

TENTATIVE COURSE OUTLINE

Selling Process

Selling (chapters 12-16)

Overview

What Makes a Successful Salesperson?

Customer Buying Motives & Consumer Behavior

Customer Mindset

Types of Customers

How to Handle Difficult Customers

Feature/Benefit Selling

Developing Skills in Sales

Careers in Sales and Advertising

Sales Manual

Product Demonstrations

Social Media Marketing (Digital Marketing)

What Is Advertising? (Chapters 17–20)

Ad-Quipping Your Business

Types of Advertising Media

Trends Affecting Advertising Media

Job Flowes 15 Basic Appeals of Advertising

Social Media Used in Promotion

Television Marketing Analysis

Super Bowl Advertising

Advertising and Alcohol

Selecting Advertising Media

Factors to Consider in Selection

Demonstrate Procedures for Selection

Common Advertising & Marketing Strategies

Promotional Media

Advertising Tips & Rules for Developing a Television Ad

“Buy Me That 3” Advertising Towards Children

Advertising Tips & Rules for Developing a Radio Ad

Creating Print Advertisements

Parts of a Print Ad

Preparing Print Ad for the Eyes of a Child

Magazine Advertising

Advertising Tips & Rules for Writing a Billboard

Sales & Advertising – Brick vs Click

Slogan Development/Strategies

1. Advertising Campaign – Print-Broadcast – E-Commerce Strategies



Your Company on TV

SALES AND ADVERTISING
Arrowhead High School
Course Syllabus – Mr. Melzer

Course Description and Purpose: This course will develop students' abilities to explore careers in sales and advertising. Students will develop salesmanship and marketing skills needed in the business world. Develop an advertising campaign and a sales manual for a real business. Course will help prepare students who plan on pursuing business and/or marketing after high school.

Power Standard: Students will be able to develop the basic skills and knowledge necessary to become a successful salesperson and develop promotional skills needed in the business world.

GRADING

Grades are cumulative and based on a weighted scale. Semester exam worth 15% of final course grade. NO TESTS (show me what you know through projects, cases, activities)

90 - 100 = A	70 – 79 = C	40% = Summative Assessment (NO TESTS)
80 – 89 = B	60 – 69 = D	60% = Formative Assessment (assignments)

ATTENDANCE

Students are responsible to obtain and complete any homework or test missed within the timeline given as stated in the student handbook. If it is an unexcused absence, up to 50% can be earned. It would be beneficial to obtain any work missed before the next class meeting time so you don't get behind in your studies.

CLASSROOM

Students are responsible to maintain a successful learning environment. Students are expected to be punctual, participate, and be a role model of Arrowhead's citizenship initiatives: honesty, respect, communication, work ethic, and open mindedness. Students are also expected to ask for help if the subject is confusing or low scores are being achieved.

SCHOOL POLICY

Please read over the Arrowhead Student Handbook for information on many school policies that you should be aware of:

Cheating and Plagiarism:

1st Offense – Zero for that grade

2nd Offense – Cumulative grade for the nine-week period will be lowered one full grade

3rd Offense – Drop from the course and fail semester

Tardies:

1st Offense – Warning

2nd Offense – Brief after class discussion

3rd Offense – After school detention & phone call home

4th Offense – Referral for a Saturday detention



REQUIRED MATERIALS

- + Computer
- + Pen and pencil

TEACHER CONTACT

Mr. Steve Melzer

Melzer@arrowheadschoools.org



POWER STANDARDS

Students will be:

- I. Proficient at understanding, planning, implementing, and evaluating marketing communication channels used in businesses today as a form of promotion.
- II. Proficient at understanding the concepts, techniques, steps, and strategies needed to become an effective salesperson in the business world



BUSINESS DEPARTMENT POWER STANDARDS

A student exiting the Business & Marketing Department of Arrowhead High School will:

- Demonstrate professionalism in all aspects of life, including appearance, respect for self and others, attitude, responsibility, and quality of work.
- Select and apply problem-solving skills necessary for a changing global environment.
- Develop effective oral and written communication skills.
- Develop competency in technical reading and comprehension.