

# Agricultural Communications: Advertising, Marketing, and Public Relations

## PROFILE OF TRAINING MASTERY

Instructor \_\_\_\_\_

Date \_\_\_\_\_

Program _____	
Grade _____	School _____
Name _____ Soc. Sec. No. _____	
Address _____ Phone _____	
In Case of Emergency, Contact _____	
Address _____ Phone _____	
Allergies/Disabilities that might require special accommodation for training (please specify) _____	
<p><b>The above information can be used for school records and/or to ensure safety of students. This confidential information is not to be released to employers or the general public.</b></p>	

Date of Enrollment \_\_\_\_ - \_\_\_\_ - \_\_\_\_ Total Class Hours \_\_\_\_\_ Total Hours Absent \_\_\_\_\_

Date of Withdrawal \_\_\_\_ - \_\_\_\_ - \_\_\_\_ Total On-the-Job Training Hours \_\_\_\_\_ Total Hours Tardy \_\_\_\_\_

Date of Completion \_\_\_\_ - \_\_\_\_ - \_\_\_\_ Total Lab Hours \_\_\_\_\_

### ON-THE-JOB TRAINING/WORK EXPERIENCE

_____	_____	_____
Duration of Employment	Job Title	Supervisor's Name
_____		_____
Address of Employer		Phone
_____	_____	_____
Duration of Employment	Job Title	Supervisor's Name
_____		_____
Address of Employer		Phone

### Use of This Document

This document can be used to record information about the student and skills mastered. This information is useful in documenting student progress during training and in providing information about the student's qualifications to potential employers and/or for entry into advanced training programs. Instructors using these materials are authorized to reproduce this document as required for use in their training programs.

## SPECIFIC JOB COMPETENCIES

**Instructor:** As each competency is mastered, place your initials and the date in the blank on the left. This will verify that the student can perform the skill with a minimum of supervision.

Date/Initials

### UNIT 1 — ANALYZING PERSUASIVE MESSAGES

- \_\_\_\_\_ 1. Identify the differences between marketing, promotions, advertising, publicity, and public relations.
- \_\_\_\_\_ 2. Choose correct responses about factors that influence consumer decisions.
- \_\_\_\_\_ 3. Recall how cognitive dissonance affects consumer purchase decisions.
- \_\_\_\_\_ 4. Complete statements about the concepts outlined in Maslow's Hierarchy of Needs.
- \_\_\_\_\_ 5. Identify motivation techniques used in advertising.
- \_\_\_\_\_ 6. Recall the concept of socially responsible advertising.
- \_\_\_\_\_ 7. Recall the standards of ethical advertising claims.
- \_\_\_\_\_ 8. Choose correct responses about ethically questionable types of advertising.
- \_\_\_\_\_ 9. Identify the overall ideas of general semantics.
- \_\_\_\_\_ 10. Determine the semantic error in a given statement. (Assignment Sheet 1)
- \_\_\_\_\_ 11. Recall types of propaganda techniques.
- \_\_\_\_\_ 12. Find examples of propaganda in printed media. (Assignment Sheet 2)

### UNIT 2 — SELECTING ADVERTISING MEDIA

- \_\_\_\_\_ 1. Select correct responses about reasons for advertising.
- \_\_\_\_\_ 2. Identify characteristics of an effective advertisement.
- \_\_\_\_\_ 3. Recall considerations when selecting media for advertising.
- \_\_\_\_\_ 4. Recall strengths and weaknesses of outdoor advertising.
- \_\_\_\_\_ 5. Recall strengths and weaknesses of newspaper advertising.
- \_\_\_\_\_ 6. Select correct responses about strengths and weaknesses of magazine advertising.
- \_\_\_\_\_ 7. Select correct responses about strengths and weaknesses of radio advertising.
- \_\_\_\_\_ 8. Identify strengths and weaknesses of television advertising.
- \_\_\_\_\_ 9. Recall strengths and weaknesses of Internet advertising.
- \_\_\_\_\_ 10. Identify strengths and weaknesses of directory advertising.
- \_\_\_\_\_ 11. Choose correct responses about appropriate uses of alternative advertising media.
- \_\_\_\_\_ 12. Choose correct responses about direct-response advertising.
- \_\_\_\_\_ 13. Select correct responses about how space is paid for in print media.
- \_\_\_\_\_ 14. Identify factors that affect the cost of broadcast advertising.
- \_\_\_\_\_ 15. Choose correct responses about ways other than advertising that mass media raise money to meet expenses.
- \_\_\_\_\_ 16. Select correct responses about methods for measuring the number of readers for print media.
- \_\_\_\_\_ 17. Identify how radio and television broadcast audiences are measured.
- \_\_\_\_\_ 18. Respond to scenarios involving advertising media selection. (Assignment Sheet)

### UNIT 3 — ADVERTISING ON THE WORLD WIDE WEB

- \_\_\_\_\_ 1. Recall characteristics of the Internet and World Wide Web.
- \_\_\_\_\_ 2. Identify characteristics of e-commerce.
- \_\_\_\_\_ 3. Distinguish among ways that advertising is used on the World Wide Web.
- \_\_\_\_\_ 4. Recall characteristics of World Wide Web navigation.
- \_\_\_\_\_ 5. Select correct responses about using cookies to track web users.
- \_\_\_\_\_ 6. Identify elements of good design when creating advertising for the World Wide Web.
- \_\_\_\_\_ 7. Distinguish among strategies for World Wide Web advertising.
- \_\_\_\_\_ 8. Critique the effectiveness of an advertising web site. (Assignment Sheet 1)
- \_\_\_\_\_ 9. Design an advertising web site. (Assignment Sheet 2)

Date/Initials

### UNIT 4 — DESIGNING AND PRODUCING ADVERTISEMENTS

- \_\_\_\_\_ 1. Distinguish among laws and entities that regulate advertising.
- \_\_\_\_\_ 2. Recall characteristics of headings and subheadings in advertising.
- \_\_\_\_\_ 3. Identify tips for writing effective copy for print advertising.
- \_\_\_\_\_ 4. Distinguish among writing styles for creating advertising copy.
- \_\_\_\_\_ 5. Recall basic layout principles and characteristics of a well-designed print advertisement.
- \_\_\_\_\_ 6. Identify reasons for using visuals in an advertisement.
- \_\_\_\_\_ 7. Choose correct responses about the appropriate use of typefaces.
- \_\_\_\_\_ 8. Identify factors that affect readability.
- \_\_\_\_\_ 9. Complete statements about the use of color in advertising.
- \_\_\_\_\_ 10. Analyze newspaper advertisements. (Assignment Sheet 1)
- \_\_\_\_\_ 11. Analyze magazine advertisements. (Assignment Sheet 2)
- \_\_\_\_\_ 12. Design a black and white newspaper advertisement. (Assignment Sheet 3)
- \_\_\_\_\_ 13. Identify tips for writing effective advertising copy for broadcast.
- \_\_\_\_\_ 14. Distinguish among formats of advertisements for radio and television.
- \_\_\_\_\_ 15. Select correct responses about developing an ad for television.
- \_\_\_\_\_ 16. Analyze radio advertisements. (Assignment Sheet 4)
- \_\_\_\_\_ 17. Analyze television advertisements. (Assignment Sheet 5)
- \_\_\_\_\_ 18. Write a script for a 30-second radio advertisement. (Assignment Sheet 6)

### UNIT 5 — DEVELOPING PERSONAL SELLING TECHNIQUES

- \_\_\_\_\_ 1. Choose correct responses about types of personal selling.
- \_\_\_\_\_ 2. Identify the advantages and disadvantages of personal selling compared to advertising.
- \_\_\_\_\_ 3. Recall characteristics of a successful salesperson.
- \_\_\_\_\_ 4. Complete statements about the steps in the selling process.
- \_\_\_\_\_ 5. Identify specific duties that a salesperson performs in addition to the selling process.
- \_\_\_\_\_ 6. Recall how to find prospective buyers.
- \_\_\_\_\_ 7. Identify the types of information a salesperson should gather about clients.
- \_\_\_\_\_ 8. Select correct responses about effective listening skills.
- \_\_\_\_\_ 9. Identify advantages of feature-benefit selling.
- \_\_\_\_\_ 10. Write feature-benefit statements. (Assignment Sheet 1)
- \_\_\_\_\_ 11. Distinguish among ways of handling customer objections.
- \_\_\_\_\_ 12. Distinguish among closing techniques.
- \_\_\_\_\_ 13. Identify guidelines for handling after-the-sale customer complaints.
- \_\_\_\_\_ 14. Profile your readiness for a career in sales. (Assignment Sheet 2)
- \_\_\_\_\_ 15. Give a sales presentation. (Assignment Sheet 3)

**Student ratings on specific competencies evaluated during the course are available upon student's written request and/or by calling the instructor. Parent's or guardian's signature is necessary if student is under 18 years of age.**

Date/Initials

**UNIT 6 — PLANNING SALES AND MARKETING EVENTS**

- \_\_\_\_\_ 1. Identify ways that greeting clients at a field day or sales booth is different from a traditional sales call.
- \_\_\_\_\_ 2. Identify factors to consider when planning for a marketing event.
- \_\_\_\_\_ 3. Recognize proper behavior when working at a fair booth or trade show exhibit.
- \_\_\_\_\_ 4. Recognize appropriate ways to interact with clients at a marketing event.
- \_\_\_\_\_ 5. Select effective promotional products for the situations presented. (Assignment Sheet 1)
- \_\_\_\_\_ 6. Identify ways to handle difficult customers and customer complaints at marketing events.
- \_\_\_\_\_ 7. Recall ways to evaluate the time spent at the event.
- \_\_\_\_\_ 8. Develop questions to qualify customers. (Assignment Sheet 2)
- \_\_\_\_\_ 9. Identify basic concepts concerning the design of effective visuals and displays.
- \_\_\_\_\_ 10. Conduct an educational marketing presentation. (Assignment Sheet 3)
- \_\_\_\_\_ 11. Visit a fair or trade show booth and analyze its effectiveness. (Assignment Sheet 4)
- \_\_\_\_\_ 12. Construct a table-top display. (Job Sheet)

**UNIT 7 — UNDERSTANDING THE PUBLIC RELATIONS PROFESSION**

- \_\_\_\_\_ 1. Recognize the purpose of public relations.
- \_\_\_\_\_ 2. Identify the pros and cons of public relations.
- \_\_\_\_\_ 3. Recognize the differences between public relations and advertising.
- \_\_\_\_\_ 4. Select reasons why organizations hire public relations specialists.
- \_\_\_\_\_ 5. Identify the types of activities in which public relations specialists are involved.
- \_\_\_\_\_ 6. Identify factors that affect publicity for an organization.
- \_\_\_\_\_ 7. Identify characteristics of a well-written promotional news release.
- \_\_\_\_\_ 8. Write a promotional news release. (Assignment Sheet 1)
- \_\_\_\_\_ 9. Identify characteristics of a well-produced fund-raising letter.
- \_\_\_\_\_ 10. Write a fund-raising letter. (Assignment Sheet 2)
- \_\_\_\_\_ 11. Identify characteristics of a well-prepared radio news release.
- \_\_\_\_\_ 12. Write a 15- and 30-second public service announcement. (Assignment Sheet 3)
- \_\_\_\_\_ 13. Identify elements of a public relations plan.
- \_\_\_\_\_ 14. Identify four major steps in public relations problem solving.
- \_\_\_\_\_ 15. Identify the reasons for strategic planning.
- \_\_\_\_\_ 16. Identify general guidelines for crisis planning.
- \_\_\_\_\_ 17. Recognize guidelines for implementing a crisis plan.
- \_\_\_\_\_ 18. Develop a crisis management strategy. (Assignment Sheet 4)

Date/Initials

**UNIT 8 — RESEARCHING CONSUMER BEHAVIOR**

- \_\_\_\_\_ 1. Identify reasons for market research.
- \_\_\_\_\_ 2. Select correct responses about the importance of targeting customer groups.
- \_\_\_\_\_ 3. Choose correct responses about generations of consumers.
- \_\_\_\_\_ 4. Distinguish among factors that affect the accuracy of a survey.
- \_\_\_\_\_ 5. Complete statements about opinion sampling.
- \_\_\_\_\_ 6. Distinguish among the pros and cons of various survey methods.
- \_\_\_\_\_ 7. Recall characteristics of a well-written questionnaire.
- \_\_\_\_\_ 8. Analyze research design. (Assignment Sheet 1)
- \_\_\_\_\_ 9. Plan an opinion poll and design a questionnaire. (Assignment Sheet 2)
- \_\_\_\_\_ 10. Conduct an opinion poll and summarize the results. (Assignment Sheet 3)

**UNIT 9 — UNDERSTANDING MARKETING CONCEPTS AND STRATEGIES**

- \_\_\_\_\_ 1. Recall the overall steps in the marketing process.
- \_\_\_\_\_ 2. Identify the factors to consider when developing an advertising strategy.
- \_\_\_\_\_ 3. Recall pull strategies used in direct marketing.
- \_\_\_\_\_ 4. Identify push incentives provided to wholesalers and retailers.
- \_\_\_\_\_ 5. Identify characteristics of a market analysis.
- \_\_\_\_\_ 6. Recall common methods of conducting market research.
- \_\_\_\_\_ 7. Conduct a focus group. (Assignment Sheet 1)
- \_\_\_\_\_ 8. Choose correct responses about a business proposition.
- \_\_\_\_\_ 9. Recall components of an action plan.
- \_\_\_\_\_ 10. Identify characteristics of a projected budget.
- \_\_\_\_\_ 11. Recall characteristics of a marketing plan evaluation.
- \_\_\_\_\_ 12. Prepare a marketing plan. (Assignment Sheet 2)