

Just- in-Time Internet Based Curriculum Enhancement

Just-in-Time curriculum enhancement is a teaching aid for both the marketing education and the business teacher.

Just-in-time inventory management philosophy was first used by Henry Ford in 1922; the catch phrase was created and used extensively in the manufacturing and retailing industry in the 1970's and 1980's. The one constant in Marketing and Business is change. What is old will always be new again and today "Just-in-Time" is a popular phrase used by a variety of business enterprises to Rachel Ray's latest cookbook. We are using it as a way to show how the internet can enhance and supplement a topic that is taught in our Marketing and Business curriculum – the fast paced and ever changing world of Advertising.

The JIT philosophy used in retailing and manufacturing to eliminate waste by providing the right product at the right place at the right time will be applied to education to allow teachers to maximize their lesson plans with real time information from the internet to supplement their textbooks.

The objectives of this presentation are:

- Locate and use current information to supplement dated textbooks
- To utilize a list of internet resources related to your curriculum/instructional area
- To provide alternative teaching aids to replace and or supplement purchased periodicals and
- Reduce budget costs

In the fast-paced world of retailing and business it is difficult for textbooks to keep up-to-date with all of the changes. For this reason, the internet is a wonderful source of information. However, it can be difficult and time consuming for teachers to use this resource for each topic in their curriculum. Just-in-Time Curriculum Enhancement will save hours of research for the individual teacher/instructor.

The Ever-Changing World of Advertising. Check-out how the following internet sources and information allows you and your students to stay current in the classroom in the fast-paced world of advertising.

Featured topics in this presentation will include the latest information about digital products, newspaper advertising updates, and the latest research on demographics and how it is used in advertising, advertising rates and where to find them, and a list of web resources for marketing and advertising.

Spectacolors have been around for 20 years but the technology has changed tremendously and so has the impact when you see one of the billboards, wallscapes, or rooftop signage. LED video screens with audio plus spectacular projection equipment, electronic zippers, fiber optics, specialized lighting, patented projection technology, unique 3-D embellishment and other high impact executions will leave you wondering how they can possibly do it and how much it costs.

Click on the website listed to find out all the details about production cost, market availability, and much more.

We've come a long way from the old days of just advertising on the trunk of a taxi cab.

- Lenticular Advertising allows consumers to enjoy creative and eye-catching holograms. Having the client's message "flip" enhances the consumer's ability to grab the message and act on it.
- Taxi Top Extensions are used to add extra visibility to your campaign. The 14"x48" no bleed campaign make compatibility with your bulletin campaign easy.
- Customized Tops make the consumers stop and stare. Replacing the old regular top with a custom built top to showcase a specific product is a great and inexpensive way to showcase your product.

Click on the website listed to learn more about other types of taxi advertising as well as wraps for shuttles and buses.

Electronic LED Tops allow the utmost in client control sending text and graphics to the top when the client wants it. Ads run in specific areas of the city or just on a specific street in the city.

Malls are the #1 most frequented locale outside of the home and office. Creatable Media takes the mall advertising to the next level with food court ad display tables that allow ads to be exposed to a captivated audience.

According to Creatable Media:

- Mall shoppers are a coveted demographic – teens and women
- 89% of people exposed to a Creatable ad read all or part of the ad
- 40% of mall shoppers visit the food court

Click on the website or individual site facts and figures in a particular state.

Digital billboards have become a popular new advertising media that have the same format as a regular billboard when viewed. However, digital billboards allow you to change the message every 8 seconds. There are no production costs allowing for an array of creative possibilities. Your message is viewed over 70,000 times per week which will cost the client approximately \$2,425 per week or 3 cents per spot.

Compared to the cost of a full page newspaper ad in a major metropolitan city which could cost around \$10,000 for one day, the LED board is very reasonable.

Click on the website for market availability and visual images of these amazing billboards and how to submit electronic copy.

No longer just a people mover, escalators have become one of the latest forms of digital advertising. This type of advertising makes an impact in a unique setting and must be seen to truly appreciate. This advertising media definitely has the WOW factor and is visually inspiring.

Approximate cost for 1 month is about \$13,000.

Click on the website for additional images, cost and production factors.

Newspaper advertising has a new venue due to the increase in on-line readership. According to The Newspaper Association of America:

- 40% of the people who read the newspaper on-line are under 35 years of age
- 56 Million adults visited newspaper websites in May 2006 which is a 30% increase from last May 2005
- 91% shop on-line and 89% bought on-line

Out of the Top 100 Newspaper Web Sites, The Houston Chronicle is #11 and The Dallas Morning News is #19

Click on the website for great demographic information and additional studies that show how newspaper advertising is changing to meet the needs of the 21st century.

What's Up with On-line Advertising? Check out The Dallas Morning News website to learn about the following types of advertisements:

- Precision Targeting
- Sponsorships
- Rich Media
- Floating ads
- Interstitials
- Expandable Banners and Overlays
- Precision E-mail
- Precision Application

Click on the website to gain additional information about each of the above types of advertising programs as well as rate information.

On-line Newsletters are FREE to the public if you are willing to sign-up and register for them. For a list of these references please download the Newsletters File at the end of this presentation. These newsletters would be a great way for teachers to keep current with new trends and advertising media.

Click on the website for additional newsletters and registration information.

In addition to providing a variety of outstanding advertising media for their clients, Clear Channel Communications also provides demographic information on all markets served by their clients. Demographic information, as shown below, is an example of the type of information that can be found on the website:

- Geographic data
- Psychographic data
- Employment data
- # Fortune 500 companies located in the market area
- # Hospitals located in the market area and
- DMA Rank in the market

Click on the web site to see additional types of demographic information available to clients and how it is used in determining rates in advertising.

Arbitron, Nielsen, and Scarborough are the premier market research providers in the United States. Clients are able to make informed business decisions about media behavior and demographics of the American consumer on the local, regional and national level.

Demographics play an integral role in marketing and in advertising. If you have ever wondered where and how this information is collected click on any of the three research companies listed for a deeper analysis.

Advertising rates can change from month-to-month and can prove elusive for the general public to find. For print media the internet is a good source and usually magazines and newspapers have a media kit that you can download. If it is not easily downloadable, you can normally find a telephone contact number and call to request a print media kit.

Check out the examples given for [The Dallas Morning News](#), [AdAge](#), and [Clear Channel Communications](#).

Advertising rates for broadcast are a little more difficult to locate. You can usually locate a radio station contact number on the internet and contact the advertising sales department by phone for open rates. However, television rates usually have to be located through an advertising agency. Cheap TV Spots on-line will quote you a rate for a small fee. Check out their web site for more information.

Clear Channel Communications has a 2007 Media Planning Guide that is easily downloadable that covers the United States and some international countries. This guide quotes rates for all of its markets and covers the following products:

- Outdoor - which is
 - Airport
 - Bus/Transit and
 - Taxi Media

UNT in partnership with TEA, Copyright © 2008. All rights reserved.

- Malls/Retail – which covers
Spectacolor
Digital Media and
Global Coverage

Click on the website to download the Media Planning Guide.

The following is a list of all the Web Sites used in this powerpoint. For a listing of these websites, please download the websites file at the end of this presentation.

Advertising Age
American Marketing Association
Brand Channel
Clear Channel Communications
Marketing Virtual Library Know This
Newspaper Association of America
NRF Smart Brief (National Retail Foundation) and
Retailology

Review Questions
For
Just-in-Time Internet Based
Curriculum Enhancement (Advertising)

Multiple Choice

1. Which of the following type of product is not considered a “Spectacolors” digital product?
 - A. billboard
 - B. rooftop signage
 - C. LED wraparound
 - D. wallscape

2. Clear Channel Communications features several digital products in taxi or transportation advertising? Which of the following is not available on the “Lenticular top”?
 - A. a message that can “flip”
 - B. no bleed campaign
 - C. eye-catching holograms
 - D. can be seen on all 4 sides

3. A recent survey of food court mall shoppers conducted by Creatable Media regarding their table display advertising discovered all but one of the following answers.
 - A. Mall shoppers are a coveted demographic
 - B. 89% of people exposed to a Creatable ad read all or part of the ad
 - C. 40% of mall shoppers visit the food court
 - D. Unaided recall of 70%

4. According to the Newspaper Association of America the increase in on-line readership has increased dramatically. Which of the following statements is correct?
 - A. 91% of readers shop on-line and 89% bought on-line
 - B. 20% of the people who read newspapers on-line are under 35 years of age
 - C. 80 million adults visited newspaper websites in May 2006 which is a 30% increase from last May 2005
 - D. Out of the Top 100 Newspaper Web Sites, The Dallas Morning News is ranked #10

5. Market data is essential to advertising clients. Of the resources listed below which source would provide this type of research data?

- A. Nielsen
 - B. Arbitron
 - C. Universal
 - D. Clear Channel Communications
6. The best resource for broadcast rates is:
- A. an advertising agency
 - B. the internet
 - C. call the television station direct
 - D. Nielsen
7. AdAge Madison+Vine, and AdAge Digital are examples of:
- A. advertising magazines
 - B. advertising on-line newsletters
 - C. advertising agencies
 - D. advertising research agencies
8. Precision targeting, rich media, interstitials and precision application are examples of:
- A. broadcast media
 - B. on-line advertising
 - C. print media
 - D. expandable banners
9. As shown in this presentation, digital billboards have become a popular new advertising media. Which of the following statements is incorrect about the LED board shown in LA in this presentation?
- A. the message is rotates every 15 seconds
 - B. the message is viewed over 70,000 times per week
 - C. the message costs the client as little as 3 cents per spot
 - D. there are no production costs
10. Arbitron is a premier market research provider in the United States. What is the major focus of their research data?
- A. television ratings
 - B. radio ratings
 - C. demographic data
 - D. psychographic data

Responses to Questions

1. Which of the following type of product is not considered a “Spectacolor” digital product?
 - A. Sorry, incorrect. LED wraparound
 - B. Sorry, incorrect. LED wraparound
 - C. Correct!
 - D. Sorry, incorrect. LED wraparound
2. Clear Channel Communications features several digital products in taxi or transportation advertising? Which of the following is not available on the “Lenticular top”?
 - A. Sorry, incorrect. No bleed campaign
 - B. Correct!
 - C. Sorry, incorrect. No bleed campaign.
 - D. Sorry, incorrect. No bleed campaign.
3. A recent survey of food court mall shoppers conducted by Creatable Media regarding their table display advertising discovered all but one of the following answers.
 - A. Sorry incorrect. Unaided recall of 70%
 - B. Sorry incorrect. Unaided recall of 70%
 - C. Sorry incorrect. Unaided recall of 70%
 - D. Correct!
4. According to the Newspaper Association of America the increase in on-line readership has increased dramatically. Which of the following statements is correct?
 - A. Correct.
 - B. Sorry incorrect. 91% of readers shop on-line and 89% bought on-line
 - C. Sorry incorrect. 91% of readers shop on-line and 89% bought on-line
 - D. Sorry incorrect. 91% of readers shop on-line and 89% bought on-line
5. Market data is essential to advertising clients. Of the resources listed below, which source would provide this type of research data?
 - A. Sorry incorrect. Clear Channel Communications
 - B. Sorry incorrect. Clear Channel Communications
 - C. Sorry incorrect. Clear Channel Communications
 - D. Correct!
6. The best resource for broadcast rates is:
 - A. Correct.
 - B. Sorry incorrect. An advertising agency

- C. Sorry incorrect. An advertising agency
- D. Sorry incorrect. An advertising agency

7. AdAge Madison +Vine, and AdAge Digital are examples of:

- A. Sorry incorrect. Advertising on-line newspapers
- B. Correct.
- C. Sorry incorrect. Advertising on-line newspapers
- D. Sorry incorrect. Advertising on-line newspapers

8. Precision targeting, rich media, interstitials and precision application are examples of:

- A. Sorry incorrect. On-line advertising
- B. Correct.
- C. Sorry incorrect. On-line advertising
- D. Sorry incorrect. On-line advertising

9. As shown in this presentation, digital billboards have become a popular new advertising media. Which of the following statements is incorrect about the LED board shown in LA in this presentation?

- A. Sorry incorrect. There are no production costs
- B. Sorry incorrect. There are no production costs
- C. Sorry incorrect. There are no production costs
- D. Correct

10. Arbitron is a premier market research provider in the United States. What is the Major focus of their research data?

- A. Sorry incorrect. Radio ratings
- B. Correct.
- C. Sorry incorrect. Radio ratings
- D. Sorry incorrect. Radio ratings.

References

- Spectacolor: <http://www.spectacolor.com/loc/detail.asp?id=116>
- Clear Channel Media: <http://www.clearchanneltaximedia.com/products/index.htm>
- Creatable Media: <http://www.creatablemedia.com/ourmalls.html>
- Digital Billboards: <http://www.clearchanneloutdoor.com/products/digital/don/index.htm>
- Escalator Advertising: www.clearchannel.com/products/escalator.htm
- Newspaper Advertising: <http://www.newspapermedia.com/whynews.cfm?pid=none>
- Online Advertising: http://www.dallasnews.com/mediakit/ad_opportunities/email/index.jsp
- Sample Online Newspaper: <http://www.madisonandvine.com>
- Digital Media: <http://adage.com/emailprefs>
- Demographics: <http://www.clearchanneloutdoor.com/markets/dallas.htm#demographics>
- Research Provider: <http://www.arbitron.com>
- Research Provider: <http://www.scarborough.com>
- Research Provider: <http://www.nielsenmedia.com>
- Print Media Kits: <http://www.dallasnews.com> and
<http://www.mediakit.adage.com> and
<http://www.clearchannel.com>
- Finding Advertising Rates: <http://www.cheap-tv-spots.com/airtime.htm/#pricingstructure>
http://www.ratecard.clearchannel.com/Miscellaneous/2007_MPG.zip
- Advertising Age www.adage.com
- American Marketing Association www.marketingpower.com
- Brand Channel www.brandchannel.com
- Clear Channel Communications www.clearchannel.com
- Marketing Virtual Library Know This www.knowthis.com
- Newspaper Association of America www.newspapermedia.com
- NRF Smart Brief (National Retail Foundation) www.smartbrief.com
- Retailology www.retailogy.com/index_flash.asp

Just- in-Time Internet Based Curriculum Enhancement

Slide 1:

Just-in-Time curriculum enhancement is a teaching aid for both the marketing education and the business teacher.

Slide 2 and 3:

Use of Modules: Cornell Notes and Mind Map examples, forms, and Action Plan.

Slide 4:

Just-in-time inventory management philosophy was first used by Henry Ford in 1922; the catch phrase was created and used extensively in the manufacturing and retailing industry in the 1970's and 1980's. The one constant in Marketing and Business is change. What is old will always be new again and today "Just-in-Time" is a popular phrase used by a variety of business enterprises to Rachel Ray's latest cookbook. We are using it as a way to show how the internet can enhance and supplement a topic that is taught in our Marketing and Business curriculum – the fast paced and ever changing world of Advertising.

The JIT philosophy used in retailing and manufacturing to eliminate waste by providing the right product at the right place at the right time will be applied to education to allow teachers to maximize their lesson plans with real time information from the internet to supplement their textbooks.

Slide 5:

The objectives of this presentation are:

After this presentation you will be able to:

- Locate and use current information to supplement dated textbooks
- Utilize a list of internet resources related to your curriculum/instructional area
- Provide alternative teaching aids to replace and or supplement purchased periodicals
- Reduce budget costs

In the fast-paced world of retailing and business it is difficult for textbooks to keep up-to-date with all of the changes. The internet is a wonderful source of information. However, it can be difficult and time consuming for teachers to use this resource for each topic in their curriculum. Just-in-Time Curriculum Enhancement will save hours of research for the individual teacher/instructor.

Slide 6:

The Ever-Changing World of Advertising. Check-out how the following internet sources and information allows you and your students to stay current in the classroom in the fast-paced world of advertising.

Slide 7:

Featured topics in this presentation will include the latest information about digital products, newspaper advertising updates, and the latest research on demographics and how it is used in advertising, advertising rates and where to find them, and a list of web resources for marketing and advertising.

Slide 8:

Spectacolors have been around for 20 years but the technology has changed tremendously and so has the impact when you see one of the billboards, wallsapes, or rooftop signage. LED video screens with audio plus spectacular projection equipment, electronic zippers, fiber optics, specialized lighting, patented projection technology, unique 3-D embellishment and other high impact executions will leave you wondering how they can possibly do it and how much it costs.

Click on the website listed to find out all the details about production cost, market availability, and much more.

Slide 9:

We've come a long way from the old days of just advertising on the trunk of a taxi cab.

- Lenticular Advertising allows consumers to enjoy creative and eye-catching holograms. Having the client's message "flip" enhances the consumer's ability to grab your message and act on it.
- Taxi Top Extensions are used to add extra visibility to your campaign. The 14"x48" no bleed campaign make compatibility with your bulletin campaign easy.
- Customized Tops make the consumers stop and stare. Replacing the old regular top with a custom built top to showcase a specific product is a great and expensive way to showcase your product.

Click on the website listed to learn more about other types of taxi advertising as well as wraps for shuttles and buses.

Slide 10:

Electronic LED Tops allow the utmost in client control sending text and graphics to the top when the client wants it. Ads run in specific areas of the city or just on a specific street in the city.

Slide 11:

Malls are the #1 most frequented locale outside of the home and office and Creatable Media takes mall advertising to the next level with food court ad display tables allowing ads to be exposed to a captivated audience.

According to Creatable Media:

- Mall shoppers are a coveted demographic – teens and women
- 89% of people exposed to a Creatable ad read all or part of the ad
- 40% of mall shoppers visit the food court

Click on the website or individual site facts and figures in a particular state.

Slide 12:

Digital billboards have become a popular new advertising media that have the same format as a regular billboard when viewed. However, digital billboards allow you to change the message every 8 seconds and there are no production costs allowing for an array of creative possibilities. Your message is viewed over 70,000 times per week which will cost the client approximately \$2,425 per week or 3 cents per spot.

Click on the website for market availability and visual images of these amazing billboards and how to submit electronic copy.

Slide 13:

No longer just a people mover, escalators have become one of the latest forms of digital advertising. This type of advertising makes an impact in a unique setting and must be seen to truly appreciate. This advertising media definitely has the WOW factor and is visually inspiring.

Click on the website for additional images, cost and production factors.

Slide 14:

Newspaper advertising has a new venue due to the increase in on-line readership.

According to The Newspaper Association of America:

- 40% of the people who read the newspaper on-line are under 35 years of age
- 56 Million adults visited newspaper websites in May 2006 which is a 30% increase from last May 2005
- 91% shop on-line and 89% bought on-line

Out of the Top 100 Newspaper Web Sites, The Houston Chronicle is #11 and The Dallas Morning News is #19

Click on the website for great demographic information and additional studies that show how newspaper advertising is changing to meet the needs of the 21st century.

Slide 15:

What's Up with On-line Advertising? Check out [The Dallas Morning News](#) website to learn about the following types of advertisements:

- Precision Targeting
- Sponsorships
- Rich Media
- Floating ads
- Interstitials
- Expandable Banners and Overlays
- Precision E-mail
- Precision Application

Click on the website to gain additional information about each of the above types of advertising programs as well as rate information.

Slide 16:

On-line Newsletters are FREE to the public if you are willing to sign-up and register for them. Three examples are:

1. AdAge [Madison + Vine](#) which covers cutting edge campaigns pushing the content commerce envelope.
2. AdAge - [Creativity E-MAIL](#) which covers creative work from around the world and the U.S. The best TV spots, web films, print ads, and interactive campaigns can be found in this newsletter.
3. [AdAge Digital](#) which covers new forms of digital media and its effect on how marketers engage consumers.

These newsletters would be a great way for instructors to keep current with new trends and advertising media.

Click on the website for additional newsletters and registration information.

Slide 17:

In addition to providing a variety of outstanding advertising media for their clients, Clear Channel Communications also provides demographic information on all markets served by their clients. Demographic information as shown below is an example of the type of information that can be found on the website:

- Geographic data
- Psychographic data
- Employment data
- # Fortune 500 companies located in the market area
- # Hospitals located in the market area
- DMA Rank in the market
-

Click on the web site to see additional types of demographic information available to clients and how it is used in determining rates in advertising.

Slide 18:

Arbitron, Nielsen, and Scarborough are the premier market research providers in the United States. Clients are able to make informed business decisions about media behavior and demographics of the American consumer on the local, regional and national level.

Demographics play an integral role in marketing and in advertising. If you have ever wondered where and how this information is collected click on any of the three research companies listed for an in-depth insight.

Slide 19:

Advertising rates can change from month-to-month and can prove elusive for the general public to find. For print media the internet is a good source and usually magazines and newspapers have a media kit that you can download. If it is not easily downloadable you can normally find a telephone contact number and call to request a print media kit.

Check out the examples given for [The Dallas Morning News](#), [AdAge](#), and [Clear Channel Communications](#).

Slide 20:

Advertising rates for broadcast are a little more difficult to locate. You can usually locate a radio station contact number on the internet and contact the advertising sales department by phone for open rates. However, television rates usually have to be located through an advertising agency. Cheap TV Spots on-line will quote you a rate for a small fee. Check out their web site for more information.

Slide 21:

Clear Channel Communications has a 2007 Media Planning Guide that is easily downloadable that covers the United States and some international countries. This guide quotes rates for all of its markets and covers the following products:

- Outdoor
 - Airport
 - Bus/Transit
 - Taxi Media

- Malls/Retail
 - Spectacolor
 - Digital Media
 - Global Coverage

Click on the website to download the Media Planning Guide.

Slide 22:

A list of all the Web Sites used in this PowerPoint and additional web resources for your use in the classroom are listed below:

Advertising Age www.adage.com

American Marketing Association www.marketingpower.com

Brand Channel www.brandchannel.com

Clear Channel Communications www.clearchannel.com

Marketing Virtual Library Know This www.knowthis.com

Newspaper Association of America www.newspapermedia.com

NRF Smart Brief (National Retail Foundation) www.smartbrief.com

Retailology www.retailogy.com/index_flash.asp