

Webster County Schools

95 CLARK AVENUE – EUPORA, MS 39744

Office of Curriculum

662-258-5551, Extension 15

packets@webstercountyschools.org

CTE

Packet 4

Teacher Academy Review (#1)

Essay

1. What do you see as the rewards and challenges of teaching? Explain your answer.
2. Is the need for highly qualified teachers expected to increase or decrease? Cite reasons for this trend.
3. In what setting would you prefer to teach? Explain your reasoning. Include information on education requirements, salary, and benefits.
4. Explain the goal of career and technical education teachers.
5. Describe the administrative and administrative support pathway. Include examples of careers within this pathway and how they are supporting roles.
6. Describe a salary schedule. What factors impact a teacher's salary?
7. What can you do now, while you are still in high school, to prepare for a career in teaching?
8. As a high school student, why should you develop a philosophy of teaching?
9. Describe the process of setting a career goal.
10. List several artifacts you will include in your portfolio and explain why you selected each.
11. What is the purpose of an effective portfolio?
12. What are the advantages and disadvantages of an e-portfolio?
13. List five questions that can help you develop your philosophy of teaching.
14. Describe the type and availability of education during the American Colonial Period.
15. Describe how the preparation, roles, training, and status of teachers changed from the 1600s to the twentieth century.
16. What impact does the economy have on schools? Compare and contrast the issues faced by schools during the Great Depression Era and the economy of today.
17. What was the Morrill Act? How did it change education in the United States?
18. Name two major contributions Thomas Jefferson made to the current American education system.
19. Explain the role of teachers during the American Common School Period.
20. In your opinion, what piece of federal legislation had the greatest impact on education in America? Cite reasons for your choice.
21. Explain why educational standards and accountability improved education in America.
22. What was the significance of the 1983 *A Nation at Risk* report? What changes were made as a result of this report?
23. Explain what changes were made to education under the *Education for All Handicapped Children Act* of 1975.
24. List two concerns commonly expressed about the *No Child Left Behind Act*.
25. Describe the career clusters. How do they help students prepare for a career?

Teacher Academy Review
Answer Section

ESSAY

1. ANS:

(Answers will vary.)

2.ANS:

The need for qualified teachers is expected to increase. Many of the current teachers are expected to retire soon. The impact of the national movement for educational reform is another reason the need for highly qualified teachers is expected to increase. Many feel that to better educate children, more well-trained teachers are needed. (Other reasons may be justified.)

3.ANS:

(Answers will vary.)

4.ANS:

They assist students in exploring career interests and connecting what is taught in the classroom with what will be encountered in the real world. They help students know what to expect when dealing with employers.

5.ANS:

Careers within the administrative and administrative support pathway mainly involve working behind the scenes to assist administrators and teachers with the ultimate goal of helping students learn. They help lead, manage, and support the instructors. (Examples of careers and how they are supporting roles will vary.)

6.ANS:

A salary schedule is a chart or table that shows the progression of employee wages over time. Location, amount of education, years of experience, additional responsibilities, and type of institution are factors that impact a teacher's salary.

7.ANS:

Take challenging courses, observe teachers, explore college programs, participate in volunteer or part-time work with children.

8.ANS:

This process will help you think seriously about your ideas and beliefs and give others insight into what is important to you.

9.ANS:

Set a main goal. Then list all of the goals needed to achieve the main goal. Next, outline steps needed to complete each goal. Review your progress and reevaluate.

10. ANS:

(Answers will vary.)

11. ANS:

to record and highlight your experiences and abilities that will make you a good candidate for teaching

12. ANS:

Advantages—easy to store information, easy to transport, less likely to lose documents, easy to update.

Disadvantages—the technology used may not be compatible or accessible to the viewer, some people prefer to see and touch actual items.

13. ANS:

(List five:) Why do you want to teach? What characteristics make a teacher effective? How do students learn? What is an ideal classroom? What should the relationship between teacher and student be? What motivates students to learn? What should be the primary goal of a teacher? Who is the best teacher you have ever known, and what made him or her special? What is the most important role of a teacher?

14. ANS:

Opportunities were varied and included schools with elementary grades only. There were few universities, including Harvard and William & Mary, and only a few students attended. Many worked in apprenticeships to learn trades. Quakers settled around Philadelphia and established first schools that were open to all. In Southern colonies, only the wealthy were educated. There were fewer opportunities for middle-class and poor children.

15. ANS:

Training became more formalized and teachers were expected to meet high academic standards. They were able to earn better pay and, while highly regarded, they were not as restricted as they were in the early days.

16. ANS:
In good economic times, schools expand in number and offerings. In hard economic times, people have difficulty paying taxes. Schools respond and save money by closing schools, eliminating programs, reducing staff, and so on.
(Comparisons will vary.)
17. ANS:
Enacted in 1862, the Morrill Act gave each state land for a college to provide practical education. These were called land-grant colleges. They made higher education available to Americans nationwide.
18. ANS:
He introduced legislation to divide counties in Virginia into smaller districts that were responsible for education (a public system of education) and established the University of Virginia.
19. ANS:
Many teachers taught all grades in small rural schoolhouses. Teachers who attended normal schools were expected to be more prepared to teach, since they had to take a test to show they had been properly educated. More women enrolled in normal schools and entered the teaching profession.
20. ANS:
(Answers will vary.)
21. ANS:
Educational standards paved the way for more demanding and uniform education. They defined what students should know and be able to do at a certain level. This ensured that all students have access to the same quality of education.
22. ANS: The *Nation at Risk* report asserted that America's competitive edge was at risk. Students were falling behind in business, science, and technology. They were lacking a good foundation in math, reading, and writing. This report caused the United States to review its education system and lead to the back-to-basics movement with an emphasis on building basic skills to make students more competitive in the complex world.
23. ANS:
For the first time, children with disabilities were guaranteed a free public education. Further, it mandated that the education provided for each child be appropriate and take place in the least restrictive environment.
24. ANS:
Those schools starting with a higher percentage of students already behind grade level would have difficulty meeting the goals, especially if they were poorly funded. Teachers are encouraged to spend much of their time specifically preparing students for standardized tests at the expense of other content information and educational experiences.
25. ANS:
The career clusters are a framework of 16 general career areas or categories. Each cluster includes a range of career pathways. By developing the necessary academic and technical skills identified for a cluster, students can pursue a variety of career options within the cluster.

Forestry CTE Send Home Packet 2

Pages 1-3 -- Forestry Best Management Practices

Streamside Management Zones

Pages 4-6 – Practice Questions

Page 7 – Answers to Practice questions

STREAMSIDE MANAGEMENT ZONES

Harvesting and site preparation activities may result in several types of nonpoint source pollution (NPSP), such as excessive sediments, organic debris, chemicals, nutrients, and an increase in average water temperature. Streamside management zones (SMZs) are vegetated areas adjacent to streams and watercourses that help protect them from these pollutants. This residual vegetation acts as a filter to trap sediments, chemicals, and nutrients before they reach the water. Some of this vegetation along perennial streams also provides the shade necessary to avoid adverse changes in water temperature. The proper use of SMZs depends upon stream type.

In Mississippi, streams are classified into two types: *perennial* and *intermittent*. Drains are considered separately. *Perennial* and *intermittent streams* need the use of SMZs, while drains do not.

PERENNIAL

A *perennial stream* is a watercourse that flows in a well-defined channel throughout most of the year under normal climatic conditions.

INTERMITTENT

An *intermittent stream* is a watercourse that flows in a well-defined channel during wet seasons of the year, but not the entire year. They generally exhibit signs of water velocity sufficient to move soil material, litter and fine debris.

DRAIN

Drains (also referred to as draws, ephemeral streams, ephemeral areas or dry washes) have a well-defined channel. Generally not directly connected to the water table, ephemeral areas or gullies become a *drainage structure* connected to a stream in response to storm flow following heavy rains or when soils are saturated.

The stream type will dictate the amount of harvest allowed within the SMZ as well as the types of forestry activities. The assistance of the landowner, professional foresters or loggers familiar with the area will be beneficial in determining stream type. If there is a question about the type, treat it as a *perennial stream*. Regardless of whether it is a perennial or intermittent stream, several limitations must be adhered to:

GENERAL SMZ GUIDELINES

- Never use a stream channel as a skid trail or road.
- Remove logging debris from stream channels.
- Minimize the number of stream crossing points.
- Cross streams only at a right angle.
- Never block the flow of water through a stream channel.
- Avoid rutting through streams.
- Avoid high intensity fire in SMZ. All efforts should be made to keep high intensity site prep burns out of the SMZ.
- Minimize residual tree damage.
- Harvest of any stems on the edge of a stream channel must be accomplished in such a manner as to minimize impact to the stream bank.

All SMZs will extend from both stream banks to a distance determined by the slope of the land. The intent is to maintain sufficient overstory and understory crown cover to provide shade, maintain bank stability and protect water quality. Additional benefits include enhancing wildlife habitat, creating wildlife corridors and providing habitat diversity in harvested areas.

SMZ GUIDELINES FOR PERENNIAL STREAMS

Allowed	Not Allowed
<ul style="list-style-type: none"> ▪ Select Harvest: Must leave 50% crown cover ▪ Individual stem treatment with herbicides to release desirable regeneration 	<ul style="list-style-type: none"> ▪ Roads (except perpendicular to stream crossings) ▪ Excessive rutting ▪ Damage to stream bank ▪ Any broadcast chemical application ▪ Any fertilizer application ▪ High intensity fire, such as those associated with site prep burns. ▪ Mechanical site preparation ▪ Log decks or landings ▪ Excessive residual tree damage

PERENNIAL STREAM SMZ WIDTH BY SLOPE

The perennial stream SMZ will have a minimum width of 30 feet extending from both sides of the stream measured from the banks. As the slope of the land adjacent to the stream increases, the SMZ width will increase.	Percent Slope	SMZ Width
	0% - 5%	30 feet
	6% - 20%	40 feet
	21% - 40%	50 feet
	Over 40%	60 feet

SMZ GUIDELINES FOR INTERMITTENT STREAMS	
<p>Intermittent streams will have a SMZ with a minimum width of 30 feet on both sides of the stream bank. Experience and judgment will dictate whether this width should be increased to protect water quality.</p>	
Allowed	Not Allowed
<ul style="list-style-type: none"> ▪ <i>Regeneration Harvest</i>: Provided other vegetation and/or <i>ground cover</i> remains to protect the forest floor and the stream bank in a manner that will maintain water quality. ▪ Individual stem treatment with <i>herbicides</i> to release desirable <i>regeneration</i>. 	<ul style="list-style-type: none"> ▪ Roads (except perpendicular to stream crossings) ▪ <i>Log decks</i> or landings ▪ <i>Excessive rutting</i> ▪ Damage to stream bank ▪ High intensity fire, such as those associated with site prep burns. ▪ <i>Mechanical site preparation</i> ▪ Broadcast application of herbicide treatments

GUIDELINES FOR DRAINS
<p><i>Drains</i> do not require SMZs. However, there are several limitations that must be adhered to:</p> <ul style="list-style-type: none"> ▪ Never use a <i>drain</i> as a <i>skid trail</i> or road. ▪ Minimize <i>logging debris</i> in well defined <i>drain channels</i>. ▪ Cross <i>drains</i> only at a right angle. ▪ Minimize the number of crossing points. ▪ Avoid <i>rutting</i>. ▪ Avoid blocking the flow of water.

GUIDELINES FOR LAKES AND PONDS
<p>SMZ treatment for lakes and ponds will be determined by the identification of the outflow stream. If the outflow is perennial, treat it as a perennial waterbody. If the outflow is intermitten or ephemeral, treat it as an intermittent waterbody.</p>

GUIDELINES FOR CREEKS
<p>See Drains/Ephemeral Areas, page 5.</p>

1. The insect that causes tree decline or the death of one side of a hard wood tree by eating or damaging the root system
 - a. skeletonizers
 - b. root borers
 - c. Southern pine beetle
 - d. Cattle ants

2. Mr. Greenlee, a landowner, hired a forestry consultant to prescribe burn a 100 acre tract. The consultant's fee was \$1500. What was the consultant cost per acre?
 - a. \$10
 - b. \$12
 - c. \$15
 - d. \$22

3. Dave clear-cut a 200-acre tract. He is going to replant at a spacing of 6ft. x 10ft. How many seedlings will Dave need to plant this tract?
 - a. 142,000
 - b. 156,000
 - c. 143,000
 - d. 146,000

4. Tree seedlings are usually secured and planted in:
 - a. Winter
 - b. Summer
 - c. Fall
 - d. Spring

5. The practice of leaving buffer strips protecting streams during a harvesting operation is known as:
 - a. DDT
 - b. EPA
 - c. NBA
 - d. SMZ

6. What is one result of high grading a forest?
 - a. timber stand improvement
 - b. genetically superior trees
 - c. reduction to the quality of the stand
 - d. the elimination of flying squirrels on the tract

7. The principle fertilizer used to enhance forest tree growth is
 - a. Sodium chloride
 - b. Sulfur
 - c. Calcium carbonate
 - d. Nitrogen

8. Which is not a region in Mississippi?
 - a. Black Prairie
 - b. Delta
 - c. Loess Hills
 - d. Piedmont

9. A giant sequoia that is 30 ft. in diameter has a circumference of:
- 60 ft.
 - 104 ft.
 - 94 ft.
 - 34 ft.
10. Ed is building a house. He wants to put wood siding on it. He wants a wood that is durable and resistant to insects and moisture caused decay. Which of the following woods would be best to use?
- Blackjack oak
 - Cottonwood
 - Sprucepine
 - Bald Cypress
11. Harvest cuttings made in a stand in between the stand establishment and final harvests are called.
- Intermediate cuttings
 - Best Management practice
 - Clear cut
 - Coppice Regeneration
12. Which type of harvesting system would be best to thin a 16-year-old pine plantation that had been machine planted?
- shelterwood
 - mechanical row thinning with select harvest in the remaining rows.
 - Clear-cut
 - 12 inch diameter limit cut
13. On which species of tree could you use the seed tree method of harvest most successfully?
- Aspen
 - Black cherry
 - Black tupelo
 - Loblolly pine
14. The principle water pollutant caused by forestry operations is:
- sawdust
 - fertilizer
 - herbicibes
 - mineral soil sediment
15. Logging costs represent approx. what percent of the price of delivered Grade Red Oak saw timber?
Del. Price \$60.00/ton
- 20 %
 - 30 %
 - 60%
 - 80%
16. Logging represents approx. what percent of the price of delivered hardwood pulpwood? Del. Price \$22.00/ton
- 30 %
 - 60 %
 - 80 %
 - 10%

17. Billy sold a tract of timber. Upon completion of the logging, Billy noticed that a lot of his fences had been damaged or destroyed during the logging operation. How could this have been prevented?
- He should have hired a different logger
 - He should have watched the logger the whole time
 - He should have taken his fences down before the logging operation and put them back up after the logging operation was finished.
 - He should have had a timber harvest contract
18. Mark cruised a 100-acre tract using $\frac{1}{4}$ acre plots. The total volume on these 100 plots was 40 MBF. What is the total volume in board feet for this 100-acre tract?
- 120 MBF
 - 100 MBF
 - 160 MBF
 - Goat Stew
19. Tom was planning to cruise a 60-acre tract using $60 \frac{1}{5}$ acre plots. What percent cruise would this be?
- 100%
 - 10%
 - 20%
 - Armadillo Popsicles
20. Assuming that 1000 board feet of White Oak sawtimber weighs 18,000 lbs, how much would 8 MBF of White Oak Sawtimber weigh?
- 40 tons
 - 50 tons
 - 72 tons
 - hot sauce and ice cream

Answer sheet

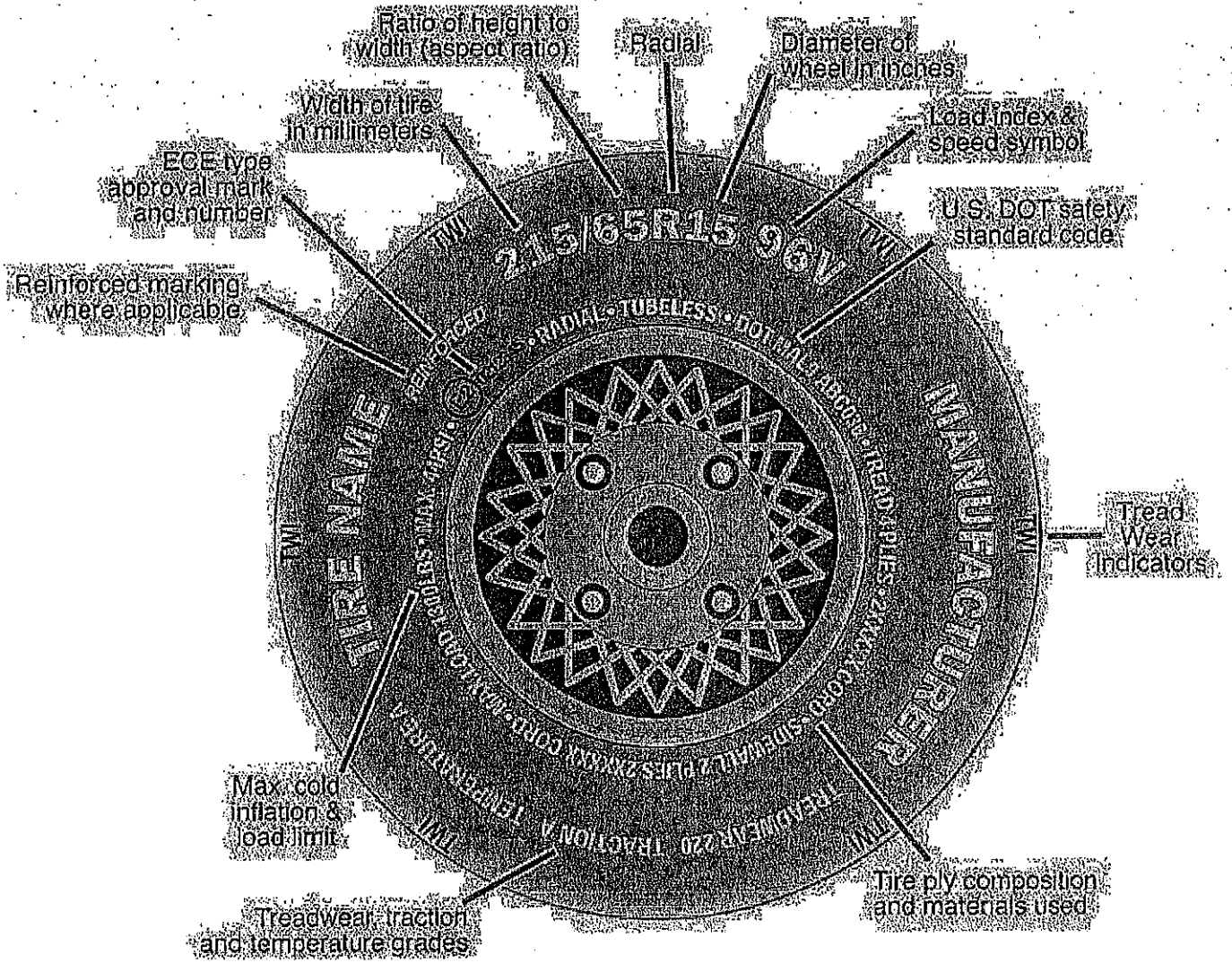
1. B
2. C
3. D
4. A
5. D
6. C
7. D
8. D
9. C
10. D
11. A
12. B
13. D
14. D
15. B
16. C
17. D
18. C
19. C
20. C
- 21.

1st and 2nd year student cpas review
Questions from all year

62. What closes the valves on an engine?
63. What is the top ring on a piston?
64. What seals the piston in the cylinder?
65. What pulls air into the engine for cooling?
66. What would the valves not seating properly cause?
67. Compare a 2-stroke and a 4-stroke.
68. What would happen in a 2-stroke engine if there is not enough oil mixed with gas?
69. What is the purpose of engine oil?
70. What are the three types of fuel systems?
71. Over tightening of the spark plug will break the washer and cause what?
72. What do you check first when troubleshooting an engine?
73. What opens the valves?
74. Name the 4 strokes in order?

1st and 2nd year student cpas review
Questions from all year

75. How often should the oil in the small engine be changed?
76. Describe, in detail, how an air cooled engine cools?
77. If you do not have the specifications, what do you set the spark plug gap to?
78. What are the purposes of the flywheel?
79. How do you put an engine in time?
80. Why is the flywheel key made of aluminum?
81. What happens if the flywheel key shears?
82. How does the small engine, without an oil pump get oil to all the internal parts?
83. Name the three places you can lose compression?
84. What connects the piston to the crank shaft?
85. What is the name of the pin in the piston that connects the piston to the connecting rod?
86. What purpose does the marks on the crankshaft and camshaft gears serve?



TIRE SPEED RATINGS

B - Up to 31 mph
C - Up to 37 mph
D - Up to 40 mph
E - Up to 43 mph
F - Up to 50 mph
G - Up to 56 mph
J - Up to 62 mph
K - Up to 68 mph

L - Up to 75 mph
M - Up to 81 mph
N - Up to 87 mph
P - Up to 94 mph
Q - Up to 100 mph
R - Up to 106 mph
S - Up to 112 mph

T - Up to 118 mph
U - Up to 124 mph
H - Up to 130 mph
V - Up to 149 mph
W - Up to 168 mph
Y - Up to 186 mph
Z - 149 mph and over

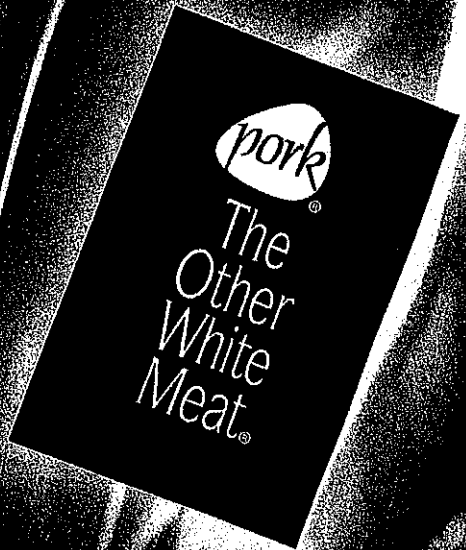
Know Your Options

Types of Promotion

"Can you hear me now?
Good."



Phrases that pay
Pushing products
What's your image?



So What?

The first thing Allie wanted when she woke up this morning was a nice, hot cup of coffee. So, she threw on jeans and a sweatshirt and went down to the corner coffee shop, where she presented the cashier with her 50-cents-off coupon. On the way home, she spotted a billboard for a new shoe store opening downtown. "I could use a new pair of running shoes," she thought to herself, so she headed that way. At the store, Allie received help from a salesperson. He was very knowledgeable about all the running shoes and helped her decide on the perfect pair. On the way home, Allie flipped on the radio and heard a news story about how the shoe store was helping to revitalize its particular district of downtown.

On this typical morning, Allie was surrounded by promotional messages. Like her, we are also surrounded by these messages every day. Promotion is an important part of the marketing mix that communicates information about goods, services, images, or ideas to customers. Promotion can accomplish a number of objectives—building awareness, increasing demand, differentiating a product from its competitors, highlighting a product's value, and changing or reinforcing customer attitudes. Read on to learn more about the different types of promotion!



Just the Facts: Basics About Types of Promotion

Do you recognize the following promotional messages:

- "Can you hear me now? Good."
- "Buy it. Sell it. Love it."
- "Live in your world, play in ours."
- "Just do it."
- "I'm lovin' it."
- "The happiest place on earth."



Chances are that you recognize most of these phrases, even if you don't automatically remember that they are used in advertisements for Verizon Wireless, eBay, Sony Playstation, Nike, McDonald's, and Disneyland.

Promotional messages serve many purposes for marketers. They come in many different shapes and forms, and marketers use a variety of methods to deliver them to their intended audiences. Each promotional message is intended to inform, persuade, or remind consumers about goods, services, ideas, images, or issues. Businesses' primary reason for using promotional messages is to encourage consumers to think favorably about the company or to buy its products.

There are several kinds of promotional tools that marketers use to communicate with consumers. You are probably familiar with some of these tools, which include:

- Advertising
- Personal selling
- Publicity
- Sales promotion

These tools can be employed in all promotional efforts. When using these tools to communicate, businesses generally create two distinct types of promotional messages—product promotion and institutional (or corporate) promotion.

Objectives:

- A** Explain the types of promotion.
- B** Discuss advantages and disadvantages of promotional activities.



Product promotion

The specific goal of product promotion is to persuade consumers to buy a particular good or service. Examples of product promotions include:

- Advertisements for Cingular wireless service, Red Bull energy drink, or Wrigley's gum
- Cents-off coupons for the purchase of Doritos, Burger King Whoppers, or Revlon lipstick
- Salespeople's efforts to convince customers to buy a diamond bracelet, an iPod, or a Honda Civic
- Television interviews in which a movie star encourages viewers to see his/her latest film

Product promotion, therefore, is used to stimulate consumer purchases of goods or services. Specifically, product promotional activities can:

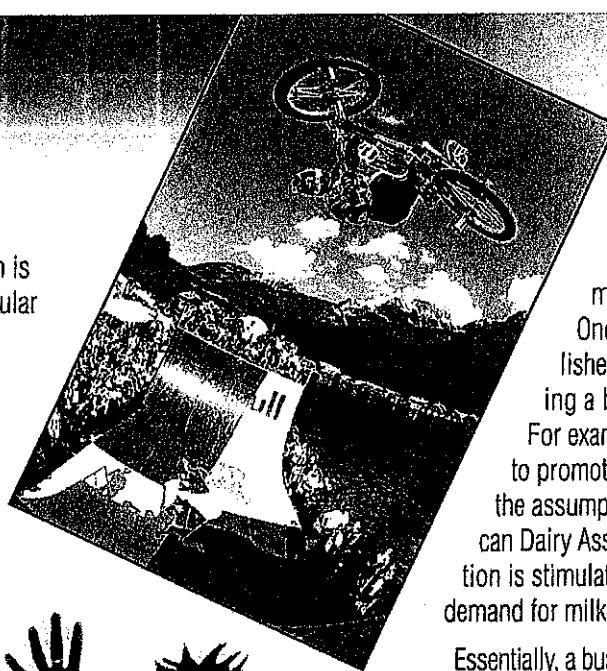
- Create consumer awareness of a good or service
- Inform consumers about product features
- Encourage interest in and inquiries about a good or service
- Inform consumers where a product can be purchased
- Build a reputation for a product
- Create excitement and motivate retailers and salespeople

There are two kinds of product promotion—primary and secondary. Primary product promotion aims to stimulate demand, or consumer desire, for an entire class of goods or services. The emphasis is on the product and its uses, rather than on a particular brand. For example, when you see television advertisements for beef or pork, you are probably receiving promotional messages from either the Cattlemen's Beef Board or the National Pork Board. Each organization wants you to choose its

product to put on your dinner table. However, the advertisements aren't pushing a particular brand of beef or pork; rather, the competition is between the two different industries.

Primary product promotion is especially useful and necessary

for introducing a new concept or a totally new product.



Secondary, or selective, product promotion is used to stimulate demand for a specific brand of a product. Once the product class is already established, efforts can be focused on promoting a brand and its features or benefits. For example, Borden, Inc. uses advertising to promote its brand of milk, on the assumption that the American Dairy Association promotion is stimulating primary demand for milk.

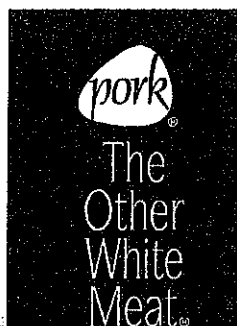
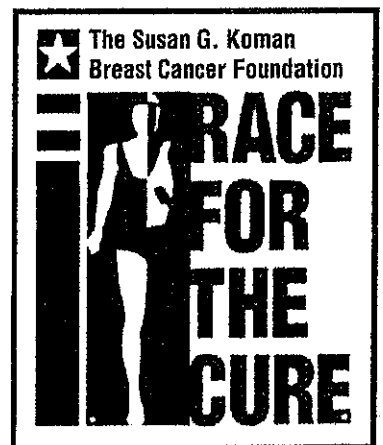
Essentially, a business or industry uses primary product promotion to compete against other industries, such as soft drinks versus fruit juices. Secondary product promotion is used to compete against other makers of the same type of product, such as Coca-Cola versus Pepsi.



Institutional promotion

Unlike product promotion, institutional (or corporate) promotion does not attempt to sell a good or service. The primary goal of corporate promotion is to create a certain image of the company in the eyes of the consumer. This can be accomplished by informing consumers about the company, its ideas, and its philosophy. Often, companies take positions on important issues, and these, too, are communicated to the public through institutional promotion.

The belief is that corporate promotion can create favorable public attitudes toward the firm, which will lead to increased product sales. For example, Bristol-Myers Squibb, the giant pharmaceutical company, sponsors the National Race for the Cure to benefit the Susan G. Komen Breast Cancer Foundation. The annual event raises millions of dollars to fund breast cancer research. Bristol-Myers Squibb's involvement reinforces in consumers' minds its commitment to community health issues.





Institutional promotion can be used to:

- **Change a particular attitude toward a firm or its products**

In recent years, the tobacco industry has come under fire for promoting its products, which are associated with various forms of disease. In an effort to clean up this negative image, tobacco companies such as Philip Morris have been engaging in institutional promotions such as youth smoking prevention programs and resources for helping smokers kick the habit.

- **Inform consumers of the company's interest in social or environmental issues**

Corporate giant IBM has a long-standing commitment to environmental leadership in the business world. The company has a written environmental-affairs policy and participates in many voluntary initiatives, such as membership in the Wildlife Habitat Council.

- **Inform the public about the company's future**

When wireless communication providers Sprint and Nextel merged in 2005, the new company engaged in a promotional campaign to let its customers and the general public know about the change.

- **Inform consumers of the company's name and its type of business**

During the rise in the popularity of the Internet, many on-line travel agencies such as Expedia and Travelocity were born, and then they began promotions to let the public know about their services.

- **Show the company's commitment to quality, technology, or research**

The world's largest research-based pharmaceutical company, Pfizer, uses institutional promotion to demonstrate to the public its commitment to using research to help people live longer, healthier, happier lives.

- **Enhance company morale and recruit new employees**

Battelle, a global science and technology corporation, holds many recruiting events and initiatives all over the country.

- **Build or reinforce a favorable company image**

Coca-Cola's \$5 million donation of bottled water and other beverages to hurricane-ravaged New Orleans in 2005 is one example of institutional promotion meant to help build a highly favorable company image.

What's the story behind...

Every company or organization engages in some type of promotional activity, and alcohol companies are no exception. Their promotional activities are often controversial, especially when it comes to advertising. Most people agree that advertising affects everyone on a daily basis, whether they realize it or not. And this includes impressionable young children and adolescents. Many people think it is unethical for alcohol companies to advertise their products when it can influence young people. Some critics even claim that many of these ads are actually *targeted* toward this specific audience. Often, these ads portray drinkers as "cool," active, happy people, when in reality, the habit does not contribute to this type of lifestyle. As a matter of fact, it may contribute to just the opposite—addiction, depression, and even death.

Alcohol companies maintain, however, that there is nothing unethical about their advertising practices. There are legal ages for purchasing alcohol and warnings on product packaging. They even offer resources for parents to talk to their children about not drinking. Beyond that, they shouldn't be held responsible. What do you think? Is it unethical for alcohol companies to advertise their products when children might be affected?

There are three kinds of institutional promotion—public service, public relations, and patronage.

Public service. Public-service promotions inform consumers about noncontroversial issues that are in the public's best interest. For example, insurance companies sometimes promote improved health through changes in dietary and exercise habits. Many times, companies sponsor public-service announcements on local television stations, highlighting issues such as community drug prevention or after-school participation in sports or arts programs. Public-service promotions build goodwill for the company, especially when they depict the company as a friend of the community.

Public relations. Public-relations promotions are created to deal with issues that are in the public's interest but are also related to the company or its products. These promotional activities may be either proactive (the business takes the initiative to promote itself) or reactive (the business engages in the activities in response to an external situation, such as a lawsuit). They are used to influence a company's image directly, such as improving a negative image or establishing a positive one before negative feelings arise.



A negative image may be countered by confronting an issue that is controversial for the firm. An example of this would be the reaction of Wendy's International after reports that a finger was found in a cup of chili at one of its restaurants. The company's public relations team sprang into action, issuing press releases to let the public know they were doing everything possible to investigate and resolve the situation. When the situation was finally sorted out (the finger had been planted by its finder), Wendy's celebrated with its customers by offering free Frostys for a day.



Positive images can be established through public-relations advertising by sponsoring non-profit organizations or showing how the company is attempting to improve the quality of life. Office Depot, for example, contributes to local schools through the National Backpack Program and various teaching grants.

In addition to being either proactive or reactive, public relations efforts may focus on any one of the business's many "publics," including the general public, customers, vendors, employees, stockholders, and even the government. Whether the information is positive or negative, the public tends to view information from the media as more credible than that found in advertising.

Patronage. Patronage promotions are designed to promote a firm's prestige or its features. When GE's marketers say that their company is "imagination at work," they are positioning the company as prestigious and innovative in customers' minds. Presenting information about the firm's features that will benefit the consumer is another way to sell the firm for non-product reasons. For example, patronage promotions developed for a local bank might tell customers about extended hours or a new location.



imagination at work

Summary

Promotional messages encourage consumers to think favorably about the company or to buy its products. Two distinct types of promotional messages are product promotion and institutional promotion. Product promotion persuades consumers to buy a particular good or service. Primary product promotion aims to stimulate demand, or consumer desire, for an entire class of goods or services. Secondary, or selective, product promotion is used to stimulate demand for a specific brand of a product. Institutional promotion creates a certain image of the company in the eyes of the consumer. There are three kinds of institutional promotion—public service, public relations, and patronage.

TOTAL RECALL

1. What is the specific goal of product promotion?
2. List three examples of current product promotions.
3. What are four uses of product promotion?
4. What is the purpose of primary product promotion?
5. Give an example of primary product promotion.
6. What is the purpose of secondary product promotion?
7. Give an example of secondary product promotion.
8. What is the primary goal of institutional, or corporate, promotion?
9. Identify four uses of institutional promotion.
10. What is the purpose of the following types of institutional promotion—public service, public relations, and patronage?



Advantages and Disadvantages of Promotional Activities

Most promotional activities can be seen as contributing in a positive way to consumers' lives, to corporations, and to society in general. However, there are individuals and groups in our society that are critical of product and institutional promotion. What do you think about promotion? Have you ever really thought about how it affects your life? Let's consider promotional activities from both sides and examine their advantages and disadvantages.

Yellow Pages



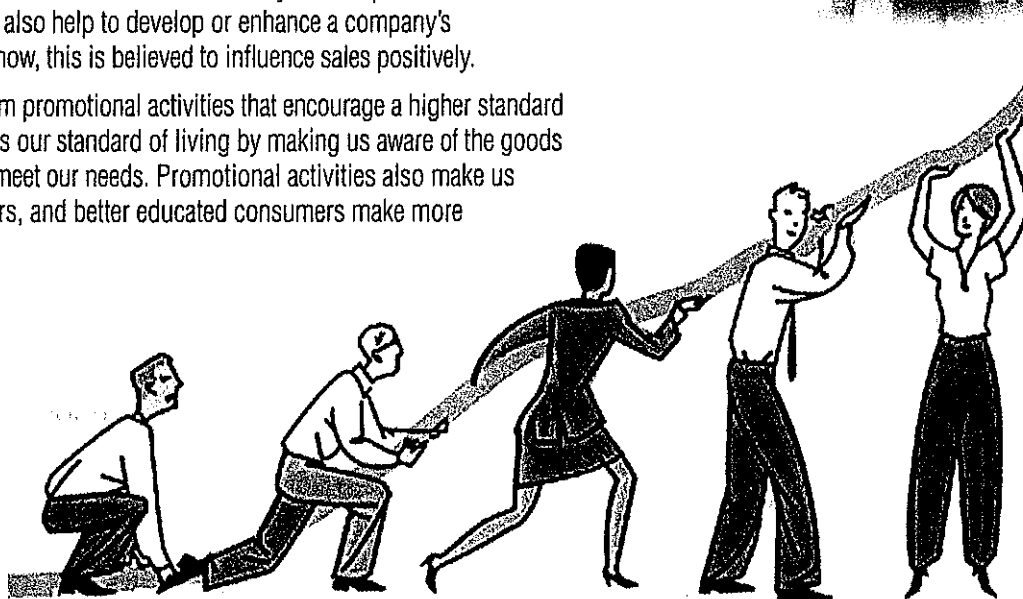
Advertising

The advantages and disadvantages of promotion

Promotional activities can be viewed as providing advantages or benefits to society and the mass media. Promotion is thought to contribute to economic growth and business activity by encouraging consumers to purchase and use new and improved products. Society also benefits from promotional activities because of the money these activities add to our economy and the jobs they create. The mass communication media—radio, television, newspapers, and magazines—are either partially or completely supported by promotional dollars. Without this money, financial support of the media would probably be passed along to consumers.

The companies that use promotion benefit directly from their efforts. These activities create awareness of the company and its products. As a result, consumers may become interested in a good or service and ultimately make a purchase. Corporate promotion can also help to develop or enhance a company's image. And as you now know, this is believed to influence sales positively.

Consumers benefit from promotional activities that encourage a higher standard of living. Promotion raises our standard of living by making us aware of the goods and services available to meet our needs. Promotional activities also make us better educated consumers, and better educated consumers make more intelligent purchases.



The disadvantages of promotional activities stem mainly from their misuse and inability to achieve certain goals. The individuals and groups critical of promotional practices think that:

- **Some promotions are deceptive.** Sometimes promotions make false or exaggerated claims about a product. While there are many laws in place to ensure "truth in advertising," misleading claims about a product's benefits are quite common. For example, drinking a sports/energy drink does *not* automatically mean you will become a gifted athlete, and taking certain weight-loss supplements will certainly *not* guarantee you a perfect body like the model in the commercial.
- **Promotion manipulates consumers.** Critics feel that promotion persuades people to buy goods or services that they do not want or need. While promotion cannot make people act against their will, promotion *does* influence purchase behaviors.
- **Some promotion is offensive.** Much promotion, especially advertising, is considered to be in bad taste, vulgar, and insulting to human intelligence. Advertisements that are sexually explicit are often considered offensive.
- **Promotion may create and reinforce stereotypes.** Promotion is believed to create and reinforce stereotypes through portrayals of women or minorities. Women are, for example, often shown as sexual objects or as always being responsible for a household's cooking and cleaning chores.
- **Promotion plays upon people's fears.** By focusing on people's insecurities and the unfavorable outcome of not buying a product, promotion can sometimes play on fears. Advertisements for personal-hygiene products are notorious for doing this. No one wants to have bad breath or body odor, and these ads attempt to convince consumers that only their companies' products will work to prevent these problems.
- **Promotions have limited abilities.** Critics of promotions say that promotional activities are limited in their abilities. For example, the use of promotions simply cannot:
 - ✓ **Make up for the poor quality of a good or service.** A product's reputation will develop based on the quality of the good or service, not on its promotion.
 - ✓ **Immediately achieve major success for a company or its products.** Promotion is believed to achieve better long-term, rather than immediate, customer response to the promotional message.
 - ✓ **Substitute for salespeople who are talented and well trained.** For many goods and services, promotion just cannot take the place of qualified salespeople.



Product promotion is specifically criticized for not adding any value to goods or services. In other words, the product is not improved or made better in any way by the money spent on promotion. And, it is believed by some that the cost of promotion increases the price that consumers pay for goods and services.

Finally, institutional promotion is sometimes attacked because:

- Institutional promotion may be costly.
- The effectiveness of institutional promotion is difficult to measure.
- Money spent on institutional promotion may take money away from product promotion.
- In controversial situations, institutional promotion might stir up debates when keeping a low profile might be better.

Summary

There are several advantages of promotional activities. They contribute to economic growth and business activity, and they support the mass communication media. Companies benefit directly because these activities create awareness of the company and its products. Consumers benefit because these activities raise our standard of living and make us better-educated consumers who are able to make more intelligent purchases. Critics list many disadvantages of promotion as well. They can be deceptive, manipulative, and play on consumers' fears. They can be offensive and reinforce stereotypes. Also, they have limited abilities. Product promotion does not add value to goods and services. Institutional promotion can be costly and difficult to measure.

TOTAL RECALL



1. List three benefits of using promotional messages.
2. Identify three disadvantages or misuses of promotion.
3. List three disadvantages of institutional promotion.

Make It Pay!

As you go throughout your day tomorrow, try to be aware of all the promotional messages you receive. Write them down in your notebook. Try to keep track of each television commercial you see, coupon you use, or Internet ad that pops up on your computer screen. Don't forget about sales pitches and publicity (news stories) as well. At the end of the day, look at each item on your list and identify it as product promotion or institutional promotion. If it's product promotion, is it primary or secondary? Think about how each message affected you. Were your purchasing decisions influenced? If so, how? Did anything cause you to think differently about a company, an organization, an idea, or an issue? If so, what was it? How did this day change your perception of promotional activities?

MarkED

1375 King Avenue, P.O. Box 12279, Columbus, Ohio 43212-0279 Ph: (614) 486-6708 Fax: (614) 486-1819

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Marketing: Types of Promotion

PRACTICE TEST

Directions: Answer each of the following questions. Use a separate sheet of paper to record your responses.

OBJECTIVE A

1. List five promotional messages that you have seen or heard this week. (10 points; 2 points each)
2. Why do companies engage in promotional activities? (10 points)
3. Compare and contrast the two main types of promotion—product promotion and institutional promotion. (10 points)
4. Why do companies engage in product promotion? (10 points)
5. Compare and contrast the two types of product promotion—primary product promotion and secondary product promotion. (10 points)
6. Why do companies engage in institutional promotion? (10 points)
7. Describe and compare the three types of institutional promotion—public service, public relations, and patronage. (10 points)

OBJECTIVE B

8. Describe the advantages of promotional activities. (10 points)
9. Describe the disadvantages of promotional activities. (10 points)
10. Compare the specific disadvantages of product promotion and institutional promotion. (10 points)

Suggested Criterion Level: 80 points

Complete The Gray Zone, pg 4
Complete Total Recall, pg 5
Complete Total Recall, pg 8