

**Course Title** **Yearbook Production and Marketing**

Revision 06-07

**Department** Career & Technical - Business

**Course Length** 2 semesters\*

**Course Description:**

The members of this class produce the Kayhi yearbook (Williwaw) from cover to cover and the 16-page supplement. Students must be responsible and self motivated. The ability to work independently and cooperatively is essential. Students learn the basics of establishing an organization plan, the process of transferring a product to a consumer, and the fundamentals of operating a successful business. Class members are required to participate in the budgeting process, sell advertisements, design and create yearbook pages, photograph school activities, and meet established deadlines. Students will often meet outside of standard school hours to complete deadlines and photograph events.

**Course Outcomes/Standards:**

***National Standards for Business Education (NBEA): Entrepreneurship***  
***National Foundation for Teaching Entrepreneurship (NFTE)***

**Standard I. Entrepreneurs and Entrepreneurial Opportunities.**

Achievement Standard: Recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics.

***AK Performance: Reading: Math: Writing:***

***AK Content Standard:*** Technology; EA4; EB2; GE2, 6

***AK Employability Standards:*** A5

***AK Cultural Standards:*** CSD6, CSE8

***All Aspects of Industry:*** Planning, Communication Work Habits, Labor

- 1.1 Successfully complete a Williwaw Application Form
- 1.2 Define entrepreneur as one who recognizes a business opportunity, starts a business based on the recognized opportunity, and operates and maintains that business.
- 1.3 Identify traits of successful entrepreneurs.
- 1.4 Identify processes essential to establishing and maintaining an effective staff structure.
- 1.5 Understand the necessary tasks to produce the yearbook, including journalistic, technology, and life skills.
- 1.6 Recognize individual roles and responsibilities and the need to cooperate with others to set goals and to develop a product that represents the work of the entire staff.
- 1.7 Understand the value of providing time and project management, delegating responsibility, and offering constructive feedback.
- 1.8 Master skills involved in conducting successful meetings.

## **Standard II. Marketing.**

Achievement Standard: Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.

**AK Performance:**    **Reading:**    **Math:**    **Writing:**

**AK Content Standard:** Technology; ED1, 2, 4

**AK Employability Standards:** B3

**AK Cultural Standards:** CSE2, 3, 4

**All Aspects of Industry:** Planning, Management, Community,  
Technology, Work Habits, Production Skills, Labor, Finance

- 2.1 Complete a personal evaluation of last year's Williwaw.
- 2.2 Ask other students to evaluate the yearbook and provide comments or suggestions for the next book.
- 2.3 Identify potential customers (students, staff, businesses, government and educational offices)
- 2.4 Discuss and determine how to reach (satisfy) additional customers and maintain those from the previous year(s).
- 2.5 Understand the philosophy for the yearbook's function as a picture, history, reference, educational and fun book covering a complete year.
- 2.6 Recognize the purpose of the yearbook as it relates to the wants and needs of its primary and secondary audiences.
- 2.7 Develop a plan
- 2.8 Understand, practice and learn the marketing skills necessary to a successful book sales campaign.

## **Standard III. Economics.**

Achievement Standard: Apply economic concepts when making decisions for an entrepreneurial venture.

**AK Performance:**    **Reading:**    **Math:**    **Writing:**

**AK Content Standard:** Technology; ED1, 2, 4; GF1, 2,3, 4, 5, 8

**AK Employability Standards:** B3

**AK Cultural Standards:** CSE2, 3, 4

**All Aspects of Industry:** Planning, Management, Community,  
Technology, Work Habits, Production Skills, Labor, Finance

- 3.1 Discuss the economic laws of demand and supply.
- 3.2 Determine the variable and fixed costs of production.
- 3.3 Establish the most profitable "selling windows"
- 3.4 Understand, practice and learn the selling skills necessary to a successful book sales campaign.

#### **Standard IV. Finance**

Achievement Standard: Use the financial competencies needed by an entrepreneur.

***AK Performance: Reading: Math: Writing:***

***AK Content Standard:*** Technology; ED1, 2, 4

***AK Employability Standards:*** B3

***AK Cultural Standards:*** CSE2, 3, 4

***All Aspects of Industry:*** Planning, Management, Finance

- 4.1 Review and evaluate last year's budget.
- 4.2 Help plan and write a budget for next year.
- 4.3 Determine how/when/where/to whom to sell advertisement space.
- 4.4 Understand, practice and learn skills necessary to successfully design and sell advertising.

#### **Standard V. Accounting.**

Achievement Standard: Recognize that entrepreneurs must establish, maintain, and analyze appropriate records to make business decisions.

***AK Performance: Reading: Math: Writing:***

***AK Content Standard:*** Technology; ED1, 2, 4

***AK Employability Standards:*** B3

***AK Cultural Standards:*** CSE2, 3, 4

***All Aspects of Industry:*** Planning, Management, Technology, Production Skills, Labor, Finance

- 5.1 Develop the habit of keeping good records.
- 5.2 Use invoices and receipts correctly.
- 5.3 Use your records to analyze and improve your business
- 5.4 Calculate net profit or loss.

#### **Standard VIII. Legal**

Achievement Standard: Analyze how forms of business ownership, government regulations, and business ethics affect entrepreneurial ventures.

***AK Performance: Reading: Math: Writing:***

***AK Content Standard:*** Technology; ED1, 2, 4

***AK Employability Standards:*** B3

***AK Cultural Standards:*** CSE2, 3, 4

***All Aspects of Industry:*** Planning, Management, Health/Safety, Community, Technology, Work Habits, Production Skills, Labor, Finance

- 8.1 Understand the rights and responsibilities (fairness, accuracy, and good taste) provided by the First Amendment and scholastic-specific court decisions.
- 8.2 Identify common concerns facing yearbook staffs including libel, legally protected materials and the use of students as models for commercial purposes.

**Standard IX. Business Plans.**

Achievement Standard: Develop a business plan.

***AK Performance: Reading: Math: Writing:***

***AK Content Standard:*** Technology; ED1, 2, 4

***AK Employability Standards:*** B3

***AK Cultural Standards:*** CSE2, 3, 4

***All Aspects of Industry:*** Planning Management, Health/Safety, Community, Technology, Work Habits, Production Skills, Labor, Finance

- 9.1 Write a business plan for next year's Williwaw.

**Communication Standards**

**Standard I. Foundations of Communication**

Achievement Standard: Communicate in a clear, courteous, concise, and correct manner on personal and professional levels.

***AK Performance: Reading: Math: Writing:***

***AK Content Standard:*** Technology; EA1, 2, 4, 7; ED1, 2, 4

***AK Employability Standards:*** B3

***AK Cultural Standards:*** CSE2, 3, 4

***All Aspects of Industry:*** Planning, Management, Health/Safety, Community, Technology, Work Habits, Production Skills, Labor, Finance

- 1.1 Speak to staff members, peers, and adults with courtesy and respect.
- 1.2 Speak to potential business supporters about purchasing advertising space clearly and concisely on a professional level.

**Standard II. Social Communication.**

Achievement Standard: Apply basic social communication skills in personal and professional situations.

***AK Performance: Reading: Math: Writing:***

***AK Content Standard:*** Technology; EA1, 3, 4, 8; ED1, 2, 4

***AK Employability Standards:*** B3

***AK Cultural Standards:*** CSE2, 3, 4

***All Aspects of Industry:*** Planning, Management, Health/Safety, Community, Technology, Work Habits, Production Skills, Labor, Finance

- 2.1 Recognize the value of collective brainstorming to develop a complete set of ideas for all aspects of the yearbook.
- 2.2 Identify and master specific brainstorming techniques and strategies.
- 2.3 Explore resources available for brainstorming sessions.

### **Standard III. Technological Communication.**

Achievement Standard: Use technology to enhance the effectiveness of communication.

***AK Performance: Reading: Math: Writing:***

***AK Content Standard:*** Technology; EA7; ED1, 2, 4

***AK Employability Standards:*** B3

***AK Cultural Standards:*** CSE2, 3, 4

***All Aspects of Industry:*** Planning Management, Health/Safety, Community, Technology, Work Habits, Production Skills, Labor, Finance

- 3.1 Understand the function of a theme as a verbally and visually unifying and personalizing concepts.
- 3.2 Identify the basic parts of the yearbook that contribute to the development of the theme including cover, end sheets, title page, opening, dividers, closing and parting pages.
- 3.3 Recognize the graphic and typographic techniques available to unify the theme.
- 3.4 Identify and organize activities, events and issues into student life, academics, organizations, sports and people sections of the book.
- 3.5 Recognize the value of developing story ideas with human-interest angles.
- 3.6 Understand the organizational and management contribution of a systematic ladder diagram.
- 3.7 Recognize the importance of deadline planning to the successful, on-time delivery of the yearbook.
- 3.8 Understand, practice and learn the skills necessary to report.
- 3.9 Understand, practice and learn the skills necessary to write stories.
- 3.10 Understand, practice and learn the skills necessary to write headlines.
- 3.11 Understand, practice and learn the skills necessary to write captions for photographs.

- 3.12 Understand, practice and learn the skills necessary to improving writing.
- 3.13 Understand, practice and learn the skills necessary to shoot photographs.
- 3.14 Understand, practice and learn the skills necessary to coordinate photography.
- 3.15 Understand, practice and learn the basic skills necessary to design a yearbook spread.
- 3.16 Understand, practice and learn the applied skills necessary to design a structured yearbook template.
- 3.17 Understand, practice and learn advanced skills necessary to provide more content flexibility expanding basic design.
- 3.18 Understand, practice and learn the skills necessary to effectively choose reader-friendly typography.
- 3.19 Understand, practice and learn the skills necessary to use graphics as content enhancements.
- 3.20 Understand, practice and learn the skills necessary to prepare the yearbook for plant production.

**Instructional Materials:**

*Teachers Guide Journalism Curriculum.* Minneapolis: Jostens, 1998.

Mariotti, Steve with Tony Towe. *Entrepreneurship How to Start & Operate a Small Business*, 10<sup>th</sup> Edition. New York: The National Foundation for Teaching Entrepreneurship, Inc. (NFTE), 2006.

- **Technology Resources**

Computers and the Internet  
Digital projector

- Currently utilizing Josten’s Yearbook Avenue, an online program for planning, creating and selling the yearbook

\* Because the Fall Semester is solely a production-oriented time period (the final yearbook deadline is shortly after the 1<sup>st</sup> Semester), the class is organized to go from January to January. The Spring Semester is a training time, followed by organizing and planning for the following school year, and completing the 16-page Supplement.