



Source: <http://www.fbla-pbl.org/competitive-event/advertising/>

Advertising

Category: Objective Test

Type: Individual

Competencies

Competency	Tasks
Personal Selling and Sales Promotion	<ol style="list-style-type: none"> 1. 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). 2. Describe reasons why sales promotion is needed (influence consumer decisions, encourage trial of new products, strengthen brand loyalty, influence consumer behavior)
Traditional and Alternative Advertising Media	<ol style="list-style-type: none"> 1. Describe traditional types of advertising media (television, radio, print, direct mail, flyers and brochures, outdoor). 2. Identify advertising media selection criteria (reach, frequency, lead time, cost).
Consumer Behavior	<ol style="list-style-type: none"> 1. Recognize the importance of understanding the customer's wants and needs. 2. Identify the five-step consumer decision-making process.
Basic Marketing Functions	<ol style="list-style-type: none"> 1. Explain the marketing concept and describe the benefits of marketing. 2. Explain the functions in marketing goods and services. 3. Identify the elements of the marketing mix (product, price, place, and promotion). 4. Describe the process for new product and service development. 5. Explain the rationale for extending product line. 6. Explain the functions of packaging. 7. Describe the importance of branding, packaging, and labeling. 8. Describe factors (features, benefits, price, quality, competition, brand loyalty) used by marketers to position products and services. 9. Identify and explain factors that influence a product's price (cost, quality,

competition, brand loyalty).

10. Demonstrate knowledge of basic advertising terms.

Branding and Positioning	<ol style="list-style-type: none"> 1. Explain why branding is important to the success of a business 2. Describe product positioning strategies.
Economy	
Advertising Plan	<ol style="list-style-type: none"> 1. 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). 2. Recognize the various types of analyses that should be performed when creating an advertising plan.
Legal and Ethical Issues	<ol style="list-style-type: none"> 1. Explain the need for government regulation of advertising and the role of the Federal Trade Commission. 2. Describe the purpose of other government regulatory agencies.
Diversity and Multicultural Market	
Public Relations	<ol style="list-style-type: none"> 1. Discuss the advantages and disadvantages of advertising. 2. Explain the need for public relations.
Creation of the Advertisement	<ol style="list-style-type: none"> 1. Describe different advertising creative formats. 2. Identify processes involved in the copywriting, art, and production stages of advertising. 3. Describe various methods used to evaluate advertising effectiveness. 4. Identify simple approaches to use in determining advertising effectiveness.
Consumer-Oriented Advertising	<ol style="list-style-type: none"> 1. Define consumer-oriented advertising and explain how it is used. 2. Describe how sponsorships can be used to make a connection with consumers.
Financial Planning	<ol style="list-style-type: none"> 1. Explain strategies used for setting the advertising budget (percentage of sales, competition matching market share, objective and task, response model). 2. Describe the financial reports a business can use for planning and operating the company. 3. Describe factors that affect the advertising budget. 4. Determine whether advertising spending generates brand awareness.

5. Identify the cost for different forms of advertising.
6. Explain the purpose of an advertising budget.
7. Explain rate of return on advertising investment.

Communication

Consumer Purchase Classifications

1. Distinguish between types of consumer purchases and recognize the level of consumer involvement in buying decisions.
2. Describe different types of consumer products.

Target Market

1. Define target market and advertising strategies to reach different targets.
2. Explain the process for selecting target markets.

Market Segmentation

1. Differentiate between market segmentation and mass marketing.
2. Describe market segmentation categories.
3. Define demographics.
4. Explain how demographics influence advertising campaigns.
5. Differentiate between buying habits and buying preferences.
6. Explain how to select market segments that have market potential.

Product Development

1. Identify the stages of new product development.
2. Explain the various levels of products and components that make up the product mix.

Product Life Cycle

1. Explain the stages of the product life cycle.
2. Describe real-world applications of the product life cycle.

Price Planning

1. Discuss pricing objectives used by businesses when setting prices.
2. Compare and contrast pricing strategies (price skimming, penetration pricing, competition pricing, supply and demand pricing).

Channels of Distribution

1. Explain the functions of the channel of distribution and channel members (producers, retailers, wholesalers, transportation companies, warehouses, agents and brokers, consumers).
2. Identify various distribution channel options (direct, indirect, multiple, nontraditional).
3. Describe the processes involved in supply chain management (purchasing, processing orders, warehousing and shipping, managing supply chain risks).
4. Identify factors that can influence supply chain decisions (international markets, outsourcing, digital distribution, eco-friendly practices).
5. Define logistics and explain its role in distribution.

6. Explain the importance of product storage, handling, and packaging in the distribution process.

Marketing Research

1. 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).
2. Describe the benefits and limitations of marketing research.
3. Define primary and secondary market research.

Effective Advertising and Promotional Messages

1. Explain the four C's (comprehension, connection, credibility, contagiousness) of communication.
2. Describe how to create effective advertising messages.

Budget

Financing Advertising Campaigns

Demographics

History and Influences

Advertising Industry and Careers

1. Explain how the advertising industry works.
2. Describe careers in the advertising industry.
3. Determine characteristics necessary for a successful career in advertising.
4. Identify the skill set needed for a successful advertising career.

Supply Chain Management

Distribution Logistics

Internet

1. Describe various types of internet advertising (e-mail, banner and pop-up advertising, search engine advertising, website advertising, blogs, social media advertising, Twitter).
 2. Explain what factors businesses should consider when using internet advertising (hits, page views, visits, unique visitors).
-

Self-Regulation

1. Explain the concept of self-regulation and identify how it is applied in the advertising industry.
 2. Recognize how consumers can regulate business practices.
-

Careers

1. Determine characteristics necessary for a successful career in advertising.
 2. Identify the skill set needed for a successful advertising career.
-

**Advertising
Workplace**

**Leadership, Career
Development, and
Team Building**

Risk Management