



CTSO Course Alignments: Advertising and Public Relations

Below you will find standards for the Advertising and Public Relations course aligned with competitive events from appropriate career and technical student organizations (CTSOs). Knowing the aligned events for your organization will allow you to have additional tools for teaching course standards, as well as increase student engagement and preparation in your CTSO activities. The final column recommends potential tools from other CTSO organizations. Even if your students are not participating in these organizations, available rubrics, tools, and materials can also add to the instructional resources at your disposal for best teaching your content.

Important to note: While the aligned activities below can be important tools in teaching course standards, it is important to note that events may not cover a standard in its entirety and should not be the sole instructional strategy used to address a standard.

	STANDARD	ALIGNED DECA COMPETITIVE EVENTS/PROGRAMS	OTHER POTENTIAL CTSO TOOLS & RESOURCES
1	Articulate important historical events and milestones (such as compulsory education, industrial revolution, and transportation improvements) impacting evolution of current advertising industry. Compare and contrast characteristics of the current advertising and public relations industry with those found the past. (TN Reading 9)		
2	Research careers within the advertising and public relations industry, and document educational requirements as well as state and national guidelines governing practicing professionals (such as licensing, certifications, training, compliance). Identify potential training programs, schools, and examinations appropriate to obtain required credentials for a specific occupation. (TN Writing 2, 7, 8, 9)		<ul style="list-style-type: none"> • FCCLA: Career Investigation, Job Interview • HOSA: Job Seeking Skills • SkillsUSA: Job Interview, Employment Application Process • TSA: Career Preparation
3	Analyze how the elements of the marketing mix (e.g., product, place, price, and promotion) create an image or position for a product or company. Investigate elements of the marketing mix using a specific product example and explain in an informative text how marketers make decisions about these elements based on the people they want to attract as customers. (TN Reading 2, 4, 7; TN Writing 2, 4, 7, 9)		

4	Identify and describe characteristics of classifications of market segmentation (such as demographics, psychographics, and geographics); analyze multiple case studies to draw conclusions and write a narrative explaining the benefits of segmentation for consumer messaging. (TN Reading 2, 4, 6, 7, 8; TN Writing 2, 7, 9; TN Sociology; TN Psychology)		<ul style="list-style-type: none"> • TSA: Essays on Technology
5	Research how targeting specific economic, social, or cultural groups can lead to a competitive advantage (e.g., calling attention to a brand’s social awareness efforts may increase sales of a specific product for those consumers who enjoy gourmet ice cream and who also have a preference for environmentally conscious products). Identify product marketing examples that narrowly segment their target audience, citing specific textual evidence from investigation to analyze producers’ purpose in developing specific marketing campaigns. (TN Reading 1, 6; TN Sociology; TN Psychology)		
6	Define and differentiate between the components of the promotional mix (advertising, sales promotion, personal selling, direct marketing, and public relations) citing examples of specific products or services found in local community. (TN Reading 1, 9)	<ul style="list-style-type: none"> • DECA: Professional Selling, Public Relations Project 	
7	Define characteristics and implications for each of the four steps of the AIDA (Attention, Interest, Desire, Action) formula. In groups, select a product and create example consumer engagement strategies that apply to each step. (TN Reading 3, 4; TN Writing 4)		<ul style="list-style-type: none"> • FFA: Agricultural Sales
8	Identify and distinguish between types of advertising media by creating a graphic organizer to compare and contrast the advantages and disadvantages of each type. Develop and defend claim(s) about which types are best suited for certain products, services, institutions, or events, citing authentic examples. For example, pharmaceuticals often utilize print media due to the lengthy disclaimer text that must accompany prescription drug advertising. (TN Reading 4, 7, 9; TN Writing 4)		
9	Distinguish between promotional and institutional advertising by creating examples of each for a local company or nonprofit organization. (TN Writing 4)		
10	Write an informative narrative summarizing how media costs are determined, citing specific textual evidence and using domain-specific language. Include factors that affect media rates and methods to compare rates. (TN Reading 2, 4, 9; TN Writing 2)	<ul style="list-style-type: none"> • FBLA: Business Financial Plan 	
11	Identify the elements of a print-based advertisement (such as headline, illustration, copy, signature, or logo) and analyze their relationship to the principles of effective advertising design (e.g., balance, color, proportion). (TN Reading 4, 5)		<ul style="list-style-type: none"> • FFA: Agricultural Sales

12	Demonstrate an understanding of effective advertising copywriting and design by creating an ad layout. Write peer reviews critiquing the design, key message, and probable effect on target audience. Develop and strengthen writing by revising and editing layout based on peer feedback. (TN Reading 8; TN Writing 2, 4, 5)		<ul style="list-style-type: none"> • FFA: Agricultural Communications • TSA: Desktop Publishing
13	Compare various forms of sales promotion (such as coupons, contests, fashion shows, product samples, rebates, and incentives) and determine methods for measuring results of each. Craft a claim about the return on investment from a particular promotion, providing specific examples of company benefit from perceived consumer value. (TN Reading 1, 9)	<ul style="list-style-type: none"> • DECA: Fashion Merchandising Promotion Plan, Sports & Entertainment Promotion Plan, Creative Marketing Project, Entrepreneurship Promotion Plan 	
14	Explain the value of social media marketing for increasing market reach and customer interaction. Compare and contrast features and benefits of major social media applications (such as social networks, video sharing, and interaction tools as well as mobile marketing, blogs, and other forms of “push” media). Synthesize characteristics and components of each application by creating a decision tree for selecting tools and strategies that will result in effective brand promotion and customer interaction based on product and market characteristics. (TN Reading 4, 7; TN Writing 4)	<ul style="list-style-type: none"> • FBLA: Social Media Campaign 	<ul style="list-style-type: none"> • FCCLA: Advocacy
15	Create a series of posts to promote a selected product or organization via social media using writing strategies and styles appropriate for the selected tool and immediacy of customer responses. (TN Writing 4, 6)	<ul style="list-style-type: none"> • FBLA: Social Media Campaign 	<ul style="list-style-type: none"> • TSA: Desktop Publishing
16	Identify and describe characteristics of essential features of a product website, including visual components, navigation features, and optimization for search engines. Create a rubric to evaluate the effectiveness of a website’s design and interactive features. (TN Reading 6; TN Writing 4)	<ul style="list-style-type: none"> • FBLA: Website Design 	<ul style="list-style-type: none"> • FFA: Agricultural Communications • TSA: Webmaster
17	Interview individuals who have recently completed an online purchase by preparing interview questions that critique the experience, including: documenting overall impressions of the product selection, purchasing experience, and the features that facilitated or hindered the website usage. Deliver a presentation synthesizing customer feedback based on the interviews. (TN Writing 4, 7)	<ul style="list-style-type: none"> • DECA: Business Operations Research Events 	<ul style="list-style-type: none"> • FFA: Agricultural Sales
18	Work in a team with identified roles and responsibilities to develop a website for product or brand promotion. Create a flowchart of website elements, consumer interaction points, and decision trees to identify steps in the product review, selection, and purchasing process. Execute the plan by designing, maintaining, and updating the website based on consumer feedback. (TN Reading 7; TN Writing 5, 6)	<ul style="list-style-type: none"> • FBLA: Website Design 	<ul style="list-style-type: none"> • TSA: Webmaster

19	<p>Explain the need for market research data, including both primary and secondary data. Identify and differentiate types of data available through electronic tracking methods (e.g. warranty registrations, sales records, online surveys, website cookies, and loyalty cards). (TN Reading 2, 4, 5, 7; TN Writing 2, 8, 9)</p>	<ul style="list-style-type: none"> • DECA: Business Operations Research Events • FBLA: Website Design 	<ul style="list-style-type: none"> • FCCLA: Advocacy
20	<p>Design a survey with a focus on product or service improvement; collect survey data, and interpret, analyze, and report key survey findings through charts or graphs. Write an argumentative essay that outlines recommendations for specific improvements, citing evidence found in survey findings. (TN Reading 7; TN Writing 2, 4, 7; TN Math S-IC, S-ID)</p>	<ul style="list-style-type: none"> • DECA: Business Operations Research Events • FBLA: Website Design 	
21	<p>Through the analysis of case studies, discuss the role of public relations in the promotional mix and identify various types of public relations strategies. Differentiate between public relations activities that are controllable and those that are not (e.g., BP’s news coverage after the gulf oil spill versus paid advertisements showing environmentally conscious behavior); include public relations vehicles used internally by companies in the analysis. (TN Reading 5, 9)</p>	<ul style="list-style-type: none"> • DECA: Public Relations Project 	<ul style="list-style-type: none"> • TSA Essays on Technology
22	<p>Through the analysis of case studies (e.g., Tylenol product recalls, Carnival Triumph’s electronic malfunction), examine the role of public relations in crisis management. Develop an explanatory narrative and accompanying timeline describing public relations strategies and tactics that were put in place to address negative publicity during a newsworthy crisis. (TN Reading 2, 6, 8; TN Writing 2, 9)</p>	<ul style="list-style-type: none"> • DECA: Public Relations Project 	<ul style="list-style-type: none"> • TSA Essays on Technology
23	<p>Develop a press kit for a product or student organization that includes a press release, fact sheet, and at least three strategies for marketing the product or organization to a target audience. Recommend one of the three options presented and substantiate the claim with evidence as to why that strategy would be ideal given the specified audience and context. (TN Writing 1, 4)</p>	<ul style="list-style-type: none"> • DECA: Public Relations Project 	<ul style="list-style-type: none"> • TSA Desktop Publishing
24	<p>Using suitable strategies from the promotional mix, create a product promotional campaign which includes the following steps:</p> <ol style="list-style-type: none"> a. Establish Objectives b. Identify the Target Market c. Design Theme and Promotional Message d. Choose Promotional Activities e. Select Media f. Allocate Budget Amounts g. Measure Results <p>(TN Reading 3, 4, 7; TN Writing 4, 5, 6, 7, 9)</p>	<ul style="list-style-type: none"> • DECA: Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Promotion Project, Advertising Campaign, Fashion Merchandising Promotion Plan, Sports & Entertainment Promotion Plan 	<ul style="list-style-type: none"> • FFA: Agricultural Communications

25	Summarize legal opinions and/or applicable legislation (such as “bait and switch” and use of nutritional labels) and industry self-regulation (including ethical considerations and social responsibility) applicable to the advertising and public relations industry. (TN Reading 2)		
26	Explore the implications of marketing to a global consumer; use case studies to evaluate how the customs and traditions of other countries affect American companies’ advertising messages in the global marketplace. Write recommendations for marketing a product in a selected country based on customs and traditions. (TN Reading 1, 2, 8; TN Writing 1, 4, 7; TN Sociology; TN Psychology)	<ul style="list-style-type: none"> • FBLA: Global Business 	
ALL	CAN BE USED WITH ALL/MOST STANDARDS	<ul style="list-style-type: none"> • DECA: Advertising Campaign, Public Relations Project 	<ul style="list-style-type: none"> • FCCLA: Illustrated Talk, Chapter in Review Display, Chapter in Review Portfolio, Entrepreneurship • HOSA: Researched Persuasive Speaking, Prepared Speaking, Extemporaneous Writing • SkillsUSA: Career Pathways Showcase, Job Skills Demonstration A, Job Skills Demonstration O, Prepared Speech, Extemporaneous Speaking, Chapter Display, Entrepreneurship • TSA: Extemporaneous Presentation, Prepared Presentation