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# Zespół Szkół Ekonomicznych i Mundurowych

ADVERTISING



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**My name is Andrew I am 18  
and I am a student of the  
fourth and the last year of  
advertising**



this guy is  
me)

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# Subjects



We had a lot of theoretical and practical information about marketing, creating advertisements, conducting advertising campaigns and other profile skills.

First of all we learnt about some core concepts in marketing for example the psychology of consumers, triggers for people to make a decision, types of clients and how different colors influence people, by the way, black color is more wealthy than white.

Also we learnt more complicated things: how to choose the right media, how to create an effective strategy to promote your company or product.

# Exams



We take two vocational exams:

- “sales of advertising products and services” - our first exam, which we passed at the end of the second year
- “creating and running advertising campaigns” - the exam that we took this month

Our vocational exams are divided into practical and theoretical parts. In the theoretical one you just have to pass the test and in the practical exam you have to complete 4 tasks that are gonna be a usual thing in the future e.g. create a strategy, write a media plan, create some promotional materials or any other thing.



# Preparation for the exam

This is a review of a TV ads campaign, we had to calculate 4 parameters that shows an efficiency of advertisement

	Osoba	Emisja 1	Emisja 2	Emisja 3	Emisja 4	Emisja 5
1	A	x		x		x
2	B		x	x		x
3	C	x			x	
4	D		x	x		
5	E	x		x	x	x
6	F		x		x	
7	G	x		x		x
8	H		x	x		
9	I				x	
10	J					
11	K	x			x	x
12	L		x	x		x
	freq	1	1	1,7	2	2,55
	TRP	41,7	41,7	58,3	41,7	50
	OTS	41,7	83,3	83,3	91,7	91,7
	GRP	41,7	83,3	141,7	183,3	233,3

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## Preparation for the exam

We also work with graphics so sometimes we have to create some things like this card.

By the way, the whole practical part of the exam consisted of graphical tasks



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## What now?



My class completed all the vocational subjects and took all the exams and the last thing to do is to get the certification that will prove our skills and knowledge in advertising and marketing.

Also we are on the way to finish our school programme and pass the end-of-school exam that will allow us to study at university.