
Crocus Plains Regional Secondary School
Creative Promotions 20s
Course Outline
2026/2027

Course Title: Creative Promotions 20s

Teacher: B. Speight

Room 216

Course Description: Creative Promotions helps students develop an understanding of promotional communication from both a theoretical and a practical approach. The course focuses on advertising strategies, direct marketing, personal selling, sales promotions, and public relations. Students will apply these concepts and their creativity to design a variety of promotional and advertising material. Creative Promotions is designed for students who are looking to expand their business knowledge regarding communicating effectively and creatively.

Course Purpose: The Creative Promotions course is designed for those students who have an interest in the promotion (advertising) of goods and services. This course is designed for the "creative" mind; however, it will also provide direction to assist the student in developing creativity for the purpose of promoting a product or service. Students will acquire skills and knowledge that can be applicable and useful in further education and/or in future careers.

Topics of Study:

- 1) Business Communications
- 2) Ethics, laws, codes, and regulations related to promotions
- 3) Historical influences on the evolution of promotions
- 4) Emerging and future trends in promotions
- 5) Business sustainability practices (i.e. environmental practices)
- 6) The impact culture and diversity have on business
- 7) Education and career opportunities related to promotions
- 8) The role of promotions in society
- 9) Elements and strategies of the Promotional Mix
- 10) The role of the advertising industry
- 11) Promotional Strategies
- 12) Promotional Materials
- 13) Promotional Plan
- 14) Market Trends (External factors affecting the marketplace)
 - a. Population Changes
 - b. Family Income
 - c. Changes in consumption habits
 - d. Working hours
- 15) Marketing
 - a. Determining the Target Market

- b.** 4 Ps (Price, Product, Price, & Promotion) The role that promotion plays in the marketing mix
 - c.** Market variables and external factors affecting the market place
 - d.** Target Markets
 - e.** Strategies related to direct marketing (personal mail, email, social media, etc.)
 - f.** Market segmentation and mass marketing
- 16) Promotional Channels
 - a.** Television
 - b.** Radio
 - c.** Internet
 - d.** Newspapers
 - e.** Magazines
- 17) Elements of Visual Merchandising Design
 - a.** Goals of visual presentations
 - b.** Principles of visual merchandising design
- 18) Appearance
 - a.** Colour
 - b.** Lettering
 - c.** Design
- 19) Advertising (Promotional Materials)
 - a.** Print Media
 - b.** Broadcast Media
 - c.** Internet
- 20) Special Activities
 - a)** Sales Promotions (Strategies related to sales promotions) (coupons, samples, contests, etc.)
 - b)** Strategies related to publicity and public relations
 - c)** Sponsorships
 - d)** Prizes
- 21) Display
 - a.** Purposes
 - b.** Types
 - c.** Components
 - d.** Concepts of layout and design
- 22) Personal Selling
 - a.** Purposes
 - b.** Strategies related to personal selling
 - c.** Skills and Knowledge for personal selling

Evaluation Format:

Course Work and Assessments	80%
Employability Skills	5%
Final Assessment	15%

Educational Expectations

1) Respect

- Students will respect one another, the school's property, and the teacher. In turn, the teacher will respect the students.

2) Responsibility

- Each student will take ownership and responsibility for his or her own actions. Students have the responsibility for being punctual, completing his or her schoolwork, and submitting assignments in 'on time'. Extensions **may** be considered depending on the circumstances.
- "Deadlines are set after making sure a sufficient amount of time is given to provide the student with the opportunity to demonstrate the knowledge, skills, attitudes, and behaviours being assessed. It is also important for the parent and student to realize that deadlines are set so an accurate assessment can be taken to reflect how well the student's knowledge is being retained and their skills developed throughout the course at varying intervals." (**Success For All Learners Document – Department of Education**)

3) Teamwork

- Students will work, 'as a team' to accomplish team goals rather than focusing on individual goals.
- If students are finished their schoolwork early, they can help other students with their work.

4) Productivity

- Every student must utilize class time to complete the assigned work. Sufficient class time will be given to complete class assignments, projects and tests.
- Microsoft Teams will be used for course content and communication.
- Cell phone provincial policy will be followed.

5) Punctuality

- Students are expected to be punctual and attend all classes. Any absences are to be excused by the student's parent(s) or guardian(s).
- If you miss a class or classes, it is your responsibility to find out what work you missed.

6) Plagiarism

- Students are expected to be "doing their own work, following timelines, and giving credit when they borrow the ideas of others." (**Provincial Assessment Policy**)
- Copying from another student or from the internet will not be tolerated.

7) Assessment

- Student's progress can be monitored through PowerSchool. Students and parents/guardians are encouraged to check their marks regularly.
- Assignments are to be handed in on time.

I want students to be successful, so I am providing extra help to students outside of class as well as during regular class time. I'm available for extra help at noon hour or after school. There is also an opportunity for peer tutoring at these times.

I will be checking daily work completed by the students on a regular basis. It is extremely important that the students complete the daily work, so they are prepared for the unit tests. If parents have any questions or concerns, they should feel free to contact me at (204) 729-3900 or speight.brock@bsd.ca. I believe that when teachers, students and parents work together as a team, students have a much better chance of academic success.