

	Advertising and sales promotion	ECVET Unit no X
		Level 2 Credit points

Knowledge	Skills
<ul style="list-style-type: none"> • Communication with customers <ul style="list-style-type: none"> ○ Personal sales ○ Sales promotion ○ Sales advertising • Legal provisions of competition <ul style="list-style-type: none"> ○ Law against unfair competition ○ Exceptions ○ Legal consequences of violations of competition • Advertising planning <ul style="list-style-type: none"> ○ AIDA formula ○ Elements of the marketing plan • Advertising material and media <ul style="list-style-type: none"> ○ Within the sales site ○ Outside the sales site • Packaging <ul style="list-style-type: none"> ○ Tasks and design ○ Environmental aspects ○ Cost of packaging 	<p>The trainees are able to ...</p> <ul style="list-style-type: none"> • consider ways of promoting, • design the sales site appealingly, • place goods reasonably, • develop proposals for customer acquisition, • design advertising, • select packages.
Competences	
<p>The trainees are able to ...</p> <ul style="list-style-type: none"> • promote the sale by targeted communication with customers, • prepare the sales site appealingly and to place the goods to promote sales, • select the promotional material as needed, • take into account the economic, legal and ethical boundaries of advertising in the design of advertising. 	

	Advertising and sales promotion	ECVET Unit no X
		Level 3 Credit points

Knowledge	Skills
<ul style="list-style-type: none"> • Communication with customers <ul style="list-style-type: none"> ○ Personal sales ○ Sales promotion ○ Sales advertising ○ Public relations • Types of advertising <ul style="list-style-type: none"> ○ according to the number of advertisers ○ according to the number of potential customers • Dangers of advertising and legal provisions of competition <ul style="list-style-type: none"> ○ Law against unfair competition ○ Exceptions ○ Legal consequences of competition law infringements • Advertising planning <ul style="list-style-type: none"> ○ AIDA Formula ○ Elements of the marketing plan ○ Performance review • Advertising material and media <ul style="list-style-type: none"> ○ Within the sales site ○ Outside the sales site • Packaging <ul style="list-style-type: none"> ○ Tasks and design ○ Environmental aspects ○ Cost of packaging 	<p>The trainees are able to ...</p> <ul style="list-style-type: none"> • use the elements of communication with the customers und to promote the sale by this, • distinguish types of advertising and choose them as required • create an advertising plan, • select advertising from an economic point of view and evaluate it using the performance review, • design AIDA formula advertising and select appropriate advertising media, • assess the legal provisions of competition law and the consequences of antitrust violations, • select cost-saving and environmentally friendly packaging, • recognize and use the communications potential of the packaging.

[DE/11/LLP-LdV/TOI/147403](https://doi.org/10.1080/14740311.2011.611111)

This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Competences

The trainees are able to ...

- recognize the elements of a marketing plan and organize targeted advertising,
- select targeted advertising taking into account economic, legal and ethical boundaries of advertising,
- apply measures of advertising effectiveness,
- outline typical promotional activities and to know the measures of customer loyalty as well as to select packaging materials from an economic and ecological point of view.

	Advertising and sales promotion	ECVET Unit no X
		Level 4 Credit points

Knowledge	Skills
<ul style="list-style-type: none"> • Communication with customers <ul style="list-style-type: none"> ○ Personal sales ○ Sales promotion ○ Sales advertising ○ Public relations ○ Product placement • Types of advertising <ul style="list-style-type: none"> ○ According to the number of advertisers ○ According to the number of potential customers • Dangers of advertising and legal provisions of competition <ul style="list-style-type: none"> ○ Law against unfair competition ○ Legal consequences of competition law infringements • Advertising planning <ul style="list-style-type: none"> ○ AIDA Formula ○ Elements of the marketing plan ○ Performance review • Advertising material and media <ul style="list-style-type: none"> ○ Within the sales site ○ Outside the sales site • Packaging <ul style="list-style-type: none"> ○ Tasks and design ○ Environmental aspects ○ Cost of packaging ○ Use of environmental management 	<p>The trainees are able to ...</p> <ul style="list-style-type: none"> • Use the elements of communication with the customers and to promote the sale by this, • Select types of advertising taking into account ecological fundamentals and to prepare a promotional plan, • select the advertisement from an economic point of view and evaluate using the performance review and develop proposals for improvement, • design AIDA formula advertising and select appropriate advertising media taking into account the costs, • know the legal provisions of competition, evaluate the legal consequences of unfair competition taking them into account when planning the advertising, • select and use the package, taking into account the cost-benefit analysis and environmental management aspects.

Competences

The trainees are able to ...

- create an advertising plan, and thereby to articulate their own values and the values of respecting others,
- assess the use of promotional measures in the daily sales, taking into account economic, legal and ethical boundaries of advertising,
- questioning conducted promotional activities and to evaluate them in terms of advertising effectiveness,
- assess the use of different types of advertising for their effect on the consumer,
- outline typical measures of promotion and evaluation, including protecting the means of customer retention, and select packaging materials for economic and ecological aspects.