

	<b>Advertising and sales promotion</b>	<b>ECVET Unit no X</b>
		<b>Level 2 Credit points</b>

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

	<b>Advertising and sales promotion</b>	<b>ECVET Unit no X</b>
		<b>Level 3 Credit points</b>

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

## 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.

	<b>Advertising and sales promotion</b>	<b>ECVET Unit no X</b>
		<b>Level 4 Credit points</b>

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

## 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.