

**ADVERTISING
COURSE CODE: 5470
ADDITIONAL MATERIALS AND RESOURCES**

CURRICULUM RESOURCES:

[Stukent: Advertising and Communications](#) (Digital)

[ICEV](#)

Everfi

CTSO's:

[DECA](#)

[FBLA](#)

[BPA](#)

STUDENT CERTIFICATIONS:

[Bing Ads Microsoft Advertising Certification](#)

[Facebook \(Meta\) Certified Media Planning Professional](#)

[Google Advertising Fundamentals Exam \(Google AdWords\)](#)

[Advertising and Promotion by Precision Exams by YouScience](#)

RESOURCES:

[Teacher Pay Teachers: Advertising](#)

[Edpuzzle](#)

[Youtube](#)

Creative Concepting:

Microsoft Office Publisher

[Canva](#)

Promotional Activities:

[Read, Write, Think powered by NCTE: Persuasive Techniques in Advertising](#)

Professional Development:

[O*Net](#)

[SCOIS](#) (need login)

[Everfi](#) STEM Career Development (need subscription to access)

Apps:

Get Kahoot: Online interactive classroom activities

Quizlet (vocabulary word building)

Socrative: Quiz Builder

Quia: Quiz Builder

Quizzizz: Quiz Builder

HootSuite - App for managing social media presence