

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) _____	
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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.



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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)