



CTAE PROGRAM AREA

PATHWAY: PROFESSIONAL SALES & PROMOTION
COURSE: PROFESSIONAL SALES & PROMOTION
UNIT 8: DEVELOPING A PROMOTIONAL PLAN – PUBLICITY



INTRODUCTION

Annotation:

Students learn to distinguish between advertising and publicity. Students write press releases and try to get them published. Students develop a public service announcement video.

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:

4 – 50 minute periods

Author:

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Additional Author(s):



FOCUS STANDARDS

GPS Focus Standards:

MKT-PSP-8. Students will develop public relations media.

- a. Write a press release.
- b. Create a press kit.
- c. Coordinate press releases.
- d. Establish and cultivate media relationships.
- e. Obtain publicity.

GPS Academic Standards:

ELA12W1. The student produces writing that establishes an organizational structure, sets a context and engages the reader, maintains a coherent structure throughout, and signals a satisfying closure.

ELA12W2. The student demonstrates competence in a variety of genres.

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

ELA12C1. The student demonstrates understanding and control of the rules of the English language, realizing that usage involves the appropriate application of conventions and grammar in both written and spoken formats.

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

National / Local Standards / Industry / ISTE:



UNDERSTANDINGS & GOALS

Enduring Understandings:

- Students will understand that public relations is an important part of the promotion mix.
- Students will understand why marketers must pay attention to the publicity their business receives.
- Students will understand how businesses and organizations communicate with the media and the purpose behind public service announcements.

Essential Questions:

- If a business has no money for advertising, how can it get its message out to the public?
- When would a business want to issue a press release? How might it help the business?
- Why do t.v. and radio stations do public service announcements if they aren't making money on them (they donate the air time)?

Knowledge from this Unit:

Students will understand what public relations entails.

- Students will understand what publicity is and that it is free.
- Students will understand that publicity can be good or bad.
- Students will understand the effect of publicity on a business.
- Students will learn what a press release is.
- Students will learn what a public service announcement is and why businesses make them.

Skills from this Unit:

- The student will write a press release and develop a press kit.
- The student will cultivate media relationships.
- The student will write and produce a public service announcement.



ASSESSMENT(S)

Assessment Method Type:

<input checked="" 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.
<input type="checkbox"/>	Pre-test
<input type="checkbox"/>	Peer-assessment - assessment of peer proficiency using specific criteria

Assessment(s) Title:

- Publicity Notes
- Public Service Announcement Project

Assessment(s) Description/Directions:

- Students write press releases and try to get them published.
- Students develop a public service announcement video.

Attachments for Assessment(s):

- Publicity Notes
- Public Service Announcement Project



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. Show "PR and Publicity" PowerPoint. Have students take notes.
5. Publicity isn't part of advertising, but students should understand the difference and how to use it as it can be an important part of promotion for a business. Hand out both files – "Publicity Notes" and "Press Release Examples". Go over the "Publicity Notes" handout with the students, explaining to the students the importance of publicity and what constitutes publicity. Explain how to take "interesting" photographs that catch attention and may get published. Then go over the examples of press releases, have the students critique each example and give ways that the press release could have been improved.
6. Have students write a press release for an upcoming event at your school. Choose the best one and have the students contact the local paper and try to get it published.
7. Hand out "Public Service Announcement Project". Divide students into teams. A team of two would work, but you can do it up to four members. Remember: only one or two can work on editing the video at a time. If students don't know how to use Movie Maker, there are online tutorials as well as help in the program. One is <http://www.microsoft.com/windowsxp/using/moviemaker/default.msp> but there are many. Movie Maker is standard with Microsoft Office. This project may take 2-3 days to complete. After students complete their videos, show them to the class, they can come up with some spectacular videos.



CULMINATING PERFORMANCE TASK(S)

Culminating Unit Performance Task(s):

PSA Project

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Develop a Public Service Announcement video



UNIT RESOURCES

Web Resources:

<http://www.psaresearch.com/>
<http://www.publicityinsider.com/release.asp>
<http://www.microsoft.com/windowsxp/using/moviemaker/default.mspx>

Attachments, Materials & Equipment:

- Video camera
- Computers with Movie Maker or some other movie editing software
- PR and Publicity PowerPoint
- Press Release Examples
- Public Service Announcement Project
- Publicity Notes

What 21st Century Technology was used in this Unit:

<input checked="" 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 type="checkbox"/>	Desktop Publishing	<input checked="" type="checkbox"/>	Image File(s)
<input 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
<input type="checkbox"/>	Email	<input checked="" type="checkbox"/>	Website		

Notes & Reflections:

This unit may be taught in conjunction with unit PSP_5,6. If you choose to do this, you can incorporate press releases and publicity into the advertising campaign for the "Letters from Santa" campaign.

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.