

# Two-year Plan – Marketing – 2007

(Jodi Galli, Shane Kleven, George Brush and Jennifer Chambers)

Goal area	Instructional Practices: What are we going to do to get students learning to high standards?	People Involved	Schedule of Activities	Resources Needed -professional development -trainers -district support	Evidence of Implementation. What are teachers doing?	Evidence of Impact: What are students' doing?
<b>CURRICULUM DEVELOPMENT (Assessment)</b>	Continue to coordinate and share activities, Assignments and curriculum with each other. Continue frameworks and assessment collaboration/LAPS. Develop new Intro curriculum.	Marketing teachers Advisory CTE administration		Videos for fashion and sports Subscriptions Time to meet as a group to discuss curriculum/LAPS.	Implementing resources into curriculum to match the frameworks. Frameworks/assessments are taking shape. Meeting to share info.	Students are learning frameworks through stronger curriculum, resources and assessments.
<b>PROGRAM MARKETING</b>	Word of mouth Eighth-grade career fairs and welcome nights at HS. Meet with counselors to inform.	Marketing teachers Counselors Students		Paper, computers, printers, time, in-focus, video camera	Increase enrollment	Registering for all levels of Marketing courses.
<b>CAREER COMPONENT (Bridges, WOIS)</b>	Use WOIS or Bridges to add a career component to our classes Inviting business people to speak. Career research assignments.	Students, Marketing Teachers, Librarian Career Specialist Local Business People	Develop a lesson intertwining WOIS and Marketing.	Computers, internet, time.	Completed assignments from students using WOIS.	Students are excited about new careers for themselves.
<b>LEADERSHIP</b>	DECA activities and conferences (All members)	Marketing Teachers Parents Students	Various activities throughout the year: Competitions, leadership conferences, community service activities...	Funds, equipment, support from district at various levels.	Providing a variety of activities for students to demonstrate and learn leadership skills.	Participating in events of various nature to demonstrate and learn leadership skills.
<b>ADVISORY COMMITTEE</b>	Meet with committee to discuss goals provided by CTE. Show current student work and school stores, possibly via video. Provide opportunities for AC members to get involved with the students.	Teachers Advisory Committee CTE Administrator Students	Designate dates to meet at first all-district meeting. Invite AC members to activities/conferences.	Food, agenda, location	Collaborating with committee to strengthen the program.	Demonstrating works. Students are learning hands-on experiences.
<b>OTHER (WASL alignment)</b>	Continue to address WASL in frameworks/curriculum/assessments. Inform Administration about WASL and Marketing.	Marketing Teachers	Meet throughout the year to discuss curriculum in relation WASL. Discuss with building administration when appropriate.	Time to meet with admin.	Meeting together to discuss curriculum and WASL and meeting with admin. To discuss WASL implementation in Marketing curriculum.	Relating other curriculum in Marketing classes and being successful on the WASL.

Program Advisory Chair
Career/Technical Director

Date
Date