ADVERTISING AND PUBLIC RELATIONS, 52.1800.30

An Industry Standards Validation Committee developed and approved these standards on January 27, 2016. The Arizona Career and Technical Education Quality Commission, the validating authority for the Arizona Skills Standards Assessment System and the end-of-program assessments, certificates, and transcripts, endorsed these standards on May 12, 2016. The first testing date for the end-of-program assessment for Advertising and Public Relations using the new standards is Fall 2017.

STANDARD 1.0 ANALYZE THE FUNDAMENTAL COMPONENTS OF BRAND DEVELOPMENT

1.1 Define "brand" as a marketing concept
1.2 Describe the fundamental components of brand development
1.3 Evaluate a brand using a brand evaluation template such as a brand wheel, brand essence chart, brand molecule, etc
1.4 Identify the aspects of a particular brand as cognitive (perceived value) versus tangible (aesthetic experience)
1.5 Explain how a brand creates a relationship between an entity and consumers using case studies
1.6 Evaluate methods used to build a brand (e.g., advertising, social media campaigns, public relations, interactive media, digital media)
1.7 Explain how various methods work together to support brand development

STANDARD 2.0 EVALUATE THE TOOLS USED IN BRAND DEVELOPMENT AND MARKETING COMMUNICATION

2.1 Describe how to identify a target audience for brand development/marketing communication
2.2 Describe the components of marketing communication mix (e.g., television, radio, social media, event marketing, user-generated content, neighborhood marketing)
2.3 Differentiate between various components of the marketing communication mix
2.4 Explain how target audience affects the selection and development of marketing approaches
2.5 Describe essential tools used in various marketing functions (e.g., Excel, Google Analytics, Google AdWords, PowerPoint)
2.6 Explain the process of Google AdWords certification and its benefits for career placement and advancement

STANDARD 3.0 ANALYZE THE EVOLUTION OF ADVERTISING AND PUBLIC RELATIONS THROUGH THE 21ST CENTURY

3.1 Compare and contrast historical and contemporary marketing communications media (e.g., print advertising, interactive media, public relations)
3.2 Differentiate between advertising and public relations using historical context
3.3 Evaluate the success of campaigns in history that have influenced today's advertising (e.g., 1984 Apple commercial, MTV, Tommy Hilfiger)
3.4 Describe major figures contributing the development of advertising and public relations from 1950s to current times
3.5 Describe how changing cultural context affects brand messaging

STANDARD 4.0 EXAMINE THE BUYING MOTIVES AND BEHAVIORS OF CONSUMERS

4.1 Describe motivations for purchasing behavior (e.g., perceived need, status, material need, desires, emotion)
4.2 Employ marketing research tools and techniques to collect primary and secondary data
4.3 Describe the consumer process from awareness to purchase using a model such as AIDCA model or the Hierarchy of Effects model

STANDARD 5.0 EXAMINE A BRAND COMMUNICATION PLAN

5.1 Define the problem a brand plan works to solve
5.2 Identify an intended audience for a brand
5.3 Describe a measureable objective/purpose for brand promotion to an intended audience, attending to time and budget constraints
5.4 Describe how research and understanding of purchasing behavior will inform a brand plan
5.5 Explain what a brand plan will communicate to the intended audience

5.6	Explain allocations of funding to strategic components (e.g., public relations, digital media, mixed media) in order to predict/control costs
5.7	Describe specific media and placement of message (e.g., print, digital, etc.)
5.8	Explain the public-relations strategy to communicate brand message
5.9	Explain an effective advertising mix/mixed methods strategy to communicate brand message (e.g., television, radio, event, guerilla, print, outdoor, sponsorship)
5.10	Explain the components of a promotional mix (e.g., BOGO, giveaway, etc.) to communicate a particular brand message
5.11	Evaluate the effectiveness of promotional strategies in achieving the brand promotion objective using data (e.g., survey outcomes, pre/post testing results, revenue changes, brand recall data)

STANDARD 6.0 EXAMINE THE USE OF PUBLIC RELATIONS CAMPAIGNS TO COMMUNICATE A MESSAGE

6.1	Define public relations products/tactics (e.g., fact sheets, talking points, backgrounders, op-eds, press releases, media alerts, biographies, PSAs)
6.2	Differentiate between public relations goals, strategies, and tactics
6.3	Explain how public relations reporting adds measureable value to an overall brand communication plan
6.4	Explain the use of a SWOT analysis and situation analysis to guide public relations research
6.5	Describe ways to identify audiences in order to achieve a measureable objective/goal
6.6	Select products/tactics to implement for a specific desired outcome
6.7	Explain how to evaluate the relative success of a public relations campaign in supporting brand objectives
6.8	Explain how public relations is used in various situations (e.g., crisis communication, public affairs, public relations)

STANDARD 7.0 EXAMINE THE USE OF DIGITAL MARKETING CAMPAIGNS TO COMMUNICATE A MESSAGE

7.1	Define digital marketing
7.2	Define industry-specific terminology [e.g., cost-per-click (CPC), pay-per-click (PPC), cost-per-engagement (CPE), cost-per-thousand (CPM)]
7.3	Describe the purpose of common digital marketing mediums (e.g., SEO, search, display, email, video)
7.4	Differentiate between search engine optimization and content marketing
7.5	Explain how to identify the target audience for a digital marketing campaign
7.6	Describe an appropriate goal for a digital marketing campaign
7.7	Explain the integration of digital media with traditional media to accomplish a goal
7.8	Explain how to evaluate a digital marketing campaign against a goal

STANDARD 8.0 EXAMINE LEGAL AND ETHICAL CONSIDERATIONS AFFECTING MARKETING COMMUNICATIONS

8.1	Describe laws governing advertising, public relations, and marketing (e.g., 1st Amendment rights, libel, slander, copyright, plagiarism, privacy)
8.2	Explain ethical considerations of advertising, public relations, and marketing
8.3	Describe common contractual terms and agreements in advertising, public relations, marketing (e.g., non-disclosure, non-compete, retainer, vendor agreement)