

National Curriculum of Pakistan
2022-23

TECHNICAL EDUCATION

ADVERTISING

Grades 9 -12



NATIONAL CURRICULUM COUNCIL SECRETARIAT
MINISTRY OF FEDERAL EDUCATION AND
PROFESSIONAL TRAINING, ISLAMABAD
GOVERNMENT OF PAKISTAN

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It is with great pride that we, at the National Curriculum Council Secretariat, present the first core curriculum in Pakistan's 75-year history. Consistent with the right to education guaranteed by Article 25-A of our Constitution, the National Curriculum of Pakistan (2022-23) aspires to equip every child with the necessary tools required to thrive in and adapt to an ever-evolving globalized world.

The National Curriculum is in line with international benchmarks, yet sensitive to the economic, religious, and social needs of young scholars across Pakistan. As such, the National Curriculum aims to shift classroom instruction from rote learning to concept-based learning.

Concept-based learning permeates all aspects of the National Curriculum, aligning textbooks, teaching, classroom practice, and assessments to ensure compliance with contemplated student learning outcomes. Drawing on a rich tapestry of critical thinking exercises, students will acquire the confidence to embark on a journey of lifelong learning. They will further be able to acknowledge their weaknesses and develop an eagerness to build upon their strengths.

The National Curriculum was developed through a nationwide consultative process involving a wide range of stakeholders, including curriculum experts from the public, private, and non-governmental sectors. Representatives from provincial education departments, textbook boards, assessment departments, teacher training departments, *deeni madaris*, public and private publishers, private schools, and private school associations all contributed their expertise to ensure that the National Curriculum could meet the needs of all Pakistani students.

The experiences and collective wisdom of these diverse stakeholders enrich the National Curriculum, fostering the core, nation-building values of inclusion, harmony, and peace, making the National Curriculum truly representative of our nation's educational aspirations and diversity.

I take this opportunity to thank all stakeholders, including students, teachers, and parents who contributed to developing the National Curriculum of Pakistan (2022-23)

Dr. Mariam Chughtai

Director

National Curriculum Council Secretariat

Ministry of Federal Education and Professional Training

Advertising Progression Grid (PG)

Note: (The recommended programme of study for Advertising is four years and the progression grid is designed accordingly. However, it may easily be adapted for a two-year programme easily with students studying the content for 9-10 in Grade 11 and for 11 and 12 in Grade 12.)

Domain A: Introduction to Advertising

Standard A1: Establish a foundational understanding of advertising, exploring its fundamental concepts and principles.

Standard A2: Explain the evolution and historical perspectives of advertising including the impact of societal changes on advertising trends.

Grade 9	Grade 10	Grade 11	Grade 12
Benchmark I: Students will be able to demonstrate the basic concepts of advertising, its purpose, and key principles, laying the groundwork for further exploration in intermediate levels.		Benchmark I: Students will be able to strategically analyze the meaning and purpose of advertising and the application of advertising principles.	
Student Learning Outcomes			
[SLO: Adv-09-A-01]: Define Advertising: Students will be able to articulate a basic definition of advertising, understanding its role in communication and promotion.		[SLO: Adv-11-A-01]: Students will be able to [SLO: Adv-11-A-02]: Recall the concepts taught previously by articulating a basic definition of advertising,	

<p>[SLO: Adv-09-A-02]:</p> <p>Explain Advertising Objectives:</p> <p>Students will be able to explain the primary objectives of advertising, such as creating awareness, influencing attitudes, and stimulating action.</p> <p>[SLO: Adv-09-A-03]:</p> <p>Identify Advertising Elements:</p> <p>Students will identify basic elements of advertising, including messages, visuals, and target audience considerations.</p>		<p>explaining primary objectives (such as creating awareness, influencing attitudes, and stimulating action), and identifying key elements, encompassing messages, visuals, and target audience considerations.</p> <p>[SLO: Adv-11-A-03]:</p> <p>Students will critically analyze basic knowledge of various advertising strategies, including target audience identification, message positioning, and media selection.</p>	
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Benchmark II: Evolution and Historical View of Advertising

Student Learning Outcomes

<p>Students will be able to</p> <p>[SLO: Adv-09-A-04]:</p> <p>articulate a basic definition of advertising, understanding its</p>		<p>[SLO: Adv-11-A-04]:</p> <p>Students will be able to provide an overview of historical development and</p>	
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<p>role in communication and promotion.</p> <p>[SLO: Adv-09-A-05]:</p> <p>Trace the origins of Advertising including its earlier forms, historic significance, role in business, marketing and attitude formation in general</p> <p>[SLO: Adv-09-A-06]:</p> <p>Examine the role of advertising during the 20th century, with a focus on the influence of World Wars, the advent of television, and the rise of consumer culture.</p> <p>[SLO: Adv-09-A-07]:</p> <p>Determine various factors responsible for growth and popularity of advertising such as information dissemination, propaganda, attitude formation etc.</p>		<p>evolution in the field of advertising.</p> <p>[SLO: Adv-11-A-05]:</p> <p>Articulate a basic definition of advertising, explaining primary objectives (such as creating awareness, influencing attitudes, and stimulating action),</p> <p>[SLO: Adv-11-A-06]:</p> <p>identify key elements, encompassing messages, visuals, and target audience considerations.</p> <p>[SLO: Adv-11-A-07]:</p> <p>critically analyze basic knowledge of various advertising strategies, including target audience identification, message positioning, and media selection.</p>	
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Benchmark III: Students will be able to discuss the course of evolution and current state of Advertising

Student Learning Outcomes

		<p>[SLO: Adv-11-A-08]:</p> <p>Trace the progress of Advertising through different eras</p> <p>[SLO: Adv-11-A-09]:</p> <p>Identify the factors responsible for the evolution of advertising such as printing press, TV, Internet, AI etc.</p> <p>[SLO: Adv-11-A-10]:</p> <p>Discuss the shift from traditional to digital advertising with the advent of the internet</p> <p>[SLO: Adv-11-A-11]:</p> <p>Determine the current state of Advertising including digital advertising and role of the internet and AI in its progress.</p>	
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Domain B: The Process of Communication

Standard B1: Students will be able to explain the basic elements of communication and apply communication theories in advertising contexts.

Grade 9	Grade 10	Grade 11	Grade 12
<p>Benchmark I: Students will demonstrate knowledge acquisition of communication elements, communication theories in advertising, and the impact of technology on communication.</p>		<p>Benchmark I: Students will demonstrate the application of communication elements, communication theories in advertising, and the impact of technology on communication.</p>	
<p>Student Learning Outcomes</p>			
<p>Students will be able to...</p> <p>[SLO: Adv-09-B-01]: list the basic elements of communication.</p> <p>[SLO: Adv-09-B-02]: Explore the difference between verbal, non-verbal and written communication.</p> <p>[SLO: Adv-09-B-03]:</p>		<p>Verbal Communication</p> <p>[SLO: Adv-11-B-01]: Students will be able to critically analyze speeches, identifying rhetorical devices, persuasive techniques, and the intended impact on the audience.</p> <p>[SLO: Adv-11-B-02]: Develop effective oral presentation skills, including</p>	

<p>Explain the role of language and tone in verbal communication</p> <p>[SLO: Adv-09-B-04]:</p> <p>Develop storytelling and narration skills, using verbal communication in advertising context.</p> <p>[SLO: Adv-09-B-05]:</p> <p>Practice basic oral communication skills, emphasizing communication within group settings, such as problem-solving and decision-making.</p> <p>Non Verbal Communication</p> <p>[SLO: Adv-09-B-06]:</p> <p>Identify and understand various non-verbal cues, including body language, facial expressions, gestures, and posture.</p> <p>[SLO: Adv-09-B-07]:</p> <p>Apply knowledge of non-verbal communication in</p>		<p>clear articulation, appropriate pace, and engaging delivery.</p> <p>Non Verbal Communication</p> <p>[SLO: Adv-11-B-03]:</p> <p>Recognize and interpret non-verbal cues, such as body language and facial expressions, to enhance their understanding of communication.</p> <p>[SLO: Adv-11-B-04]:</p> <p>Explore advanced concepts in semiotics, such as signification, intertextuality, and cultural codes to analyze the subliminal messages in the advertisement.</p> <p>[SLO: Adv-11-B-05]:</p> <p>Analyze how signs and symbols operate within specific cultural contexts and influence consumer perceptions</p> <p>[SLO: Adv-11-B-06]:</p>	
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<p>various contexts, such as formal presentations, group discussions, and casual conversations.</p> <p>Written Communication</p> <p>[SLO: Adv-09-B-08]:</p> <p>Develop strong written communication skills, producing well-structured and coherent messages suitable for different purposes and audiences such as building brand awareness, image building, promotion of product, informing and educating consumers, influencing consumer behavior and persuading a broad consumer base, specific demographics, businesses, or local communities.</p> <p>[SLO: Adv-09-B-09]:</p> <p>Learn the art of developing clear and concise written messages for advertising purposes.</p>		<p>Explore cultural nuances influencing the interpretation of symbols in advertising.</p> <p>ADDITIONAL/ADVANCED</p> <p>[SLO: Adv-11-B-07]:</p> <p>Develop skills in creating symbolic content, ensuring alignment with complex marketing objectives and nuanced audience preferences.</p> <p>Written Communication</p> <p>[SLO: Adv-11-B-08]:</p> <p>Explore and master copywriting techniques tailored for various mediums like social media platforms, websites, blogs, traditional print and broadcast media, forums and community platforms.</p> <p>[SLO: Adv-11-B-09]:</p> <p>Craft compelling and impactful content that resonates with diverse</p>	
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		<p>audiences across different platforms.</p> <p>[SLO: Adv-11-B-10]:</p> <p>Adapt their writing style for different platforms like social media platforms, websites, blogs, traditional print and broadcast media, forums and community platforms for understanding the nuances of each medium.</p>	
Benchmark II: Students will be able to grasp the concept of Communication Theories in Advertising Contexts			
Student Learning Outcomes			
<p>[SLO: Adv-09-B-10]:</p> <p>describe the AIDA and Hierarchy of Effects Models for deeper understanding of advertisement.</p>	<p>[SLO: Adv-10-B-01]:</p> <p>Explain the Elaboration Likelihood Model (ELM) and its role in shaping attitudes through central and peripheral routes,</p>	<p>[SLO: Adv-11-B-11]:</p> <p>Elucidate the Elaboration Likelihood Model (ELM) and its role in shaping attitudes through central and peripheral routes,</p> <p>[SLO: Adv-11-B-12]:</p> <p>Apply ELM knowledge to assess the effectiveness of</p>	

		persuasive messages in advertising.	
[SLO: Adv-09-B-11]: Apply AIDA and Hierarchy of Effect Models to analyze how advertisements capture attention, generate interest, create desire, and prompt action.	[SLO: Adv-10-B-02]: Grasp the fundamental concepts of semiotics in advertising, including the meaning of signs and symbols.	[SLO: Adv-11-B-13]: Explain the fundamental concepts of semiotics in advertising, including the meaning of signs and symbols. [SLO: Adv-11-B-14]: Identify the use of SEMIOTICS in conveying messages in advertisements.	...
[SLO: Adv-09-B-12]: Comprehend the DAGMAR model and its role in setting clear and measurable advertising goals.	[SLO: Adv-10-B-03]: Explore the principles of Social Cognitive Theory in the context of persuasive messages.	[SLO: Adv-11-B-15]: Critically analyze advertisements to interpret the symbolic content, recognizing the impact of symbols on consumer perceptions, considering the intended message and target audience.	

<p>[SLO: Adv-09-B-13]: Demonstrate the DRIP model and its application in advertising strategies.</p> <p>[SLO: Adv-09-B-14]: Explore how differentiation, reminding, informing, and persuading are integrated into advertising campaigns to effectively reach target audiences.</p>		<p>[SLO: Adv-11-B-16]: Analyze how observational learning, imitation, and modeling influence the effectiveness of advertising messages.</p>	
<p>[SLO: Adv-09-B-15]: Explore the EHRENBURG model and its significance in designing comprehensive advertising campaigns.</p>			

<p>Benchmark III: Students will be able to learn the techniques of Interpersonal Communication Skills and Cross-Cultural Communication</p>			
<p>Student Learning Outcomes</p>			
<p>Students will be able to...</p>	<p>Students will be able to...</p>	<p>Students will be able to...</p>	

<p>[SLO: Adv-09-B-16]:</p> <p>develop active listening techniques to enhance their understanding of spoken communication and improve interpersonal skills.</p>	<p>[SLO: Adv-10-B-04]:</p> <p>critically analyze various communication styles, recognizing their impact on interpersonal interactions and adjusting their own style accordingly.</p> <p>[SLO: Adv-10-B-05]:</p> <p>integrate advanced active listening techniques, demonstrating the ability to comprehend, interpret, and respond effectively to verbal and non-verbal cues.</p> <p>[SLO: Adv-10-B-06]:</p> <p>apply negotiation and conflict resolution skills to more complex scenarios, emphasizing negotiation with clients and stakeholders in the advertising industry.</p> <p>[SLO: Adv-10-B-07]:</p> <p>critically analyze the impact of technology on interpersonal communication, considering</p>	<p>[SLO: Adv-11-B-17]:</p> <p>critically analyze cultural differences in communication, identifying nuances in language, non-verbal cues, and social customs across diverse cultures</p> <p>[SLO: Adv-11-B-18]:</p> <p>apply advanced techniques for cultural adaptation in communication, tailoring messages and approaches to resonate with specific cultural contexts and preferences</p>	
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	[Advanced SLO] Explore VR & AR applications and impact on communication.	emphasizing cultural sensitivity and adaptability.	
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Domain C: Nature and Types of Advertising

Standard C1: Students will be able to identify and evaluate different types of advertising, their characteristics and effectiveness

Grade 9	Grade 10	Grade 11	Grade 12
Benchmark I: Students will be able to identify different types of advertising, their characteristics, and effectiveness.		Benchmark I: Students will be able to critically evaluate and analyze different types of advertising, discerning their nuances and strategic implications.	
Student Learning Outcomes			

<p>[SLO: Adv-09-C-01]: Demonstrate an understanding of various types of advertising, including but not limited to print, digital, broadcast, and outdoor advertising.</p> <p>[SLO: Adv-09-C-02]: Identify and classify different advertising types based on their distinctive features and mediums.</p> <p>[SLO: Adv-09-C-03]: Analyze the characteristics of each advertising type, considering elements such as target audience, message format, and creative strategies.</p> <p>[SLO: Adv-09-C-04]: Evaluate the effectiveness of different advertising types by considering factors like audience engagement, message recall, and impact on consumer behavior.</p> <p>[SLO: Adv-09-C-05]:</p>		<p>[SLO: Adv-11-C-01]: Building on Grade 9 knowledge, students will conduct more in-depth analyses of advanced advertising types, such as experiential marketing, influencer marketing, and native advertising.</p> <p>[SLO: Adv-11-C-02]: Assess the strategic implications of using different advertising types in various contexts. Moreover, implicating comprehension of how each contributes to overall marketing goals.</p> <p>[SLO: Adv-11-C-03]: Explore emerging trends in advertising, including the integration of technology, social media, and data analytics, and discuss their impact on the evolving landscape of advertising.</p> <p>[SLO: Adv-11-C-04]:</p>	
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<p>Conduct a comparative analysis of the strengths and weaknesses of various advertising types, recognizing the suitability of each for different products, services, or target demographics.</p>		<p>Examine the ethical considerations related to different advertising types, discussing issues and the impact of advertising on diverse audiences.</p>	
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Domain D: Segmenting and Targeting the Audience

Standard D1: Students will be able to apply segmentation and targeting strategies to reach potential target audiences.

Grade 9	Grade 10	Grade 11	Grade 12
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Benchmark I: Students will be able to differentiate between demographic, psychographic, geographic and behavioral segmentation

Benchmark I: Students will be able to apply advance segmentation techniques in the digital era

Student Learning Outcomes

[SLO: Adv-09-D-01]:

Explain the concept of segmentation in terms of its significance and usage in marketing and advertising

[SLO: Adv-09-D-02]:

Explain how customers are segmented based on their needs, preferences, attitudes and behavior

[SLO: Adv-09-D-03]:

Analyze how geographic, demographic, psychographic and behavioral segmentation is done

[SLO: Adv-09-D-04]:

Determine when each segmentation type is appropriate to choose such as

[SLO: Adv-11-D-01]:

Evaluate how segmentation works on various digital media including social media, search engines and websites

[SLO: Adv-11-D-02]:

Create customer segments on different social platforms such as Facebook, Instagram, twitter, TikTok etc.

<p>geographic if people living in the same area have similar needs/demands etc.</p>			
<p>Benchmark II: Students will be able to analyze the role of targeting in advertising</p>		<p>Benchmark II: Students will be able to apply targeting techniques on the identified segments</p>	
<p>Student Learning Outcomes</p>			

<p>[SLO: Adv-09-D-05]:</p> <p>Evaluate the role and importance of targeting in advertising</p> <p>[SLO: Adv-09-D-06]:</p> <p>Compare and contrast different targeted strategies such as online vs offline etc.</p>		<p>[SLO: Adv-11-D-03]:</p> <p>Evaluate the role and importance of targeting in advertising</p> <p>[SLO: Adv-11-D-04]:</p> <p>Compare and contrast different targeting strategies such as online vs offline.</p> <p>[SLO: Adv-11-D-05]:</p> <p>Apply appropriate targeting strategies to the identified segments</p> <p>[SLO: Adv-11-D-05]:</p> <p>[Advance SLO] Create a mock targeting campaign on Facebook by choosing a relevant market segment</p>	
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Domain E: Laws of Persuasion

Standard E1: Students will be able to apply persuasive techniques in creating effective advertisements

Grade 9	Grade 10	Grade 11	Grade 12
Benchmark I: Students will be able to explain six basic principles of persuasion i.e., reciprocity, consistency, liking, social proof, scarcity and authority		Benchmark I: Students will be able to apply basic principles of persuasion on variety of situations	
Student Learning Outcomes			

	<p>[SLO: Adv-10-E-01]:</p> <p>Define nature and purpose of persuasion</p> <p>[SLO: Adv-10-E-02]:</p> <p>List and explain six main persuasion principles* i.e.</p> <ul style="list-style-type: none"> - law of reciprocity - law of consistency and commitment - law of liking - Law of social proof - law of scarcity - law of authority <p>(*Based on Robert Cialdini's research)</p>		<p>[SLO: Adv-12-E-01]:</p> <p>Apply the law of reciprocity by giving something free to the customer first such as a discount, free e-book, free course/lesson etc.</p> <p>[SLO: Adv-12-E-02]:</p> <p>Apply the law of consistency and commitment by making your customer agree to a very small favor such as liking your page, giving feedback or purchasing very less expensive thing so that he/she is more likely to buy from you in the future based on consistency principle</p> <p>[SLO: Adv-12-E-03]:</p> <p>Apply the law of liking which states that people are more likely to like you/your brand/your product if it shares similarities with the customer's personality</p> <p>[SLO: Adv-12-E-04]:</p> <p>Apply the law of social proof by telling your potential customers about how many people have</p>
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			<p>bought/liked your product. If many people like a product, more people will follow the majority</p> <p>[SLO: Adv-12-E-05]:</p> <p>Apply the law of scarcity by talking about how rare/less in quantity your product is e.g., by showing remaining stock, providing limited time offers etc.</p> <p>[SLO: Adv-12-E-06]:</p> <p>Apply the law of authority by giving expert opinions or being an expert in the field. People buy more if they think that the suggestions came from an expert.</p>
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			Benchmark II: Students will be able to create persuasive ad copies using the principles of persuasion
Student Learning Outcomes			
			[SLO: Adv-12-E-07]: Students will be able to synthesize and create persuasive advertisements by applying the combination of various laws of persuasion

Domain F: Creative Writing

Standard F1: Students will be able to develop creative writing skills for effective ad copy.

Standard F2: Students will be able to understand the role of storytelling in advertising.

Grade 9	Grade 10	Grade 11	Grade 12
Benchmark I: Students will be able to craft impactful ad copy through creative writing skills and comprehend the role of storytelling in advertising.		Benchmark I:	
Student Learning Outcomes			

	<p>[SLO: Adv-10-F-01]:</p> <p>Students will articulate a basic definition of creative writing in the context of advertising, recognizing its role in crafting compelling ad copy.</p> <p>[SLO: Adv-10-F-02]:</p> <p>Students will explain the key elements of effective ad copy, including clarity, creativity, and audience engagement.</p> <p>[SLO: Adv-10-F-03]:</p> <p>Students will apply creative writing skills to develop ad copy that effectively communicates messages and resonates with the target audience.</p> <p>[SLO: Adv-10-F-04]:</p> <p>Students will analyze storytelling techniques used in advertising, identifying narrative structures and their</p>		
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	<p>impact on audience engagement.</p> <p>[SLO: Adv-10-F-05]: Students will synthesize their understanding of storytelling to create ad content with compelling narratives that align with marketing objectives.</p> <p>[SLO: Adv-10-F-06]: Students will evaluate the impact of storytelling in advertising, considering how narrative elements contribute to brand messaging and consumer perception.</p>		
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Domain G: Visual Communication

Standard G1: Students will be able to comprehend and demonstrate the principles of visual design in advertising and proficiently apply visual communication techniques in ad design.

Grade 9	Grade 10	Grade 11	Grade 12
<p>Benchmark I: Students will be able to discuss the fundamentals of visual communication, demonstrating basic skills in visual design and its interpretation.</p>		<p>Benchmark I: Students will be able to critically analyze the principles of visual design in advertising and apply visual communication techniques in ad design within the context of complex advertising campaigns.</p>	
<p>Student Learning Outcomes</p>			
	<p>[SLO: Adv-10-G-01]: Students will learn about the fundamental visual communication techniques in ad design, to critically analyze their significance in advertising messages.</p> <p>[SLO: Adv-10-G-02]: Students will be able to analyze and discuss how the elements of visual communication such as the use of color, typography, and imagery to convey messages, convey messages within the context of advertising.</p> <p>[SLO: Adv-10-G-03]:</p>	<p>[SLO: Adv-11-G-01]: Students will discuss visual design principles in advertising and apply visual communication techniques in creating compelling ad designs.</p> <p>[SLO: Adv-11-G-02]: Students will critically analyze visual design elements, identifying how each element contributes to the overall effectiveness of advertising.</p> <p>[SLO: Adv-11-G-03]: Students will be able to experiment with complex compositions, visual</p>	

	Students will be able to apply visual design principles by creating simple advertisements that adhere to concepts like balance, contrast, and hierarchy.	storytelling, and innovative use of visual elements.	
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Domain H: Digital Marketing

Standard H1: Students will be able to develop a basic digital marketing strategy for a brand/product.

Grade 9	Grade 10	Grade 11	Grade 12
Benchmark I: Discuss basics of digital marketing including its types and significance in the modern era		Benchmark I: Apply the basic concepts of digital marketing including using digital channels to promote products and services.	
Student Learning Outcomes			

<p>[SLO: Adv-9-H-01]:</p> <p>Discuss the nature and scope of digital marketing</p> <p>[SLO: Adv-9-H-02]:</p> <p>Discuss different types of digital marketing such as Social Media Marketing, Email Marketing, Search Engine Marketing, Referral Marketing and Affiliate Marketing</p>	<p>[SLO: Adv-10-H-01]:</p> <p>Discuss and explain scenarios in which each type of digital marketing is appropriate</p> <p>[SLO: Adv-10-H-02]:</p> <p>List advantages and disadvantages of each type of digital marketing</p> <p>[SLO: Adv-10-H-03]:</p> <p>Create mock digital marketing campaigns on Facebook, YouTube, TikTok, Hubspot and mailchimp</p>	<p>[SLO: Adv-11-H-01]:</p> <p>Apply the basic concept of digital marketing</p> <p>[SLO: Adv-11-H-02]:</p> <p>Analyze how digital advertising works in larger context of digital marketing including when and how each type of digital ads are used such as banner ads, video ads, interactive ads.</p> <p>[SLO: Adv-11-H-03]:</p> <p>Explain the main types of digital advertisements and their usefulness for different types of digital platforms such as social media, search engines, websites etc.</p>	<p>[SLO: Adv-12-H-01]:</p> <p>Identify similarities and differences between various online and social media platforms such as Facebook, Instagram, YouTube, TikTok and Twitter</p> <p>[SLO: Adv-12-H-02]:</p> <p>Create appropriate digital ads for different platforms</p>
<p>Benchmark II:</p>		<p>Benchmark II: Students will discuss the importance of understanding the audience in digital marketing along with basic techniques for audience analysis</p>	

Student Learning Outcomes

		<p>[SLO: Adv-11-H-04]:</p> <p>identify and describe various types of audiences in digital advertising</p> <p>[SLO: Adv-11-H-05]:</p> <p>Explain how tools, such as post schedulers, keyword planners, ad makers etc., used in digital marketing and advertising</p> <p>[SLO: Adv-11-H-06]:</p> <p>Create and select audiences on following digital platforms:</p> <ul style="list-style-type: none">● Facebook● Instagram● Twitter● Youtube● TikTok <p>[SLO: Adv-11-H-07]:</p> <p>Create a basic digital advertising campaign on following media:</p> <ul style="list-style-type: none">● Facebook	
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		<ul style="list-style-type: none"> • Instagram • Twitter 	
<p>Benchmark III:</p>		<p>Benchmark III: Students will delve deeper into different digital marketing techniques, such as search engine optimization (SEO), pay-per-click (PPC) advertising, and social media marketing.</p>	

Student Learning Outcomes			
			<p>[SLO: Adv-12-H-03]: Explain the basics of SEO, PPC and SEM</p> <p>[SLO: Adv-12-H-04]: Compare and contrast between Google Analytics and Meta Business Suite</p> <p>[SLO: Adv-12-H-05]: Create a simple PPC and SEM campaign on Google Analytics</p>

Domain I: Integrated Marketing Communication

Standard I1: Students will be able to understand the concept of integrated marketing communication (IMC) and develop a basic IMC plan for a brand or a product.

Grade 9	Grade 10	Grade 11	Grade 12
Benchmark I:		Benchmark I: Students will demonstrate proficiency in understanding the concept of Integrated Marketing Communication (IMC).	

Student Learning Outcomes

			<p>A. Definition and Significance:</p> <p>[SLO: Adv-12-I-01]:</p> <p>Articulate a clear definition of Integrated Marketing Communication (IMC) and understand its significance in creating cohesive and impactful brand communication..</p> <p>B. Historical Overview:</p> <p>[SLO: Adv-12-I-02]:</p> <p>Examine the historical development of IMC, identifying key milestones and understanding how it has evolved as a strategic approach in marketing.</p>
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Benchmark II: Students will be able to grasp the significance of elements of Integrated Marketing Communication

Student Learning Outcomes

A Advertising:

[SLO: Adv-12-I-03]:

Comprehend the role of advertising within the broader framework of IMC, recognizing its unique characteristics and contributions.

B. Public Relations:

[SLO: Adv-12-I-04]:

Explore and understand the principles of public relations and its integration into the IMC mix for building and maintaining a positive brand image.

C. Sales Promotion:

[SLO: Adv-12-I-05]:

Recognize the role of sales promotion in stimulating short-term consumer action and its strategic alignment within IMC plans.

			<p>D. Personal Selling: [SLO: Adv-12-I-06]: Grasp the significance of personal selling as a direct, interpersonal communication tool in the IMC context.</p> <p>E. Direct Marketing: [SLO: Adv-12-I-07]: Define and explain the principles of direct marketing and its role in establishing direct connections with target audiences.</p> <p>F. Digital Marketing: [SLO: Adv-12-I-08]: Explore the digital landscape within IMC, understanding the role of digital marketing in reaching and engaging with modern consumers.</p> <p>G. Sponsorships and Events: [SLO: Adv-12-I-09]: Recognize the strategic use of sponsorships and events as</p>
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			integral components of IMC, contributing to brand visibility and engagement.
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Benchmark III: Students will be able to develop a Basic IMC Plan

Student Learning Outcomes

			<p>A. Target Audience Identification: [SLO: Adv-12-I-10]: Demonstrate proficiency in identifying and defining target audiences, recognizing their characteristics and preferences.</p> <p>B. Brand Positioning: [SLO: Adv-12-I-11]: Formulate effective brand positioning strategies within the IMC plan, ensuring alignment with overall marketing objectives.</p>
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			<p>C. Coordinated Message Development:</p> <p>[SLO: Adv-12-I-12]:</p> <p>Develop coherent and coordinated messages across different communication channels, maintaining consistency in brand communication.</p> <p>D. Channel Selection and Coordination:</p> <p>[SLO: Adv-12-I-13]:</p> <p>Strategically select and coordinate various communication channels, optimizing their effectiveness within the IMC plan.</p> <p>E. Budgeting and Resource Allocation:</p> <p>[SLO: Adv-12-I-14]:</p> <p>Create a realistic budget for the IMC plan, allocating resources effectively to maximize impact.</p>
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			<p>F. Implementation and Monitoring:</p> <p>[SLO: Adv-12-I-15]:</p> <p>Implement the IMC plan, monitoring its execution to ensure alignment with the established strategies.</p> <p>G. Reporting and Evaluation:</p> <p>[SLO: Adv-12-I-16]:</p> <p>Develop comprehensive reports on the effectiveness of the IMC plan, using key performance indicators to evaluate its success.</p>
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Domain J: Media Planning

Standard J1: Students will be able to develop a basic media plan for an advertising campaign and understand the role and importance of different media channels in advertising.

Grade 9	Grade 10	Grade 11	Grade 12
Benchmark I:		Benchmark I: Students will develop a basic advertising campaign media plan, progressing towards advanced campaign	

planning as demonstrated through practical application and analysis.

Student Learning Outcomes

		<p>Definition and Purpose</p> <p>[SLO: Adv-11-J-01]: Articulate the concept of media planning and its significance in constructing effective advertising campaigns.</p> <p>[SLO: Adv-11-J-02]: Recognize and explain the strategic importance of effective media planning in reaching target audiences and achieving campaign objectives.</p> <p>Media Planning Process</p> <p>[SLO: Adv-11-J-03]: Students will be explaining the importance of thorough market and audience research in</p>	<p>Planning Programs and Advertising Campaigns</p> <p>[SLO: Adv-12-J-01]: Plan and execute a comprehensive media plan for an advertising campaign, demonstrating strategic selection of media and target audience, effective budgeting and allocation, implementation, monitoring, reporting, and ethical considerations.</p> <p>[SLO: Adv-12-J-02]: Develop a detailed media plan outline considering the situation analysis, competitive information, and media mix.</p> <p>[SLO: Adv-12-J-03]: Briefly allocate budget effectively across various</p>
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		<p>making informed decisions for media planning.</p> <p>[SLO: Adv-11-J-04]: Students will independently conduct thorough market and audience research, employing various sources and methodologies to gather relevant data for media planning.</p> <p>[SLO: Adv-11-J-05]: Demonstrate the ability to analyze data effectively, identifying target demographics and understanding consumer behavior to inform media planning strategies.</p> <p>[SLO: Adv-11-J-06]: Formulate clear and specific objectives for media planning, ensuring that goals are measurable, attainable, and aligned with the overall objectives of the advertising campaign.</p>	<p>media channels based on campaign goals and target audience.</p> <p>[SLO: Adv-12-J-04]: Execute the media plan in alignment with the campaign timeline and adjust strategies based on real-time data and performance metrics.</p> <p>[SLO: Adv-12-J-05]: Generate comprehensive reports on media plan effectiveness and analyze campaign results to inform future media planning decisions.</p> <p>[SLO: Adv-12-J-06]: Address ethical concerns related to media placement and content, ensuring responsible and transparent practices in media planning.</p> <p>[SLO: Adv-12-J-07]: Analyze case studies of national and international campaigns to understand real-</p>
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		<p>[SLO: Adv-11-J-07]: Integrate media planning objectives seamlessly with the broader goals of the advertising campaign, ensuring cohesion and alignment to maximize the impact of the overall campaign strategy.</p> <p>Role and Importance of Different Media Channels</p> <p>[SLO: Adv-11-J-08]: Explore and describe the reach, impact, and strategies for effective ad placement in Traditional Media Channels (Television, Radio, Print). Additionally, explore different digital advertising formats and optimize content for online advertising.</p> <p>[SLO: Adv-11-J-09]: Utilize social platforms for targeted advertising and develop strategies aligned with campaign objectives.</p> <p>[SLO: Adv-11-J-10]:</p>	<p>world applications and challenges in media planning.</p>
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		<p>Understand paid search advertising and integrate SEM into media planning strategies.</p> <p>[SLO: Adv-11-J-11]:</p> <p>Design compelling messages for transit and digital outdoor ads.</p> <p>[SLO: Adv-11-J-12]:</p> <p>Evaluate the effectiveness of influencer marketing.</p> <p>[SLO: Adv-11-J-13]:</p> <p>Evaluate the role of podcasts in advertising and create effective audio advertisements.</p>	
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Domain K: Role of AI in Advertising (Grade 12)

Standard K1: Students will be able to use basic AI and Generative AI tools used in Digital Advertising

Grade 9	Grade 10	Grade 11	Grade 12
Benchmark I:		Benchmark I: Students will be able to identify the basic AI tools used in digital advertising including Generative AI tools.	

Student Learning Outcomes

[SLO: Adv-12-K-01]:

Explain the working and basic functions of AI in digital marketing and advertising

[SLO: Adv-12-K-02]:

List down the applications of AI tools in advertising such as Generative AI, Prompt engineering,, Text to image/video/speech generator

[SLO: Adv-12-K-03]:

Explain the basic working of AI tools used in contemporary digital advertising such as AI video editors, Ad makers, content/script generators

[SLO: Adv-12-K-04]:

Use popular AI tools such as ChatGPT, Canva, SemRush etc. to create digital ads

[SLO: Adv-12-K-05]:

Demonstrate the basic applications of Generative AI

			in advertising by creating ad copies, scripts and content on ChatGPT
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Domain L: Public Relations

Standard L1: Students will be able to understand the role of public relations in advertising and develop strategies for effective public relations in an advertising context.

Grade 9	Grade 10	Grade 11	Grade 12
Benchmark I:		Benchmark I: Students will be able to comprehend, develop, Implement and execute successful and effective PR strategies, showcasing expertise in integrated communication planning,	

event management, content creation for PR, community engagement, and monitoring and measurement.

Student Learning Outcomes

		<p>A. Definition and Significance:</p> <p>[SLO: Adv-11-L-01]:</p> <p>Students will articulate a clear definition of Public Relations and explore its significance in creating cohesive and impactful brand communication..</p> <p>B. Historical Overview:</p> <p>[SLO: Adv-11-L-02]:</p> <p>Students will acquire a general overview of the historical evolution of public relations, recognizing key events and shifts in its application.</p>	<p>A. Defining Public Relations:</p> <p>[SLO: Adv-12-L-01]:</p> <p>Students will articulate a nuanced definition of public relations, recognizing its multifaceted nature and strategic significance in advertising.</p> <p>B. Historical Overview:</p> <p>[SLO: Adv-12-L-02]:</p> <p>Students will delve deeper into the historical development of public relations, critically analyzing its evolution and impact on advertising practices.</p>
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Benchmark II: Students will be able to analyze the significance of Public Relations in Advertising

Student Learning Outcomes			
		<p>[SLO: Adv-11-L-03]:</p> <p>Students will grasp and explain the role of public relations within the advertising context, identifying how PR activities contribute to overall advertising strategies.</p>	<p>[SLO: Adv-12-L-03]:</p> <p>Students will be able to critically analyze and articulate the multifaceted role of public relations within the advertising context, considering its impact on brand reputation and consumer perceptions.</p>

Benchmark III: Students will be able to Develop Strategies for Effective Public Relations in Advertising			
Student Learning Outcomes			
		<p>a. Integrated Communication Planning:</p> <p>[SLO: Adv-11-L-04]:</p> <p>Students will grasp the importance of integrated communication planning, recognizing how PR fits into</p>	<p>a. Integrated Communication Planning:</p> <p>[SLO: Adv-12-L-04]:</p> <p>Students will develop comprehensive integrated communication plans, strategically incorporating</p>

		<p>the broader advertising strategy.</p> <p>b. Event Management: [SLO: Adv-11-L-05]: Students will grasp the significance of events in public relations, understanding how to plan and execute events that enhance brand visibility and reputation.</p> <p>c. Content Creation for PR: [SLO: Adv-11-L-06]: Students will develop basic skills in creating content for public relations purposes, understanding how compelling content contributes to effective communication.</p> <p>d. Community Engagement: [SLO: Adv-11-L-07]: Students will recognize the importance of community engagement in PR, developing strategies to foster positive</p>	<p>public relations into the broader advertising strategy.</p> <p>b. Event Management: [SLO: Adv-12-L-05]: Students will holistically plan sophisticated events, considering the strategic alignment of events with overall advertising and public relations goals.</p> <p>c. Content Creation for PR: [SLO: Adv-12-L-06]: Students will master advanced content creation techniques for public relations, understanding how to tailor messages for specific audiences and channels.</p> <p>d. Community Engagement: [SLO: Adv-12-L-07]: Students will develop advanced strategies for community engagement, considering the diverse needs</p>
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		<p>relationships with different community stakeholders.</p> <p>e. Monitoring and Measurement:</p> <p>[SLO: Adv-11-L-08]:</p> <p>Students will learn how to monitor and measure the effectiveness of public relations strategies, using key performance indicators to assess impact.</p>	<p>and perspectives of different community stakeholders.</p> <p>e. Monitoring and Measurement:</p> <p>[SLO: Adv-12-L-08]:</p> <p>Students will implement sophisticated monitoring and measurement techniques, utilizing data analytics and key performance indicators to assess the impact of public relations strategies.</p>
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Domain M: Ethical Issues in Advertising

Standard M1: Students will be able to discuss the various ethical implication of advertising with a focus on issues related to inclusion, discrimination, diversity and privacy

Grade 9	Grade 10	Grade 11	Grade 12
		<p>Benchmark I: Students will be able to discuss the ethical issues in advertising related to privacy, inclusion, diversity, discrimination etc.</p>	
<p>Student Learning Outcomes</p>			

			<p>[SLO: Adv-12-M-01]:</p> <p>Explain the concepts of ethics and privacy in digital media including data privacy, identity theft, phishing and intrusion.</p> <p>[SLO: Adv-12-M-02]:</p> <p>Discuss issues related to data privacy in the age of AI and digital marketing</p> <p>[SLO: Adv-12-M-03]:</p> <p>Discuss discrimination issues including gender, racial, ethnic and various other forms of discrimination</p> <p>[SLO: Adv-12-M-04]:</p> <p>Discuss inclusion and its related issues in the 21st century</p> <p>[SLO: Adv-12-M-05]:</p> <p>Discuss implications of issues related to diversity in Advertising</p>
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