



## **MARKETING EDUCATION UPDATE JULY 2009**

**Kathy Cox**  
State Superintendent of Schools

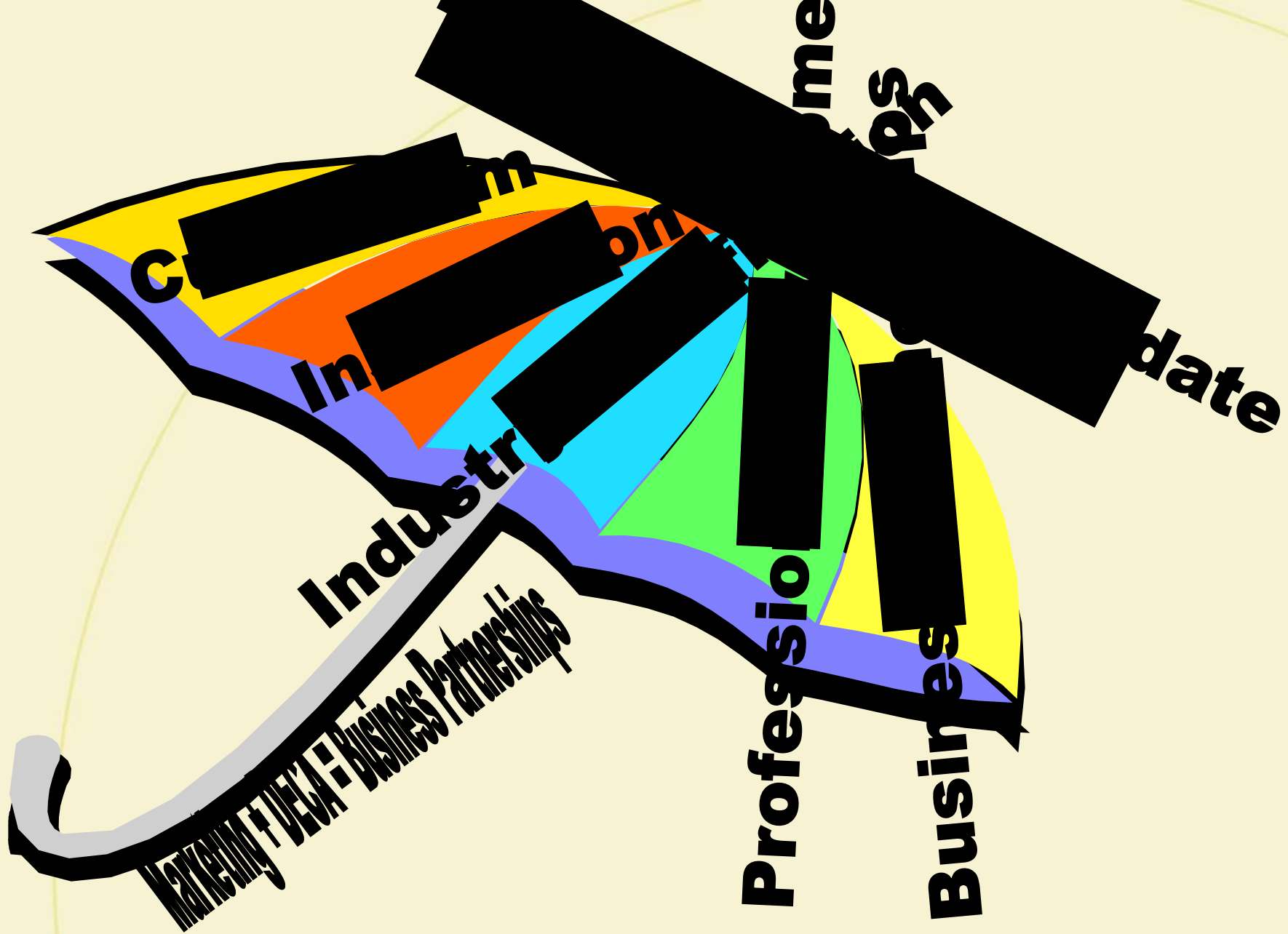
**Linda Smith**  
Program Specialist  
Marketing Education  
1752 Twin Towers East  
Atlanta, Georgia 30334  
404-657-6588 (office)  
[lsmith@doe.k12.ga.us](mailto:lsmith@doe.k12.ga.us)

*We will lead the nation in improving student achievement.*

# New Teachers- Welcome!



*WE WILL LEAD THE NATION IN IMPROVING STUDENT ACHIEVEMENT.*



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# Curriculum



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# Where Are We In Relation To Curriculum Pathways?

- Five (5) Pathways and a Total of Thirteen (13) Courses Approved by the Georgia School Board.
- See the Pathway Concentration Courses and “Choice” Courses, Along With the Course Numbers, in the Next Slide.







# Marketing, Sales & Service (Revised 1/2009)

Pathway: Marketing & Management	Pathway: Fashion Marketing	Pathway: Marketing, Communications & Promotion
<p>Pathway Courses: <b>Approved</b></p> <ul style="list-style-type: none"> <li>•Marketing Principles</li> <li>•Entrepreneurship: Building a Business</li> <li>•Advanced Marketing – <u>capstone</u></li> </ul> <p><u>Choose One of These Courses:</u></p> <ul style="list-style-type: none"> <li>•Marketing Research</li> <li>•International Business &amp; Marketing</li> <li>•Professional Sales &amp; Promotion</li> </ul>	<p>Pathway Courses: <b>Approved</b></p> <ul style="list-style-type: none"> <li>•Marketing Principles</li> <li>•Intro to Fashion Marketing</li> <li>•Advanced Fashion Marketing – capstone</li> </ul> <p><u>Choose One of These Courses:</u></p> <ul style="list-style-type: none"> <li>•Marketing Research</li> <li>•Entrepreneurship: Building a Business</li> <li>•International Business &amp; Marketing</li> <li>•Professional Sales &amp; Promotion</li> </ul>	<p>Pathway Courses: <b>Approved</b></p> <ul style="list-style-type: none"> <li>•Marketing Principles</li> <li>•Professional Sales &amp; Promotion</li> <li>•E-Marketing – <u>capstone</u></li> </ul> <p><u>Choose One of These Courses:</u></p> <ul style="list-style-type: none"> <li>•Marketing Research</li> <li>•Entrepreneurship: Building a Business</li> <li>•International Business &amp; Marketing</li> </ul>
Pathway: Sports & Entertainment Marketing: <b>Approved</b>	Pathway: Travel Marketing & Lodging Management: <b>Approved</b>	Mkt Co-op/Internship <b>No Change in Co-op Numbers</b>
<ul style="list-style-type: none"> <li>• Marketing Principles</li> <li>• Introduction to Sports &amp; Entertainment Marketing</li> <li>• Advanced Sports &amp; Entertainment Marketing</li> </ul> <p><u>Choose One of These Courses:</u></p> <ul style="list-style-type: none"> <li>• Marketing Research</li> <li>• Professional Sales &amp; Promotion</li> <li>• International Business &amp; Marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing Principles</li> <li>• Discovering Hospitality &amp; Tourism Marketing</li> <li>• Hospitality &amp; Tourism Management</li> </ul> <p><u>Choose One of These Courses:</u></p> <ul style="list-style-type: none"> <li>• Professional Sales &amp; Promotion</li> <li>• Marketing Research</li> <li>• International Business &amp; Marketing</li> </ul>	<p><b>I-8.091; II-8.092; III-8.093; IV-8.094; V-8.095; VI-8.096; VII-8.097; VIII-8.098</b></p>



# Middle School Curriculum Now Before Georgia School Board for Approval

- **Basic Skills of Marketing- 6<sup>th</sup> grade**
- **Exploring Marketing Education- 7<sup>th</sup> grade**
- **Pathways in Marketing- 8<sup>th</sup> grade**

([http://www.gadoe.org/ci\\_cta.aspx?](http://www.gadoe.org/ci_cta.aspx?))

Click on Marketing, Sales and Services, center column, mid page





# Thanks To:



- **Beth Pitts**, Chair, North Hall High School
- **Tim Bufford**, Cross Creek High School
- **Willotte Lowe**, Hardaway High School
- **Dawn Wood**, Lanier Middle School
- **Gail Samuel Smith**, Warren Technical School
- **Angeles Jeffreys**, Northeast High School (Macon)

# Incorporating Entrepreneurship Activities Into the Marketing and Business Curriculum

- **Major Purposes of the Entrepreneurship State Advisory Committee:**

- 1- Promote the National Consortium for ENT Education's Annual Conference
- 2- Plan an ENT Update session for Marketing and Business Conferences
- 2- Plan a statewide activity for National ENT Week
- 3- Place ENT local teacher lessons and activities on the Web



# Thanks To:



- **Charlie Tucker**, Mundy's Mill HS, Clayton Co.
- **Leigh Snyder**, Walton Career Academy, Walton Co.
- **Mary Dent**, Crim HS, Atlanta City
- **Memory Reed**, Harris Co. HS
- **Shari Smith**, Riverwood HS, Fulton Co.
- **Mike Craft**, Heritage HS, Catoosa Co.
- **Patricia Johnson**, Burke Co. HS

# Technical College Video Training to Assist Travel/Lodging Pathway Teachers

## (Detailed Information in August)

- 1- Video training to provide assistance in teaching the Travel/Lodging standards/elements.
- 2- Training will include “how to” information along with activities, business presentations, etc. that can be used in the classroom.
- 2- Teachers will have access to Dr. Mark Newton, Gwinnett Tech Dept. Head for Hospitality and 25 year veteran in the industry.
- 3- Teachers will have access to Hospitality Industry leaders to tap for classroom speakers, etc.



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# Where Are We In Relation to Advanced Placement Courses?

- GaDOE supports petitioning the College Board to add AP courses in Marketing and Accounting.
- Marketing Education will need to collect national and state statistics, secure national and state endorsements from associations, universities and superintendents to submit to the College Board. Use of Perkins funds will also be needed.
- **BOTTOM LINE: LONG, COMPLICATED PROCESS WITH VERY LIMITED CHANCES OF SUCCESS.**



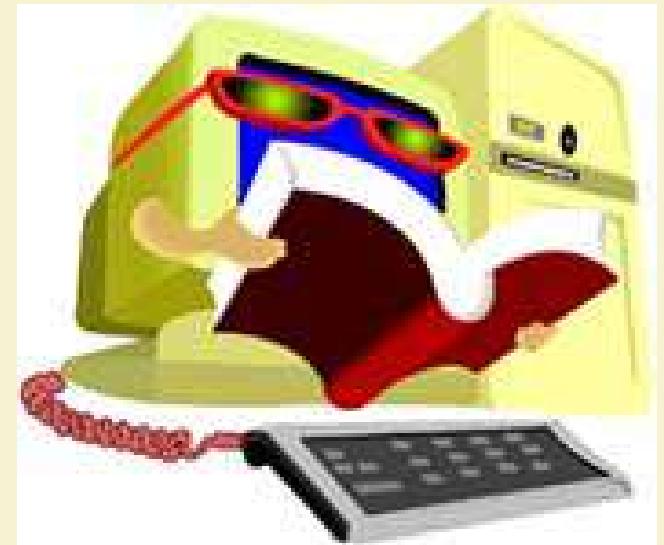
# Where Are We In Relation to a Marketing Course That Will Satisfy the ½ unit Economics Course?

- Economics standards and elements have been aligned to the following Marketing and Business Courses:
- **Marketing Principles**
- **Entrepreneurship: Building a Business**
- **Advanced Marketing**
- **International Business & Marketing**
- **Banking & Investment**
- These courses satisfy 42 of the 67 elements in the Economics Course.
- Work on Marketing Economics Course will next year. Thanks to Stacey Orr, Chapel Hill HS,



# Where Are We In Relation to a Virtual Marketing Course?

- The CTAE Division will work with DOE's Virtual Courses' Division to develop a Virtual Marketing Principles Course.
- Jacqui Huffman, who has “almost” completed Gwinnett Co.'s virtual course, will develop our state virtual course.





# Instruction



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# GPS Lesson Plans: DVD Contains FY 2008 and FY 2009 Lesson Plans

- 2007-2008: Marketing & Management Pathway
- 2008-2009: Fashion Marketing Pathway & Marketing, Communications & Promotion Pathway
- **Get Your Copy Today!**



# Thanks To:



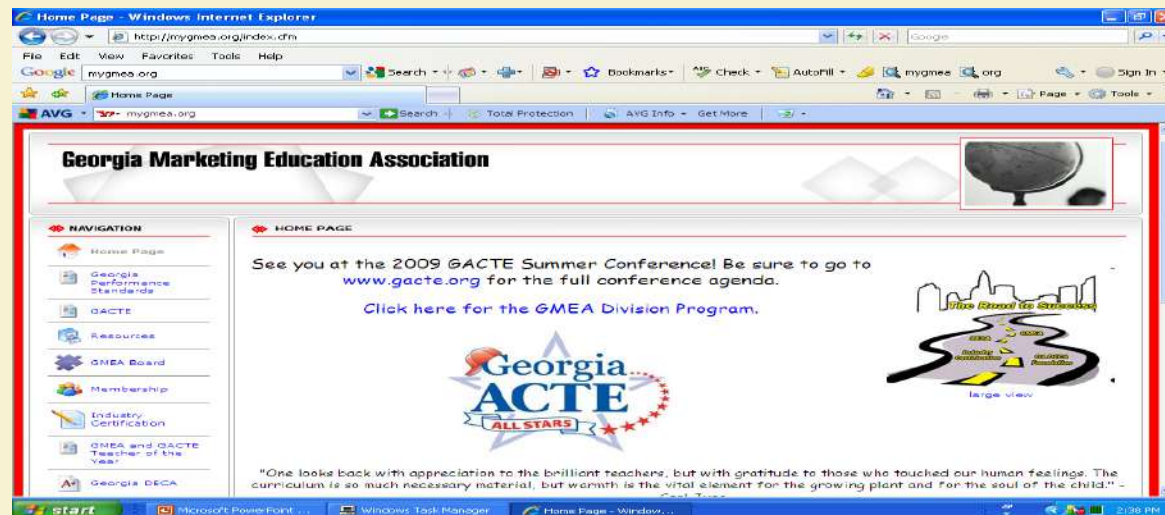
- **Memory Reed**, Harris Co. HS
- **Rachael McClain**, Lanier  
Charter Career Academy
- **Megan Hatcher**, Chestatee HS
- **Stacey Orr**, Douglas Co. HS
- **Krystin Glover**, Whitewater HS

# Which Pathways/Courses will be Utilized for Development of GPS Lesson Plans in 2010?

- **Sports & Entertainment Marketing**
- **Travel & Lodging Management**



# GMEA



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# Georgia Marketing Education Association (GMEA)

Web Address:

[www.mygmea.org](http://www.mygmea.org)

- **GMEA Board Members**
  - Yalanda Bell, President & GACTE Representative
  - Nicole Lassiter, Secretary
  - Dawn Brown, Treasurer
  - Jill Landtroop, VP of Membership
- **All contact information is on the website**



# How To Find The Teachers' Lesson Plans on the GMEA Web Site?

- Password: GMEA will email to you.
- E-mail Nicole Lassiter to submit a lesson plans
  - [Nicole\\_lassiter@gwinnett.k12.ga.us](mailto:Nicole_lassiter@gwinnett.k12.ga.us)
- Teachers who submit quality lesson plans and activities will receive an incentive prize





# MDI Board

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# **Marketing, DECA & Industry Certification (MDI) Board**

## **Purposes:**

- **To coordinate the activities of Marketing, DECA and Industry Certification.**
- **To build business/industry partnerships which results in classroom/conference presentations, DECA judges/mentors, teaching resources, DECA sponsorships, etc.**

**Board Members made up of reps from GaDOE, GMEA Board, DECA Board, DECA Foundation Board**

# Industry Certification

**AMA ATLANTA**  
American Marketing Association



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# American Marketing Association (AMA): Sponsorship of Industry Certification

**2009 – 2010:**

**Represents the Second Year of  
Sponsorship!**

**AMA Industry Certification  
Sponsorship Head:**

**Patrick Fitzmaurice**

**Georgia's Educational Team Leader:**

**Walter Burgess**



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# ***AMA's Plan for Industry Certification Reviews in FY 2010:***

Industry Certification Teams of Three to Four  
AMA Members to Review Each of the 16  
Programs

+

(1) "Take Away:" Application of Marketing  
Concepts as a Result of Engaging in Project-  
Based Instruction

+

(2) Follow – Up on Projects and/or Results of  
Projects

+

(3) Project Based Instruction Utilizing Real  
Businesses



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# Professional Development



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# **Marketing and DECA Professional Development Conference, January 14 – 16, 2010, Westin Atlanta North**

**Mark Your Calendar Now and Submit Your Request to Attend as Soon as School Begins!**

**You and Your CTAE Administrators Will Receive a Tentative Agenda Once School Begins in August.**



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# CTAERN Workshops: ([www.ctaern.org](http://www.ctaern.org))

- New Marketing Teachers' Workshop (August 20 – 21, 2009)
- Advisory Boards Workshop (August 28 – 29, 2009)
- New DECA Advisors Workshop (September 11 – 12, 2009)
- **IMPORTANT: ATTENDANCE!**



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# GPS Training Sessions: March and April, 2010

- GPS Lesson Plans Roll Out at GACTE...
- You Have the Opportunity to Work With These Lesson Plans During the GPS Training Sessions...



# **National Marketing Conclave Coming to Atlanta: Sunday June 20 – Wednesday, June 23, 2010, Grand Hyatt, Buckhead**

**Hosted by MBA Research, Ga  
Marketing Education and Ga  
Business & Computer Science**

**Sunday, June 20<sup>th</sup>- Pre-Conference  
workshops & Leadership Academy for  
CTAE Administrators & Selected Teachers**

**Monday, June 21<sup>st</sup>- Seminars, Roundtables,  
Exhibits, General Opening Session**

**Tuesday, June 22<sup>nd</sup>- Sessions continue,  
Closing Session at 4:00 pm**

**Wednesday, June 23<sup>rd</sup>- Closing Breakfast for  
Leadership Academy**



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# Business Partnerships



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# The 3 R's That Business Partnerships Provide to Students?

**RIGOR** – Project-Based Instruction is rigorously kicked up a notch when the projects involves REAL Issues in a REAL Businesses.

**RELEVANCE** – Actual Business Projects insure that concepts “sink in.”

**RELATIONSHIP** – Actual Business Projects provide time and opportunities for business people to mentor students



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# Progressive Approach to Instruction:

- Traditional Approach (textbook driven)
- Dynamic Approach (project-based instruction in the classroom)
- Dynamic, Reality-Based Approach (project-based instruction based in issues/problems in REAL businesses)



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# *AMA's Plan for Marketing and DECA:*

To give Industry Certification students time to present Marketing/DECA projects at AMA Luncheon Meetings in FY 2010

+

To provide marketing business leaders as a resource to classroom teachers

+

To provide DECA mentors to students to increase their competitiveness

+

To serve as DECA Foundation sponsor



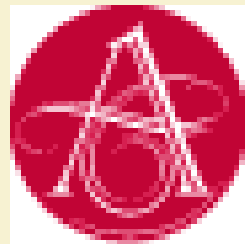
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# **“The Avenue” Will Partner With Five of Our Marketing Programs for FY 2010**



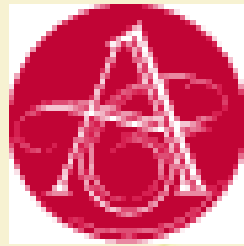
- **Lassiter HS – The Avenue, East Cobb, Kari Palmer**
- **Kennesaw Mt. HS- The Avenue, West Cobb, Cheryl Tays**
- **Grayson HS- The Avenue, Webb Gin, Bob O’Keefe**
- **Whitewater HS- The Avenue, Peachtree City, Krystin Glover**
- **South Forsyth HS- The Avenue, Cumming, Debra Moore**



# THE AVENUE®

## **Website and Interactive Marketing Campaign**

- **Provide students with an opportunity to design a marketing research study to identify the potential for website and interactive marketing through The Avenue®'s new website, Facebook, You Tube and Twitter.**
- **Conduct market research, prepare a marketing campaign based on the market research, and present the marketing campaign to a panel of industry professionals.**
- **Demonstrate skills needed to address components of the marketing plan including communication, analytical skills, critical thinking, team work and time management.**



# THE AVENUE®

## **Website and Interactive Marketing Campaign (continued)**

- **Compete with DECA partner schools in a contest for the chance to win The Avenue® gift cards, an Apple iPod Touch or iPhone, or a scholarship.**
- **Work closely with The Avenue® marketing team and agencies to design a fully integrated website and interactive marketing plan that is DECA competition worthy.**

**All Marketing/DECA programs are eligible to submit ideas for this project. The students with winning ideas will receive their registration paid to attend the DECA Leadership Development Conference or the State DECA Competition.**



## Georgia Apartment Industry Association Foundation (GAIEF)

### **Students: Take a Look!**

- **The Multi-Family Housing Industry Is Ripe With Opportunities...**

This \$325 billion industry will add thousands of new jobs every year until the end of the decade! The industry's education and training will allow you to hone your job skills, improve your employment options and increase your income beyond calculating!



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# Wrapping Up

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**Do You Know How To  
Find CTAE Information  
on the Georgia  
Department of Education  
(GaDOE) Web Site?**

# Finding Information On The GaDOE Web Site:

**Georgia DOE web site:**

[www.doe.k12.ga.us](http://www.doe.k12.ga.us)



**Career & Technical Education:**

[http://www.gadoe.org/ci\\_cta.aspx](http://www.gadoe.org/ci_cta.aspx)





*Preparing kids for higher education.*  
Georgia Department of Education

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## Standards, Instruction and Assessment [Career, Technical and Agricultural Education](#)

Creating a world-class workforce for Georgia in the 21st Century.

### DIVISIONS

- ♦ [Communications](#)
- ♦ [Career, Technical and Agricultural Education](#)
- ♦ [Curriculum and Instructional Services](#)
- ♦ [Special Education Services and Support](#)
- ♦ [Innovative Academic Programs](#)
- ♦ [Testing](#)

### CONTACT INFORMATION



**Gary Steppe**  
Director, Career, Technical and Agricultural Education  
1754 Twin Towers East  
205 Jesse Hill Jr. Drive SE  
Atlanta, GA 30334  
(404) 657-8317  
(404) 651-8984  
[gsteppe@doe.k12.ga.us](mailto:gsteppe@doe.k12.ga.us)

### VISION

"To create a secondary profile of career readiness for Georgia"

### High School Career Pathways

- [Career Pathways Overview](#)
- [Career Pathways Phase I \(Implemented Fall 2007\)](#)
- [Career Pathways Phase II \(Implemented Fall 2008\)](#)
- [Career Pathways Phase III \(Implemented Fall 2009\)](#)
- [Career Pathways Description and Course Descriptions](#)
- [Career Pathways Course Numbers / Career Pathway Chart](#)
- [Phase IV Career Pathways Public Review Site - High School](#)
- [Phase II Program Area Public Review site - Middle School](#)

### Program Delivery

- [Agriculture](#)
- [Architecture, Construction, Communication and Transportation](#)
- [Business and Computer Science](#)
- [CTSO Student Recognition](#)
- [Culinary Arts](#)
- [Education](#)
- [Family and Consumer Science](#)
- [Engineering and Technology](#)
- [Government and Public Safety](#)
- [Healthcare Science](#)
- [Marketing, Sales and Services](#)
- [Special Population](#)

### Programs of Study



[View](#)

### NEWSLETTERS

- ♦ [March 2009](#)
- ♦ [December 2008](#)
- ♦ [November 2008](#)
- ♦ [June 2008](#)
- ♦ [May 2008](#)

» More

### PRESENTATIONS

- ♦ [Pathways to the Future Delivery Introduction 1 of 7](#)
- ♦ [Georgia Work Ready: Pathways to the Future presentation 2 of 7](#)
- ♦ [Workforce Challenge with Brown County Pathways](#)

Thank you for attending and for always being  
interested in Marketing's Future!



# Questions & Comments