

Studio Handout # 2 – 8
Marketing and Promotion

Name: _____ Date: _____ Bell: _____

Subject: **The Promotion Project**

Rubric: Explore how advertising artists work with marketing managers to create advertising campaigns to promote a person, company or a product. Experiment with slogans, color schemes and illustrations to create a personal PowerPoint ad campaign. Identify your career goals and the job you hope to have when you are twenty-five years old. Create a PowerPoint ad campaign promoting and illustrating your experience, strengths and skills and the benefits to the company that hires you for your dream job.

Vocabulary: Slogan, color scheme, illustration

Materials: PowerPoint software, photographs, sketch paper and clip art

Tools: Brainpower and research

Assignment # 2 – 8

Explore: View the PowerPoint Presentation “Marketing and Promotion.” Find three other examples of advertising campaigns for movies, music, telecommunication products, musicians or other people or products. You can use magazines, newspapers or commercial web sites. On the back of this handout, analyze each campaign’s slogan, color scheme and illustrations. Write the definition of each vocabulary term in your grading journal.

Assignment # 2 - 9

Experiment: Identify your career and education plan from after you graduate from high school until your 25th birthday. Use the Career Planning Worksheet. Review your strengths and skills. Determine the education and experience you will need to qualify for your dream job. Write out at least three possible slogans, two possible color schemes and identify three possible illustrations that you want to find. Ms. Rindsberg can bring in her personal digital camera if you want photos of yourself.

Assignment # 2 - 10

Express: From all your possibilities above, decide on your final slogan, color scheme and illustration(s). Create a PowerPoint presentation using at least five slides with the slogan, color scheme and illustrations. The purpose of this PPT is to convince your employer or possible employer of your skills and strengths that qualify you for a promotion to your dream job. Complete your Grading Journal and have your conference with Ms. Rindsberg.

Marketing & Promotion

Ad Campaign #1

Company & Product: _____

Slogan: _____

What it communicates: _____

Illustration(s): _____

What it/they communicate: _____

Color Scheme: _____

What it communicates: _____

Ad Campaign #2

Company & Product: _____

Slogan: _____

What it communicates: _____

Illustration(s): _____

What it/they communicate: _____

Color Scheme: _____

What it communicates: _____

Ad Campaign #3

Company & Product: _____

Slogan: _____

What it communicates: _____

Illustration(s): _____

What it/they communicate: _____

Color Scheme: _____

What it communicates: _____

Career Planning Worksheet

My dream job: _____

See the back of this worksheet for a list of workplace skills and attitudes.

Current job **experience**: _____

Current workplace **competencies**: _____

Current workplace **attitudes**: _____

Education needed for dream job: _____

Additional work **experience** needed for dream job: _____

Additional workplace **competencies** needed: _____

Additional **attitudes** needed for dream job: _____

Possible slogans for my campaign:

1. _____

2. _____

3. _____

Workplace Competencies

The U. S. Department of Labor Secretary's Commission on Acquiring Necessary Skills (SCANS) identifies these Workplace Competencies and Attitudes as those all citizens must possess to be successful in life and to work in our modern economy.

Workplace Competencies

1. Students are able to identify and use resources: allocating time, money, materials, space and staff.
2. Students will develop interpersonal skills by working on teams, teaching others, serving customers, leading, negotiating, and working well with people from culturally diverse backgrounds.
3. Students acquire and evaluate data, organize and maintain files, interpret and communicate information, and use computers to process information.
4. Students understand social, organizational and technological systems; monitor and correct performance; and design or improve systems.
5. Students select appropriate technological equipment and tools, apply technology to specific tasks, and maintain and troubleshoot technology as needed.

Workplace Attitudes

1. Students are able to think creatively, make informed decisions, solve problems, see things in their mind's eye, and reason.
2. Students demonstrate individual responsibility, positive self-esteem, self-management and integrity.

Definitions:

Slogan: a catch phrase (as in catch our attention) or motto used in advertising; for example the current McDonald's slogan, "I'm lovin' it!" or Nike's "Just Do It!"

Color scheme: a set of colors deliberately chosen to identify a country, group or company; for example, the red, white and blue of the USA or the red and white of Coca Cola.

Illustration: a drawing, photograph, graph or diagram that helps communicate an idea(s) presented nearby in written form.