

Sales and Promotion Planning

Sales and Promotion Planning is a one-credit course that provides the tools necessary for the development, implementation, and management of promotional programs. The focus of this course is on utilizing promotional knowledge and skills for communicating information to achieve a desired outcome. Students develop skills related to advertising, publicity, special events, visual merchandising, displays, promotional campaigns, and advertisements to aid in promotional planning. They learn to manage the sales function to determine client needs and wants and to respond through planned, personalized communication.

Career and technical student organizations are integral, cocurricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

Promotional Mix

Students will:

1. Categorize elements of the promotional mix and their applications in a competitive economic environment.
 - Distinguishing among advertising, promotion, publicity, and public relations
 - Analyzing sales and promotion for the effect on e-marketing
 - Describing ethical behavior as it relates to sales and promotion
 - Analyzing the role of branding and trademarks in merchandising

Potential Markets

2. Determine techniques used to segment advertising, promotion, products, and services for potential markets.
 - Demonstrating the need for target marketing
 - Developing customer and client profiles
 - Conducting a market analysis
 - Examples: market size, area, and potential

Ethics

3. Utilize research results to determine regulations affecting ethical issues related to sales and promotion.
 - Describing methods used to protect intellectual property

Advertising and Promotion

4. Design an advertising and promotional campaign, including identifying a target market, determining media use, preparing a budget, and developing a timeline for a product or service.

Sales

5. Determine the importance of wholesale, retail, and professional sales in a free enterprise economy.
 - Calculating markups, sales tax, discounts, and costs of goods sold

Sales Promotion Design

6. Create sales promotion materials, including slogans, brochures, catalogs, and cross promotions, that incorporate company image and design through the use of various forms of technology.
7. Demonstrate effective sales presentation skills, including obtaining product knowledge, developing a customer base, and determining sales techniques.
8. Identify effective Internet sales methods used for Internet presentations and Internet commerce.
9. Identify various follow-up sales techniques for obtaining customer referrals for future sales.

Career Opportunities

10. Determine career and entrepreneurial opportunities, responsibilities, and educational and credentialing requirements in professional sales and promotion.