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Syllabus And Instru

What's the Same? What's New?



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Five Pathways:
Curriculum
Standards
Remain the
Same

Marketing & Management

Fashion Marketing

Marketing, Communications &
Promotion

Sports & Entertainment
Marketing

Travel Marketing & Lodging
Management



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Where To Find Marketing Standards/Elements On The GaDOE Web Site?:

http://www.gadoe.org/ci_cta.aspx?PageReq=CICTAPathways

Phase I:

Marketing & Management Courses

Phase II:

Fashion Marketing Courses

Marketing, Communications & Promotion Courses

Phase III:

Sports & Entertainment Marketing Courses

Travel Marketing and Lodging Management Courses



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Since We Teach by Course Standards/Elements, not by Textbooks, We Mainly Use the GPS Lesson Plans to Teach The Standards/Elements

- 2007-2008: Marketing & Management Pathway
- 2008-2009: Fashion Marketing Pathway & Marketing, Communications & Promotion Pathway
- 2009 – 2010: Sports & Entertainment Mkt. and Travel Marketing & Lodging Management
- 2010 – 2011: Travel Marketing & Lodging Management Pathway



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Where Else Can Teachers Find Marketing Lesson Plans? (www.mygmea.org)

AVG mygmea.org Search Total Protection AVG Info Get More

Georgia Marketing Education Association

NAVIGATION

- Home Page
- Georgia Performance Standards
- GACTE
- Resources**
- GMEA Board
- Membership
- Industry Certification
- GMEA and GACTE Teacher of the Year
- Georgia DECA

HOME PAGE

See you at the 2009 GACTE Summer Conference! Be sure to go to www.gacte.org for the full conference agenda.

[Click here for the GMEA Division Program.](#)

Georgia ACTE ALL STARS

The Road to Success

DECA GMEA Industry Certification GA DECA Foundation

large view

"One looks back with appreciation to the brilliant teachers, but with gratitude to those who touched our human feelings. The curriculum is so much necessary material, but warmth is the vital element for the growing plant and for the soul of the child." - Carl Jung

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End-of-Pathway Assessment for Marketing & Management Pathway

100 question test with a
70% cut score.

374 Students took the test.

237 Students passed.

137 Students failed.

63.4% pass rate.



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End-of-Pathway Study Guide for Marketing & Management Pathway

(Developed by Stacey Orr and previewed at this conference.)

- Assessment competencies aligned to courses' standards.
- 228 Item Practice Test and Answer Key Developed for Study Purposes.



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DECA is NOT an Option.
It is an Integral Part of the
Marketing Curriculum!

Georgia DECA Executive Director: Shannon Aaron
(georgiadeca@gmail.com) and 678-836-3252

(www.gadeca.org)

Most Important:

Do Not Miss the “**CTAE New Teacher Workshop**”

Macon, Monday & Tuesday, September 12 and 13.

Register on CTAERN Web Site.



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THE MOST IMPORTANT PLANNING TOOL FOR MARKETING EDUCATION AND DECA:

- What's
Happening?
- When Is It
Happening?
- Where Is It
Happening?



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GEORGIA MARKETING AND DECA CALENDAR FOR 2011 – 2012: (Refer to Handout)

July 10, 2011	Industry Certification Workshop
July 10 – 13, 2011	Georgia Association of Career, Technical & Agricultural Education (GACTE) Conference (Waverly Hotel, Atlanta)
August 22, 2011 (tentative)	Regional Drive-In Meeting, Fulton County
August 24, 2011 (tentative)	Regional Drive-In Meeting, Bibb County
August 26 – 27, 2011 (tentative)	Travel/Lodging Workshop (Lanier Academy, Gainesville)
August 30, 2011 (tentative)	Regional Drive-In Meeting, Bartow County
August 31, 2011 (tentative)	Regional Drive-In Meeting, Habersham
September 1, 2011 (tentative)	Regional Drive-In Meeting, Jefferson County
September 7, 2011 (tentative)	Regional Drive-In Meeting, Muscogee County
September 12 – 13, 2011	Career , Technical & Agricultural Education (CTAE) "New Teacher Workshop," Macon
September 19, 2011 (tentative)	Regional Drive-In Meeting, Rockdale County
September 20, 2011 (tentative)	Regional Drive-In Meeting, Colquitt County
September 21, 2011 (tentative)	Regional Drive-In Meeting, Glynn County
September 23, 2011	DECA WorkWinWow Conference (for all DECA Advisors) (Lanier Academy, Gainesville)
October 1, 2011	DECA Competitive Events Workshop (South Forsyth HS, Cumming)



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GEORGIA MARKETING AND DECA CALENDAR FOR 2011 – 2012: (Refer to Handout)

October 14, 2011	GA DECA Fall Rally (Perry)
October 27 – 28, 2011	GA DECA Fall Leadership Conference (Atlanta)
November (exact date TBA)	DECA Day at the Hawks (Atlanta)
November 4 – 7, 2011	Annual Forum (National Entrepreneurship Conference (Cincinnati, OH)
November 11 – 13, 2011	DECA Southern Region Leadership Conference (Little Rock, AR)
November 20, 2011	DECA Day at the Falcons (Atlanta)
November 2011 (Exact date TBA)	Powerful Business Advisory Committees (Suwannee and Savannah)
December 9, 2011 (tentative)	Professional Development Conference for Marketing Teachers (Lanier Academy, Gainesville-tentative)
January 23-25, 2012	DECA Region Competition On-Line Testing
January 26, 2012	DECA Regional Competitions
February 2012 (exact date TBA)	CTSO Legislative Luncheon (Atlanta)
February 23-25, 2012	DECA State CDC (Omni Hotel, Atlanta)
March 2012 (exact date TBA)	DECA Day at the Georgia Force (Gwinnett arena football team)
March 2012 (exact date TBA)	End-of-Pathway Fashion Marketing Case Studies Workshop (Loganville)
April 28 – May 1, 2012	DECA International Career Development Conference (ICDC) (Salt Lake City, UT)
May 2012 (exact date TBA)	DECA Braves Night (Atlanta)



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GEORGIA MARKETING AND DECA CALENDAR FOR 2011 – 201(Refer to Handout)

June 8 – 9, 2012	School –Based Enterprises Workshop (Suwannee)
June 12, 2012	AtlantasMart Workshop (Atlanta)
TBA	Social Media Workshop (Atlanta)
June 2012 (middle to latter part of the month) TBD	Business/Marketing Conclave (national conference for business and marketing educators)

Industry Certification Final Review Dates:

TBD

Linda Smith's Involvement in Five-Year Compliance Reviews:

9/15/2011: Gwinnett County

9/27/2011: Gordon County

9/29/2011: Bibb County

10/4/2011: Hall County

10/13/2011: Lowndes County

12/6/2011: DeKalb County



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Professional Development: Conferences, CTAERN Workshops, Etc.



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The BEST PROFESSIONAL DEVELOPMENT OPPORTUNITY

Available to Marketing Teachers:

Marketing Professional Development Conference

Friday, December 9, 2011

Lanier Charter Career Academy
Gainesville



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CTAERN Workshops:

(www.ctaern.org)

- Listed on the CTAERN Web Site.
- Listed on the Marketing & DECA Calendar.
- Email Reminders will be sent prior to workshops.
- August 25 - 26: Travel/Lodging Workshop
- September 12 – 13: New CTAE Teacher Workshop



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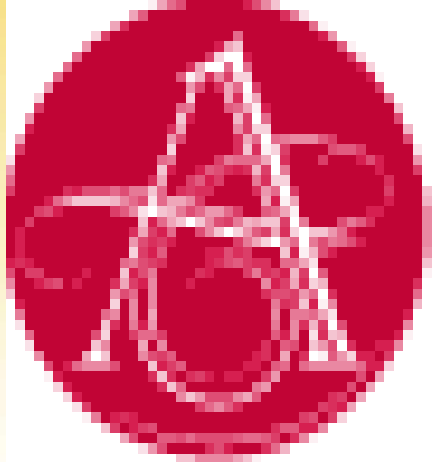
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Business Projects Tied to Curriculum and DECA



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THE AVENUE®

“Marketing/DECA Day at the Avenue”

(In The Planning Stages Now)

- Students attend a marketing seminar in the morning.
- Students engage in a project in the afternoon which gets them in the Avenue businesses.
- Discount coupons for some of the businesses “may” be available.
- Avenue Location(s): TBD



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Atlanta Motor Speedway



(Management changes..."may" materialize)

Atlanta Motor Speedway plans to offer students a competitive project in which they can participate in 2011 – 2012.



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“Prep Star Stats”



(In the planning stages...”may” materialize)

Students engage in state wide sports promotion project in which they handle the marketing research. The twenty schools selected for the project will receive funds to carry out the project.



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URBAN Marketing Internship Program (UMIP)

(Opportunity Rolled Out At Professional Development Conference in December 2011)

Students will manage a budget (provided by UMIP) to conduct a entertainment marketing campaign.

The Marketing Campaign will involve: Research, Lead Generation, Social Media, Print Promotions, Advertising Slogans/Jingles, Public Relations/Publicity, Hosting an Event and Continual Budgeting.



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The Following Resources (presented in GMEA affiliate sessions at GACTE Conference 2011) will be placed on the GMEA Web site (www.mygmea.org):

- **Marketing/GaDOE Update Session PPT**
- **GMEA Affiliate Session PPT**
- **Business Projects' PPT's**
- **Business Presenter's PPT (msnbc.com)**
- **Business Presenter's Case Studies for classroom use**



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Keep In Touch!
There Are No Dumb Questions....

**The Best Teachers Ask and Ask and
Ask...**

Join the Ranks!



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