

## FBLA HS: Advertising

Competency A: Basic Marketing Functions	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
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-017 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-017 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-017 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)

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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)
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)
<b>Competency B: Personal Selling and Sales Promotion</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Tasks</b>		
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)

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Competency C: Traditional Advertising Media	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
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
Competency D: Alternative Forms of Advertising Media	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
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)
Competency E: Branding and Positioning	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
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)

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Competency F: Advertising and the Economy	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
Identify economic factors that affect advertising.		
Describe how advertising stimulates the economy.	PD:113 Discuss the economic and social effects of marketing communications (PD)	
Competency G: Promotion	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
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
Competency H: Advertising and Public Relations	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
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)	

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Competency I: The Advertising Plan	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
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
Competency J: Creation of the Advertisement	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
Describe different advertising creative formats.	PR:007 Explain types of advertising media (SP)	LAP-PR-007 Ad-quipping 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

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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)	
<b>Competency K: Consumer-Oriented Advertising</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Tasks</b>		
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)	
<b>Competency L: Financial Planning for Advertising</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Tasks</b>		
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)

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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.		
<b>Competency M: Consumer Behavior</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Tasks</b>		
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)	
<b>Competency N: Consumer Purchase Classifications</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Tasks</b>		
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.		

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Competency O: Influences on Consumer Behavior	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
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)	
Competency P: The Target Market	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
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)	
Competency Q: Market Segmentation	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
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)

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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)	
<b>Competency R: Product Development</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Tasks</b>		
Identify the stages of new product development.	PM:001 Explain the nature and scope of the product/service management function (SP)	LAP-PM-017 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)
<b>Competency S: Product Life Cycle</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Tasks</b>		
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)

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Competency T: Price Planning	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
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)
Competency U: Channels of Distribution/Supply Chain Management	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
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).	CM:001 Explain the nature and scope of channel management (CS)	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)	LAP-OP-443 Deliver the Goods (Concept of Supply Chains)

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Define logistics and explain its role in distribution	CM:001 Explain the nature and scope of channel management (CS)	LAP-CM-001 Chart Your Channels (Channel Management)
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)
<b>Competency V: Types of Promotion</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Tasks</b>		
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)	
<b>Competency W: Marketing Research for Advertising</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Tasks</b>		
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)
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Define primary and secondary market research.	IM:010 Explain the nature of marketing research (SP)	LAP-IM-010 Seek and Find (Marketing Research)
<b>Competency X: Developing an Effective Sales Promotion Strategy</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Tasks</b>		
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)	
<b>Competency Y: Consumer-Oriented Advertising and Sales Promotion</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Tasks</b>		
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)	<i>*LAP-EI-140 More Than Just Talk (Effective Communication)</i>
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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Competency Z: Types of Communication	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
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.		
Competency ZA: Effective Advertising and Promotional Messages	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
Explain the four C's (comprehension, connection, credibility, contagiousness) of communication.	EI:007 Explain the nature of effective communications (PQ)	<i>*LAP-EI-140 More Than Just Talk (Effective Communication)</i>
Describe how to create effective advertising messages	PR:126 Describe the nature of copy strategies (SP)	
Competency ZB: Legal and Ethical Issues Affecting Advertising	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
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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Competency ZC: Ethics in Advertising	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
Identify the ethical aspects of advertising.	PR:099 Describe the use of business ethics in promotion (SP)	<i>*LAP-PR-099 Fear Factor (Ethics in Promotion)</i>
Explain how the FTC assures truth in advertising.	PR:101 Describe the regulation of promotion (SP)	
Competency ZD: Advertising in a Multicultural Market (Global Vision)	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
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)	
Competency ZE: Diversity and Advertising	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
Describe the impact of diversity on advertising.	EI:033 Exhibit cultural sensitivity (CS)	<i>*LAP-EI-033 Getting To Know You (Cultural Sensitivity)</i>
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)

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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)	
<b>Competency ZF: History of Advertising</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Tasks</b>		
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)	
<b>Competency ZG: Influences on Advertising</b>	<b>MBA Research Performance Indicators</b>	<b>LAPs</b>
<b>Tasks</b>		
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)	

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Competency ZH: The Advertising Industry and Careers	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
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 (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)	
Competency ZI: The Internet and Advertising	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
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)	

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Competency ZJ: Self-Regulation	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
Explain the concept of self-regulation and identify how it is applied in the advertising industry.	PR:101 Describe the regulation of promotion (SP)	
Recognize how consumers can regulate business practices.	PR:101 Describe the regulation of promotion (SP)	
Competency ZK: Cross-Cultural Communication	MBA Research Performance Indicators	LAPs
<b>Tasks</b>		
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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