

Advertising and Sales Promotion**Scope and Sequence****Unit Lesson****Objectives****Unit 1**

Introduction to Advertising

Advertising in the 21st Century

Careers in Advertising, Promotions, and Marketing

Finances in the Advertising, Marketing, and Promotions Industry

Midterm

MIDTERM

MIDTERM Reflection

Unit 2

Working in the Marketing, Advertising, and Promotions Industry

Behind the Scenes: Technical Skills Necessary for a Career in Marketing

Principles of Selling

Culminating Project: Developing a Promotional Plan

Final Exam

FINAL EXAM

Final Exam Reflection