

FBLA HS Advertising

Knowledge Area A: Basic Marketing Functions	MBA Research Performance Indicators	LAPs
Objectives		
Explain the marketing concept and describe the benefits of marketing.	MK:001 Explain marketing and its importance in a global economy (CS)	LAP-MK-901 Have It Your Way! (Nature of Marketing)
Explain the functions in marketing goods and services.	MK:002 Describe marketing functions and related activities (CS)	LAP-MK-002 Work the Big Seven (Marketing Functions)
Identify the elements of the marketing mix (product, price, place, and promotion).	MP:001 Explain the concept of marketing strategies (CS)	LAP-MP-001 Pick the Mix (Nature of Marketing Strategies)
Describe the process for new product and service development.	PM:001 Explain the nature and scope of the product/service management function (SP)	LAP-PM-001 Serving Up Products (Nature of Product/Service Management)
Explain the rationale for extending product line.	PM:024 Identify the impact of product life cycles on marketing decisions (SP)	LAP-PM-024 Get a Life (Cycle) (Product Life Cycles)
Explain the functions of packaging.	PM:001 Explain the nature and scope of the product/service management function (SP)	LAP-PM-001 Serving Up Products (Nature of Product/Service Management)
Describe the importance of branding, packaging, and labeling.	PM:001 Explain the nature and scope of the product/service management function (SP) PM:021 Explain the nature of product/service branding (SP)	LAP-PM-001 Serving Up Products (Nature of Product/Service Management) LAP-PM-021 It's a Brand, Brand, Brand World! (Nature of Product Branding)
Describe factors (features, benefits, price, quality, competition, brand loyalty) used by marketers to position products and services.	PM:042 Describe factors used by marketers to position products/services (SP)	LAP-PM-042 Getting Piece of Mind (Factors Used To Position Products/Services)
Identify and explain factors that influence a product's price (cost, quality, competition, brand loyalty).	PI:002 Explain factors affecting pricing decisions (SP)	LAP-PI-902 Make Cents (Factors Affecting Selling Price)

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Demonstrate knowledge of basic advertising terms.	PR:001 Explain the role of promotion as a marketing function (CS) PR:003 Identify the elements of the promotional mix (SP) PR:007 Explain types of advertising media (SP)	LAP-PR-901 Razzle Dazzle (Nature of Promotion) LAP-PR-903 Spread the Word (Nature of the Promotional Mix) LAP-PR-007 Ad-quipping Your Business (Types of Advertising Media)
Knowledge Area B: Personal Selling and Sales Promotion	MBA Research Performance Indicators	LAPs
Objectives		
Explain the steps involved in the sales process (generate leads, approach customers, determine customer needs, present the product, overcome objections, close the sale, follow up).	SE:048 Explain the selling process (CS)	LAP-SE-048 Set Your Sales (The Selling Process)
Describe reasons why sales promotion is needed (influence consumer decisions, encourage trial of new products, strengthen brand loyalty, influence consumer behavior)	PR:003 Identify the elements of the promotional mix (SP) PR:249 Identify communications channels used in sales promotion (SP)	LAP-PR-903 Spread the Word (Nature of the Promotional Mix)
Knowledge Area C: Traditional Advertising Media	MBA Research Performance Indicators	LAPs
Objectives		
Describe traditional types of advertising media (television, radio, print, direct mail, flyers and brochures, outdoor).	PR:007 Explain types of advertising media (SP)	LAP-PR-007 Ad-quipping Your Business (Types of Advertising Media)
Identify advertising media selection criteria (reach, frequency, lead time, cost).	PR:010 Select advertising media (MN)	**Just for You! PR:010, Select advertising media

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Knowledge Area D: Alternative Forms of Advertising Media	MBA Research Performance Indicators	LAPs
Objectives		
Recognize alternative forms of advertising media outlets (transit, aerial, cinema, product placement, directory).	PR:007 Explain types of advertising media (SP)	LAP-PR-007 Ad-quipping Your Business (Types of Advertising Media)
Describe the latest advertising media trends (video advertising, mobile advertising).	PR:007 Explain types of advertising media (SP) NF:206 Describe current issues/trends in marketing communications (SP)	LAP-PR-007 Ad-quipping Your Business (Types of Advertising Media)
Knowledge Area E: Branding and Positioning	MBA Research Performance Indicators	LAPs
Objectives		
Explain why branding is important to the success of a business.	PM:206 Explain the nature of corporate branding (SP) PM:021 Explain the nature of product/service branding (SP)	LAP-PM-206 Corporate Identity (Nature of Corporate Branding) LAP-PM-021 It's a Brand, Brand, Brand World! (Nature of Product Branding)
Describe product positioning strategies.	PM:042 Describe factors used by marketers to position products/services (SP)	LAP-PM-042 Getting Piece of Mind (Factors Used To Position Products/Services)
Knowledge Area F: Advertising and the Economy	MBA Research Performance Indicators	LAPs
Objectives		
Identify economic factors that affect advertising.		
Describe how advertising stimulates the economy.	PD:113 Discuss the economic and social effects of marketing communications (PD)	

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Knowledge Area G: Promotion	MBA Research Performance Indicators	LAPs
Objectives		
Define promotional mix and explain its importance.	PR:003 Identify the elements of the promotional mix (SP)	LAP-PR-903 Spread the Word (Nature of the Promotional Mix)
Identify the steps in developing the promotional plan.	PR:097 Develop promotional plan for a business (MN)	**Just for You! PR:097, Develop promotional plan for a business
Knowledge Area H: Advertising and Public Relations	MBA Research Performance Indicators	LAPs
Objectives		
Discuss the advantages and disadvantages of advertising.	PR:003 Identify the elements of the promotional mix (SP)	LAP-PR-903 Spread the Word (Nature of the Promotional Mix)
Explain the need for public relations.	PR:250 Explain communications channels used in public-relations activities (SP)	
Knowledge Area I: The Advertising Plan	MBA Research Performance Indicators	LAPs
Objectives		
Identify the steps in creating an advertising plan (perform a SWOT analysis, set advertising objectives, determine the budget, develop the creative strategy, execute the plan, evaluate the plan).	PR:097 Develop promotional plan for a business (MN)	**Just for You! PR:097, Develop promotional plan for a business
Recognize the various types of analyses that should be performed when creating an advertising plan.	PR:097 Develop promotional plan for a business (MN)	**Just for You! PR:097, Develop promotional plan for a business

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Knowledge Area J: Creation of the Advertisement	MBA Research Performance Indicators	LAPs
Objectives		
Describe different advertising creative formats.	PR:007 Explain types of advertising media (SP)	LAP-PR-007 Ad-quiping Your Business (Types of Advertising Media)
Identify processes involved in the copywriting, art, and production stages of advertising.	PR:126 Describe the nature of copy strategies (SP) PR:123 Describe the use of color in advertisements (SP) PR:322 Explain the use of illustrations in advertisements (SP) PR:275 Describe effective advertising layouts (SP) PR:130 Check advertising proofs (SP)	**Just for You PR:275, Describe effective advertising layouts
Describe various methods used to evaluate advertising effectiveness.	PR:013 Evaluate effectiveness of advertising (MN)	
Identify simple approaches to use in determining advertising effectiveness.	PR:013 Evaluate effectiveness of advertising (MN)	
Knowledge Area K: Consumer-Oriented Advertising	MBA Research Performance Indicators	LAPs
Objectives		
Define consumer-oriented advertising and explain how it is used.	PR:249 Identify communications channels used in sales promotion (SP)	
Describe how sponsorships can be used to make a connection with consumers.	PR:250 Explain communications channels used in public-relations activities (SP)	

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Knowledge Area L: Financial Planning for Advertising	MBA Research Performance Indicators	LAPs
Objectives		
Explain strategies used for setting the advertising budget (percentage of sales, competition matching market share, objective and task, response model).	PR:160 Prepare advertising budget (MN)	
Describe the financial reports a business can use for planning and operating the company.	FI:091 Describe the nature of cash flow statements (SP) FI:093 Explain the nature of balance sheets (SP) FI:094 Describe the nature of income statements (SP) FI:106 Describe the nature of budgets (SP) FI:098 Explain the nature of operating budgets (SU)	LAP-FI-091 Count the Cash (Cash Flow Statements) LAP-FI-093 The Right Balance (The Nature of Balance Sheets) LAP-FI-094 Watch Your Bottom Line (Income Statements) LAP-FI-106 Money Tracks (Nature of Budgets)
Describe factors that affect the advertising budget.	PR:160 Prepare advertising budget (MN)	
Determine whether advertising spending generates brand awareness	PR:013 Evaluate effectiveness of advertising (MN)	
Identify the cost for different forms of advertising.	PR:009 Calculate media costs (SP)	**Just for You! PR:009, Calculate media costs
Explain the purpose of an advertising budget.	PR:160 Prepare advertising budget (MN)	
Explain rate of return on advertising investment.		

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Knowledge Area M: Consumer Behavior	MBA Research Performance Indicators	LAPs
Objectives		
Recognize the importance of understanding the customer's wants and needs	MK:014 Explain factors that influence customer/client/business buying behavior (SP)	LAP-MK-014 Cause and Effect (Buying Behavior)
Identify the five-step consumer decision-making process.	SE:112 Differentiate between consumer and organizational buying behavior (SP)	
Knowledge Area N: Consumer Purchase Classifications	MBA Research Performance Indicators	LAPs
Objectives		
Distinguish between types of consumer purchases and recognize the level of consumer involvement in buying decisions.	MK:014 Explain factors that influence customer/client/business buying behavior (SP)	LAP-MK-014 Cause and Effect (Buying Behavior)
Describe different types of consumer products.		
Knowledge Area O: Influences on Consumer Behavior	MBA Research Performance Indicators	LAPs
Objectives		
Discuss consumer buying motives.	SE:883 Determine prospect's buying motives for use in selling (SP) SE:359 Discuss motivational theories that impact buying behavior (SP)	LAP-SE-883 What's the Motive? (Determining Buying Motives)
Describe individual, social, and marketing influences on consumer behavior.	SE:112 Differentiate between consumer and organizational buying behavior (SP)	

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Knowledge Area P: The Target Market	MBA Research Performance Indicators	LAPs
Objectives		
Define target market and advertising strategies to reach different targets.	MP:003 Explain the concept of market and market identification (CS) MP:029 Describe the nature of target marketing in marketing communications (SP) MP:005 Select target market (MN)	LAP-MP-003 Have We Met? (Market Identification)
Explain the process for selecting target markets.	MP:005 Select target market (MN)	
Knowledge Area Q: Market Segmentation	MBA Research Performance Indicators	LAPs
Objectives		
Differentiate between market segmentation and mass marketing.	MP:003 Explain the concept of market and market identification (CS)	LAP-MP-003 Have We Met? (Market Identification)
Describe market segmentation categories.	MP:003 Explain the concept of market and market identification (CS)	LAP-MP-003 Have We Met? (Market Identification)
Define demographics.	MP:003 Explain the concept of market and market identification (CS)	LAP-MP-003 Have We Met? (Market Identification)
Explain how demographics influence advertising campaigns.	MP:003 Explain the concept of market and market identification (CS)	LAP-MP-003 Have We Met? (Market Identification)
Differentiate between buying habits and buying preferences.	PM:021 Explain the nature of product/service branding (SP)	LAP-PM-021 It's a Brand, Brand, Brand World! (Nature of Product Branding)
Explain how to select market segments that have market potential.	MP:004 Identify market segments (MN)	

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Knowledge Area R: Product Development	MBA Research Performance Indicators	LAPs
Objectives		
Identify the stages of new product development.	PM:001 Explain the nature and scope of the product/service management function (SP)	LAP-PM-001 Serving Up Products (Nature of Product/Service Management)
Explain the various levels of products and components that make up the product mix.	PM:003 Explain the concept of product mix (SP)	LAP-PM-003 Mix and Match (The Nature of the Product Mix)
Knowledge Area S: Product Life Cycle	MBA Research Performance Indicators	LAPs
Objectives		
Explain the stages of the product life cycle.	PM:024 Identify the impact of product life cycles on marketing decisions (SP)	LAP-PM-024 Get a Life (Cycle) (Product Life Cycles)
Describe real-world applications of the product life cycle.	PM:024 Identify the impact of product life cycles on marketing decisions (SP)	LAP-PM-024 Get a Life (Cycle) (Product Life Cycles)
Knowledge Area T: Price Planning	MBA Research Performance Indicators	LAPs
Objectives		
Discuss pricing objectives used by businesses when setting prices.	PI:001 Explain the nature and scope of the pricing function (SP) PI:002 Explain factors affecting pricing decisions (SP)	LAP-PI-001 The Price Is Right (Nature of Pricing) LAP-PI-902 Make Cents (Factors Affecting Selling Price)
Compare and contrast pricing strategies (price skimming, penetration pricing, competition pricing, supply and demand pricing).	PI:002 Explain factors affecting pricing decisions (SP)	LAP-PI-902 Make Cents (Factors Affecting Selling Price)

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Knowledge Area U: Channels of Distribution/ Supply Chain Management	MBA Research Performance Indicators	LAPs
Objectives		
Explain the functions of the channel of distribution and channel members (producers, retailers, wholesalers, transportation companies, warehouses, agents and brokers, consumers).	CM:003 Explain the nature of channels of distribution (CS)	LAP-CM-003 Channel It (Channels of Distribution)
Identify various distribution channel options (direct, indirect, multiple, nontraditional).	CM:003 Explain the nature of channels of distribution (CS)	LAP-CM-003 Channel It (Channels of Distribution)
Describe the processes involved in supply chain management (purchasing, processing orders, warehousing and shipping, managing supply chain risks).	OP:303 Discuss the nature of supply chain management (SP) CM:001 Explain the nature and scope of channel management (CS)	LAP-OP-303 Top of the (Supply) Chain (Nature of Supply Chain Management) LAP-CM-001 Chart Your Channels (Channel Management)
Identify factors that can influence supply chain decisions (international markets, outsourcing, digital distribution, eco-friendly practices).	OP:443 Explain the concept of supply chain (CS) OP:477 Explain the impact of supply chains on business performance (SP)	LAP-OP-443 Deliver the Goods (Concept of Supply Chains) LAP-OP-477 Chain Reaction (Impact of Supply Chains on Business Performance)
Define logistics and explain its role in distribution.	CM:001 Explain the nature and scope of channel management (CS) OP:513 Describe the nature and scope of reverse logistics (SP)	LAP-CM-001 Chart Your Channels (Channel Management) LAP-OP-513 Many Happy Returns (Reverse Logistics)
Explain the importance of product storage, handling, and packaging in the distribution process.	CM:001 Explain the nature and scope of channel management (CS)	LAP-CM-001 Chart Your Channels (Channel Management)

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Knowledge Area V: Types of Promotion	MBA Research Performance Indicators	LAPs
Objectives		
Describe types of promotion (endorsements, word-of-mouth promotion, direct marketing).	PR:003 Identify the elements of the promotional mix (SP) PR:247 Describe word-of-mouth channels used to communicate with targeted audiences (SP) PR:089 Explain the nature of direct marketing channels (SP)	LAP-PR-903 Spread the Word (Nature of the Promotional Mix)
Explain the purpose and components of visual merchandising.	PR:023 Explain the use of visual merchandising in retailing (CS)	
Knowledge Area W: Marketing Research for Advertising	MBA Research Performance Indicators	LAPs
Objectives		
Explain the marketing research process (identify/define the problem, develop the research design, determine the method for collecting data, collect the data, analyze the data, report/present the data).	IM:010 Explain the nature of marketing research (SP)	LAP-IM-010 Seek and Find (Marketing Research)
Describe the benefits and limitations of marketing research.	IM:010 Explain the nature of marketing research (SP)	LAP-IM-010 Seek and Find (Marketing Research)
Define primary and secondary market research.	IM:010 Explain the nature of marketing research (SP)	LAP-IM-010 Seek and Find (Marketing Research)

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Knowledge Area X: Developing an Effective Sales Promotion Strategy	MBA Research Performance Indicators	LAPs
Objectives		
Identify consumer sales promotions (coupons, price deals, rebates, premiums, loyalty marketing program sampling, contests, sweepstakes, point-of-purchase displays).	PR:249 Identify communications channels used in sales promotion (SP)	
Identify trade sales promotions (push money, deal loader, trade allowance).	PR:249 Identify communications channels used in sales promotion (SP)	
Knowledge Area Y: Consumer-Oriented Advertising and Sales Promotion	MBA Research Performance Indicators	LAPs
Objectives		
Explain the components of the communication process (sender, encoding the message, communication channel, receiver, decoding the message, noise, feedback).	EI:007 Explain the nature of effective communications (PQ)	LAP-EI-140 More Than Just Talk (Effective Communication)
Explain the purposes of advertising and promotional communication.	PR:001 Explain the role of promotion as a marketing function (CS)	LAP-PR-901 Razzle Dazzle (Nature of Promotion)
Explain the purpose of consumer-oriented sales promotions.	PR:249 Identify communications channels used in sales promotion (SP)	
Describe how direct marketing is used to reach consumers.	PR:089 Explain the nature of direct marketing channels (SP)	

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Knowledge Area Z: Types of Communication	MBA Research Performance Indicators	LAPs
Objectives		
Explain why interpersonal communication is an important part of advertising and promotion.	PR:001 Explain the role of promotion as a marketing function (CS)	LAP-PR-901 Razzle Dazzle (Nature of Promotion)
Describe other types of communication used by businesses.		
Knowledge Area ZA: Effective Advertising and Promotional Messages	MBA Research Performance Indicators	LAPs
Objectives		
Explain the four C's (comprehension, connection, credibility, contagiousness) of communication.	EI:007 Explain the nature of effective communications (PQ)	LAP-EI-140 More Than Just Talk (Effective Communication)
Describe how to create effective advertising messages.	PR:126 Describe the nature of copy strategies (SP)	
Knowledge Area ZB: Legal and Ethical Issues Affecting Advertising	MBA Research Performance Indicators	LAPs
Objectives		
Explain the need for government regulation of advertising and the role of the Federal Trade Commission.	PR:101 Describe the regulation of promotion (SP)	
Describe the purpose of other government regulatory agencies.	PR:101 Describe the regulation of promotion (SP)	

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Knowledge Area ZC: Ethics in Advertising	MBA Research Performance Indicators	LAPs
Objectives		
Identify the ethical aspects of advertising.	PR:099 Describe the use of business ethics in promotion (SP)	LAP-PR-099 Fear Factor (Ethics in Promotion)
Explain how the FTC assures truth in advertising.	PR:101 Describe the regulation of promotion (SP)	
Knowledge Area ZD: Advertising in a Multicultural Market (Global Vision)	MBA Research Performance Indicators	LAPs
Objectives		
Recognize factors that have an impact on global marketing.	MP:002 Identify considerations in implementing global marketing strategies (MN)	
Describe global marketing challenges facing marketers.	MP:002 Identify considerations in implementing global marketing strategies (MN)	
Knowledge Area ZE: Diversity and Advertising	MBA Research Performance Indicators	LAPs
Objectives		
Describe the impact of diversity on advertising.	EI:033 Exhibit cultural sensitivity (CS)	LAP-EI-033 Getting To Know You (Cultural Sensitivity)
Identify characteristics of growing ethnic markets.	EC:045 Discuss the impact of cultural and social environments on global trade (SP)	LAP-EC-045 On Top of the World (Impact of Culture on Global Trade)
Explain advertising needs for different parts of the world.	MP:002 Identify considerations in implementing global marketing strategies (MN)	
Explain the impact of multiculturalism and multi-generation on advertising activities.	MP:002 Identify considerations in implementing global marketing strategies (MN)	

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Knowledge Area ZF: History of Advertising	MBA Research Performance Indicators	LAPs
Objectives		
Explain how advertising has changed to meet the needs of changing times.	PD:118 Explain factors affecting the growth and development of the marketing communications industry (SP)	
Describe inventions that have impacted advertising.	PD:118 Explain factors affecting the growth and development of the marketing communications industry (SP)	
Knowledge Area ZG: Influences on Advertising	MBA Research Performance Indicators	LAPs
Objectives		
Describe environmental influences on advertising.	PD:118 Explain factors affecting the growth and development of the marketing communications industry (SP)	
Describe consumer influences on advertising.	PD:118 Explain factors affecting the growth and development of the marketing communications industry (SP)	
Knowledge Area ZH: The Advertising Industry and Careers	MBA Research Performance Indicators	LAPs
Objectives		
Explain how the advertising industry works.	PD:052 Describe employment opportunities in the marketing communications industry (structure, jobs in, structures in different size agencies, key departments in) (SP)	
Describe careers in the advertising industry.	PD:052 Describe employment opportunities in the marketing communications industry	

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	(structure, jobs in, structures in different size agencies, key departments in) (SP)	
Determine characteristics necessary for a successful career in advertising.	PD:045 Describe traits important to the success of employees in marketing communications (CS)	
Identify the skill set needed for a successful advertising career.	PD:045 Describe traits important to the success of employees in marketing communications (CS)	
Knowledge Area ZI: The Internet and Advertising	MBA Research Performance Indicators	LAPs
Objectives		
Describe various types of internet advertising (e-mail, banner and pop-up advertising, search engine advertising, website advertising, blogs, social media advertising, Twitter).	PR:462 Discuss the nature of digital marketing (SP)	LAP-PR-462 Now Trending (Nature of Digital Marketing)
Explain what factors businesses should consider when using internet advertising (hits, page views, visits, unique visitors).	PR:306 Evaluate digital marketing efforts (MN) PR:382 Develop digital marketing campaign (MN) PR:299 Discuss the use of search engine optimization tactics for digital marketing (SP)	LAP-PR-382 Mission Accomplished (Developing Digital Marketing Campaigns) LAP-PR-299 Searching for Success (Use of SEO in Digital Marketing)
Knowledge Area ZJ: Self-Regulation	MBA Research Performance Indicators	LAPs
Objectives		
Explain the concept of self-regulation and identify how it is applied in the advertising industry.	PR:101 Describe the regulation of promotion (SP)	

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Recognize how consumers can regulate business practices.	PR:101 Describe the regulation of promotion (SP)	
Knowledge Area ZK: Cross-Cultural Communication	MBA Research Performance Indicators	LAPs
Objectives		
Recognize how verbal and nonverbal communication differ in other cultures.	EC:045 Discuss the impact of cultural and social environments on global trade (SP)	LAP-EC-045 On Top of the World (Impact of Culture on Global Trade)
Explain the importance of the translation process in global marketing.	EC:045 Discuss the impact of cultural and social environments on global trade (SP)	LAP-EC-045 On Top of the World (Impact of Culture on Global Trade)

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