

# ADVERTISING AND PUBLIC RELATIONS 52.1800.30

## Program Description, Coherent Sequence, and Certification Information

*The **Advertising and Public Relations** program is being discontinued. No new **Advertising and Public Relations** programs may be added for the 2018-2019 school year. The final year a district may offer an **Advertising and Public Relations** program will be the 2019-2020 school year. The **Advertising and Public Relations** program has been determined to not be eligible for JTED funding. The program will continue to be eligible for CTE Federal Perkins and CTE State Priority funding for the 2018-2019 and 2019-2020 school years.*

### PROGRAM DESCRIPTION

The **Advertising and Public Relations** instructional program is designed to provide technical support to advertising and public relations' professionals and prepares students to create and market communication strategies utilizing multiple media. Duties include handling all phases of sales including: prospecting, making sales presentations, closing business, and retaining clients. **Advertising and Public Relations** students will also craft and deliver marketing and public relations strategies and concepts while also creating marketing materials and managing projects.

The **Advertising and Public Relations** instructional program is designed and delivered as a coherent sequence of school-based and work-based supervised learning.

The **Advertising and Public Relations** instructional program is designed to prepare students for postsecondary education and/or entry-level employment.

**Advertising and Public Relations** students develop leadership, social, civic, and career skills through participation in the state-recognized Career and Technical Student Organization **DECA (Distributive Education Clubs of America.)**

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## COHERENT SEQUENCE

52.1800.12 Advertising and Public Relations I

***and***

52.1800.30 Advertising and Public Relations II

***and program may elect to add:***

52.1800.70 Advertising and Public Relations – DCE (Diversified Cooperative Education)

***or***

52.1800.75 Advertising and Public Relations - Internship

***or***

52.1800.80 Bioscience – Cooperative Education