldn't let the kids choose their own groups however. After breaking into groups, handout the "Hotel Scenica Del Rio" project. This project will take several days as there are several different items for the students to complete within this project. The project is worth 350 points. Use the "Hotel Scenica Rubric" to grade.
6. To complete the standard the students need to develop a catalog. Bring in samples of catalogs for the students to see before giving them this assignment. A JC Penney catalog would be ideal, you can get them a JC Penney, you can get specialty catalogs free there also in the catalog dept. Sale circulars from the newspaper would also work. Then handout the "Design a Catalog" project. The students need to have access to a digital camera to really do this project right. Most of them have one of their own. If you

have a classroom camera you can let them use that. They can use their phone cameras, but that isn't always the best. Grade with the "Design a Catalog Rubric".



CULMINATING PERFORMANCE TASK(S)

Culminating Unit Performance Task(s):

Hotel Scenica Del Rio Project

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Students will design a sales promotion/advertising campaign for a fictional resort hotel with all the materials.

Attachments for Culminating Performance Task:

[Hotel Scenica Del Rio Project and Rubric](#)



UNIT RESOURCES

Web Resources:

Attachments, Materials & Equipment:

- Digital camera
- Computers
- Video camera
- Audio recording equipment (cassette player, microphone that hooks into computer, etc.)
- Craft supplies (markers, copy paper and construction paper, glue, color printer, access to web design software, or word processing software that can be used to design web pages, desktop publishing software (Publisher) would be preferable.
- Design a Catalog Project and Rubric
- Hotel Scenica Del Rio Project and Rubric

What 21st Century Technology was used in this Unit:

<input type="checkbox"/>	Slide Show Software	<input type="checkbox"/>	Graphing Software	<input checked="" type="checkbox"/>	Audio File(s)
<input type="checkbox"/>	Interactive Whiteboard	<input type="checkbox"/>	Calculator	<input type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Student Response System	<input checked="" type="checkbox"/>	Desktop Publishing	<input checked="" type="checkbox"/>	Image File(s)
<input checked="" type="checkbox"/>	Web Design Software	<input type="checkbox"/>	Blog	<input checked="" type="checkbox"/>	Video
<input type="checkbox"/>	Animation Software	<input type="checkbox"/>	Wiki	<input type="checkbox"/>	Electronic Game or Puzzle Maker

☐ Email

☐ Website

Notes & Reflections:

This project is very inclusive. This is a great project for a Promotion and Sales class as it utilizes many parts of the promotional mix.

Students with Disabilities:

For students with disabilities, the instructor should refer to the student's IEP to be sure that the accommodations specified are being provided. Instructors should also familiarize themselves with the provisions of Behavior Intervention Plans that may be part of a student's IEP. Frequent consultation with a student's special education instructor will be beneficial in providing appropriate differentiation.