



0317

COMMERCE STRAND:

CREATIVE PROMOTIONS (10)

20S/20E/20M

An Applied Commerce Education Course

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Course Description

Creative Promotions helps students develop an understanding of promotional communication from both a theoretical and a practical approach. The course focuses on advertising strategies, direct marketing, personal selling, sales promotions, and public relations. Students will apply these concepts and their creativity to design a variety of promotional and advertising material.

Creative Promotions is designed for students who are looking to expand their business knowledge regarding communicating effectively and creatively.

Goal 1: Demonstrate critical, creative, and innovative thinking.

GLO 1.1: Describe critical, creative, and innovative thinking.

- SLO 10.1.1.1: Formulate questions to generate new ideas.
- SLO 10.1.1.2: Assess information and perspectives related to the thinking process.
- SLO 10.1.1.3: Assess patterns and connections related to critical, creative, and innovative thinking.

Goal 2: Employ current and emerging technologies used in business and industry.

GLO 2.1: Employ current and emerging technologies used in business and industry.

- SLO 10.2.1.1: Evaluate appropriate current technologies for use in business and industry.
- SLO 10.2.1.2: Utilize appropriate current technologies used in business and industry.
- SLO 10.2.1.3: Identify and use technology for specific tasks to improve productivity and efficiency.
- SLO 10.2.1.4: Assess the value of emerging trends in technology.

GLO 2.2: Demonstrate awareness of digital footprints.

- SLO 10.2.2.1: Analyze the impact of one's own digital footprint.
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Goal 3: Demonstrate business communication skills.

GLO 3.1: Demonstrate business communication skills.

- SLO 10.3.1.1: Define and use appropriate business language and terminology.
- SLO 10.3.1.2: Demonstrate appropriate business etiquette and protocols.
- SLO 10.3.1.3: Employ conflict resolution techniques.
- SLO 10.3.1.4: Produce business documents.
- SLO 10.3.1.5: Present information and ideas.

Goal 4: Demonstrate an understanding of ethical and legal standards.

GLO 4.1: Demonstrate an understanding of ethical and legal standards.

- SLO 10.4.1.1: Differentiate between ethics and legal business practices.
- SLO 10.4.1.2: Discuss ethical business strategies.
- SLO 10.4.1.3: Discuss laws, codes, and regulations related to promotions.

Goal 5: Identify historical influences and emerging trends as innovative sources for business.

GLO 5.1: Identify historical influences as innovative sources for business.

- SLO 10.5.1.1: Describe historical influences on the evolution of promotions.

GLO 5.2: Analyze emerging trends in business.

- SLO 10.5.2.1: Identify emerging trends in promotions.
- SLO 10.5.2.2: Analyze emerging trends in promotions.
- SLO 10.5.2.3: Predict future trends in promotions.

Goal 6: Demonstrate awareness of sustainability in business.

GLO 6.1: Demonstrate awareness of sustainability in business.

- SLO 10.6.1.1: Demonstrate human sustainability practices while considering financial and environmental sustainability.
 - SLO 10.6.1.2: Demonstrate sustainable environmental practices while considering human and financial sustainability.
 - SLO 10.6.1.3: Demonstrate sustainable financial practices while considering human and environmental sustainability.
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Goal 7: Demonstrate an understanding of the impact culture and diversity have on business.

GLO 7.1: Demonstrate an understanding of the impact culture and diversity have on business.

SLO 10.7.1.1: Reflect on how culture impacts business decisions, which may include

- short- and long-term goals
- values
- lifestyle
- family structure
- demographics

SLO 10.7.1.2: Examine First Nations, Métis, and Inuit perspectives and how they relate to business.

Goal 8: Describe and demonstrate employability skills.

GLO 8.1: Describe and demonstrate employability skills.

SLO 10.8.1.1: Demonstrate an ability to read and write text, use documents, work with numbers, communicate orally, use technology, learn continuously, and think critically.

SLO 10.8.1.2: Demonstrate positive attitude and behaviours, responsibility, adaptability, and safe work practices.

SLO 10.8.1.3: Demonstrate time management and punctuality.

SLO 10.8.1.4: Demonstrate the ability to work with others and participate in projects and tasks.

Goal 9: Explore education and career opportunities.

GLO 9.1: Explore education and career opportunities.

SLO 10.9.1.1: Explore education and career opportunities related to promotions.

Goal 10: Analyze the role of business in society.

GLO 10.1: Analyze the role of business in society.

SLO 10.10.1.1: Analyze the role of promotions.

Goal 11: Demonstrate an understanding of the concepts and principles of promotions.

GLO 11.1: Demonstrate an understanding of promotions.

SLO 10.11.1.1: Define promotions.

SLO 10.11.1.2: Identify the role that promotion plays in the marketing mix, which may include

- creating awareness
- increasing traffic
- increasing sales
- gaining competitive advantage

SLO 10.11.1.3: Compare and contrast the elements of the promotional mix, which may include

- direct marketing
- publicity and public relations
- sales promotions
- advertising
- personal selling

SLO 10.11.1.4: Analyze the role of the advertising industry, which may include

- full-service agencies
 - branding specialists
 - in-house agencies
 - copywriters
 - graphic designers
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GLO 11.2: Demonstrate an understanding of strategies related to the promotional mix.

SLO 10.11.2.1: Examine strategies related to direct marketing, which may include

- personal mail
- email distribution lists
- social media interactions

SLO 10.11.2.2: Examine strategies related to publicity and public relations, which may include

- publicity stunts
- community involvement
- public relations plans

- SLO 10.11.2.3: Examine strategies related to sales promotions, which may include
- coupons
 - samples
 - contests
- SLO 10.11.2.4: Examine strategies related to advertising promotions, which may include
- media options
 - traditional vs. non-traditional
 - message strategies
- SLO 10.11.2.5 Examine strategies related to personal selling, which may include
- selling process
 - elevator pitches
 - personal sales
 - demonstrations
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GLO 11.3: Demonstrate an understanding of market.

- SLO 10.11.3.1: Differentiate between market segmentation and mass marketing.
- SLO 10.11.3.2: Distinguish markets based on variables, which may include
- demographic variables
 - psychographic variables
 - geographic variables
 - behavioural variables
- SLO 10.11.3.3: Identify target market profiles based on
- demographic variables
 - psychographic variables
 - geographic variables
 - behavioural variables
- SLO 10.11.3.4: Identify external factors affecting the marketplace, which may include
- economics
 - politics
 - cultural trends
 - laws and regulations
 - demographics
 - competition
 - technology changes
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GLO 11.4: Demonstrate an understanding of design.

SLO 10.11.4.1: Apply concepts of layout and design, which may include

- colour
 - typography
 - visual consistency
 - focus
 - white space
 - legibility
 - graphic elements
 - balance
 - contrast
 - directional flow
 - accessibility standards
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GLO 11.5: Demonstrate an understanding of promotional strategies.

SLO 10.11.5.1: Demonstrate an understanding of consumer behaviour theories, which may include

- Maslow's Hierarchy of Needs
- consumer buying cycle
- adoption rates

SLO 10.11.5.2: Analyze and identify promotional strategies used in existing promotional materials.

SLO 10.11.5.3: Examine how the AIDA (attention, interest, desire, action) model is used in effective promotional materials.

SLO 10.11.5.4: Examine consumer needs and wants to determine how promotional strategies attempt to appeal to these needs and wants.

SLO 10.11.5.5: Analyze positioning strategies, which may include

- head on
- lifestyle
- technical innovation
- product differentiation
- brand leadership

SLO 10.11.5.6: Analyze branding strategies, which may include

- brand name
- logos
- slogans
- brand equity
- packaging and labelling

SLO 10.11.5.7: Compare and contrast various message appeals, which may include

- humour
 - sex
 - positive/negative
 - lifestyle
 - safety
 - comparative
 - emotional
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GLO 11.6: Construct promotional material.

SLO 10.11.6.1: Create a promotional campaign with a consistent message using a variety of media for a specific target market, which may include

- print
- digital display
- online media
- outdoor

SLO 10.11.6.2: Develop a promotional message, which may include

- branding
 - message appeals
 - positioning strategies
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GLO 11.7: Construct a promotional plan.

SLO 10.11.7.1: Construct a comprehensive promotional plan, which includes strategies involving all components of the promotional mix.

SLO 10.11.7.2: Develop a promotional budget, which may include

- cost per contact (mille)
 - cost of design
 - cost of printing
 - cost of social media
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Goal 12: Demonstrate an understanding of the concepts and principles of retailing.

Goal 12 applies to 0325: Retailing Perspectives (11).

Goal 13: Demonstrate an understanding of the concepts and principles of marketing and digital commerce.

Goal 13 applies to 0323: Marketing and Digital Commerce (12).
