

Introduction to Marketing



To be college and career ready, students need to be able to integrate and apply 21st century skills, as well as core academic and technical knowledge. Career and Technical Education programs are aligned with rigorous industry and academic standards. The State of Washington has incorporated the 21st Century Skills Standards, developed from *Partnership for 21st Century Skills* organization, within the Career and Technical courses. The 21st Century Skills Standards adopted by the State, focus on creativity, critical thinking, communication and collaboration. These standards are essential to preparing students for complex lives and work environments in our global economy.

Everett Public Schools' Career and Technical Education has developed a program to provide opportunities for students to be assessed on the 21st Century Skills State Standards. In the Marketing Pathway, this is accomplished through assessments recommended by the Office of Superintendent of Public Instruction (OSPI). OSPI has cross-walked resources provided by the student organization, DECA, and other recommended assessments. In addition to these resources, students will be assessed in the classroom as well. DECA's **mission statement** is: *DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe*. DECA's Guiding Principles express how the organization addresses today's students' needs.

Guiding Principles: DECA enhances the preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, applying learning in the context of business, connecting to business and the community and promoting competition. Our student members leverage their DECA experience to become academically prepared, community oriented, professionally responsible, experienced leaders.

The 21st Century Skills Standards, students will be assessed on are grouped into eleven categories. The categories include:

Creativity and Innovation	Flexibility and Adaptability
Critical thinking and Problem Solving	Initiative and Self-direction
Communication and Collaboration	Social and Cross-Cultural Skills
Information Literacy	Productivity and Accountability
Media Literacy	Leadership and Responsibility
Information, Communication and Technology Literacy (ICT)	

The grading scale used for assessing students is as follows:

- 4 = Exceeds Standard
- 3 = Meets Standard
- 2 = Worked toward meeting standard, but did not complete
- 1 = Made an attempt to meet standard, but did minimal work
- 0 = Did not attempt to meet Standard

Each student is responsible for tracking and maintaining their score for the 21st Century Skills Standards for the course. Below is a listing of the Standards for the course and what assessments are available for demonstration of meeting or exceeding the standard throughout the semester. There are multiple opportunities for students to demonstrate their skills. It is up to the student to choose the activities that best fit **their** schedule/needs/interest and to collect the signatures DURING or IMMEDIATELY following the assessment.

Introduction to Marketing ** LEARNING AND INNOVATION SKILLS **	
Leadership Standard	OSPI Suggested Resources/Activities
Work Creatively with Others 1.B.4 View failure as an opportunity to learn; understand that creativity and innovation is a long-term, cyclical process of small successes and frequent mistakes	Area, state, regional and international Conferences Leadership Camp Fall Leadership Conference (FLC) Western Regional Leadership, DECA Social Media Challenges Role-Play (Individual or Team Decision Making Events) Online Events: Stock Market Simulation Virtual Business Simulation DECA Officer LAP Modules: Unleash Your Oh! Zone The MAZE Ropes Course
Reason Effectively 2.A.1 Use various types of reasoning (inductive, deductive, etc.) as appropriate to the situation	Role-Play (Individual or Team Decision Making Events) Online Events Stock Market Simulation or Virtual Business Simulation Area, state, regional and international Conferences Leadership Camp Fall Leadership Conference (FLC) Western Regional Leadership DECA Activity Committee Chair DECA Officer LAP Modules: Record It, Tipping Point, Go Beyond the Sale, Keep them Loyal, Sell Away, Typecasting, What's the Motive? The MAZE Ropes Course

<p>Make Judgments and Decisions</p> <p>2.C.5 Reflect critically on learning experiences and processes</p>	<p>Role-Play (Individual or Team Decision Making Events)</p> <p>Area, state, regional and international Conferences</p> <p>Leadership Camp</p> <p>Fall Leadership Conference (FLC)</p> <p>Western Regional Leadership</p> <p>DECA Activity Committee Chair</p> <p>DECA Officer</p> <p>LAP Module:</p> <p>Give Credit Where Credit is Due, Weigh Your Options, Are you Satisfied, Be Resourceful, Divide and Conquer, Lose, Win, or Draw, Decisions, Decisions, Decisions, Find Features, Boost Benefits</p> <p>The MAZE</p> <p>The Ropes Course</p>
<p>Communicate Clearly</p> <p>3.A.2 Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions</p> <p>3.A.3 Use communication for a range of purposes (e.g. to inform, instruct, motivate and persuade)</p> <p>3.A.5 Communicate effectively in diverse environments (including multi-lingual)</p>	<p>3.A.2 Guest Speaker Form</p> <p>Professional letter (ex: thank you to guest speaker)</p> <p>3.A.3 Sales Video</p> <p>Professional letter (ex: thank you to guest speaker)</p> <p>3.A.5 Role-Play (Individual, Team Decision Making Events)</p> <p>Professional letter (ex: thank you to guest speaker)</p> <p>DECA Activity Committee Chair</p> <p>DECA Officer</p> <p>LAP Modules:</p> <p>Build your Corporate Brand Before Someone Builds it for You, It's a Brand, Brand, Brand World!, Stand Out</p> <p>Sell Away!, Make it a Win-Win</p> <p>The MAZE</p> <p>The Ropes Course</p> <p>Professional letter (ex: thank you to guest speaker)</p>

Introduction to Marketing

** LIFE AND CAREER SKILLS **

Leadership Standard	OSPI Suggested Resources/Activities
Interact Effectively with Others 9.A.1 Know when it is appropriate to listen and when to speak 9.A.2 Conduct themselves in a respectable, professional manner	Chapter Activities Program (CAP) 2011-2012 (list throughout the semester; include Program of Work): <ol style="list-style-type: none"> 1. DECA Introduction to the Organization (BBQ) 2. The Ropes Course 3. Area 2 Minute to Win it 4. JHS DECA Meetings 5. DECA Week 6. 7. 8. 2011-2012 (list throughout the semester; include Program of Work): <ol style="list-style-type: none"> 1. Entrepreneurship Promotion Project 2. Financial Literacy project 3. Public Relations Project 4. Learn and Earn Project 5. High School and Beyond 6. Octoberfest 7. Senior Dance 8. Entertainment Books 9. 10. 11. DECA Officer Role-Play (Individual, Team Decision Making Events) LAP Modules: Can you Relate?, Opt for Optimism, Stop the Madness, EQ and You Area, state, regional and international Conferences Leadership Camp Fall Leadership Conference (FLC) Western Regional Leadership Dress Professionally
Produce Results	Chapter Activities Program (CAP)

<p>10.B.1 Demonstrate additional attributes associated with producing high quality products including the abilities to:</p> <p>10.B.1.a Work positively and ethically</p> <p>10.B.1.b Manage time and projects effectively</p> <p>10.B.1.c Multi-task</p> <p>10.B.1.d Participate actively, as well as be reliable and punctual</p> <p>10.B.1.e Present oneself professionally and with proper etiquette</p> <p>10.B.1.f Collaborate and cooperate effectively with teams</p> <p>10.B.1.g Respect and appreciate team diversity</p> <p>10.B.1.h Be accountable for results</p>	<p>2011-2012 (list throughout the semester; include Program of Work):</p> <ol style="list-style-type: none"> 1. DECA Introduction to the Organization (BBQ) 2. The Ropes Course 3. Area 2 Minute to Win it 4. JHS DECA Meetings 5. DECA Week 6. 7. 8. 9. 10. <p>2011-2012 (list throughout the semester; include Program of Work):</p> <ol style="list-style-type: none"> 1. Entrepreneurship Promotion Project 2. Financial Literacy project 3. Public Relations Project 4. Learn and Earn Project 5. High School and Beyond 6. Octoberfest 7. Senior Dance 8. Entertainment Books 9. 10. 11. <p>DECA Officer</p> <p>Role-Play (Individual, Team Decision Making Events, Principles of Business Administration Event)</p> <p>Area, state, regional and international Conferences</p> <p>Leadership Camp</p> <p>Fall Leadership Conference (FLC)</p> <p>Western Regional Leadership</p> <p>LAP Modules:</p> <p>Plan for Success, Plan Now, Succeed Later</p> <p>Dress Professionally</p>
<p>Be Responsible to Others</p>	<p>DECA Activity Committee</p>

<p>11.B.1 Act responsibly with the interests of the larger community in mind</p>	<p>DECA Officer Chapter Activities Program (CAP) 2011-2012 (list throughout the semester; include Program of Work):</p> <ol style="list-style-type: none"> 1. DECA Introduction to the Organization (BBQ) 2. The Ropes Course 3. Area 2 Minute to Win it 4. JHS DECA Meetings 5. DECA Week 6. 7. 8. 9. 10. <p>2011-2012 (list throughout the semester; include Program of Work):</p> <ol style="list-style-type: none"> 1. Entrepreneurship Promotion Project 2. Financial Literacy project 3. Public Relations Project 4. Learn and Earn Project 5. High School and Beyond 6. Octoberfest 7. Senior Dance 8. Entertainment Books 9. 10. 11.
--	---

Descriptions

Role-Play (Individual or Team): Role-play's measure students' proficiency in those skills identified by occupational practitioners as essential to success in a given occupation. The skills evaluated are selected from a list of performance indicators validated by industry representatives. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated. Examples of industry area students can choose from include Accounting, Food Marketing and Human Resources. There are both individual and team role-plays. DECA's industry-validated competitive events are aligned with the National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. DECA's flagship evaluation process involves students in both a written component such as an exam or report and an interactive component with an industry professional serving as a judge. DECA's competitive events directly contribute to every student being college and career ready when they graduate from high school.

Job Shadow: Complete a minimum of 4 hours job shadowing a professional at their place of business. During visit, learn about the career's daily activities are, education level required, average beginning salary, career outlook and general information about the industry.

DECA Community Service: Activities provide students with goal setting, cooperative networking, and leadership. In addition, students will participate in promotion, social responsibility and communication with the community, area businesses and organizations.

Leadership Camp: The LC will include students participating in designing a Program of Work, team building, goal setting and communication activities.

Fall Leadership Conference (FLC): Attending and participating in this conference provides students with workshops and sessions about networking, entrepreneurship, leadership and areas specific to their career interests, such as hospitality, fashion, business services and sales.

DECA Social Media Challenges: These are determined and changed on a yearly basis. Please see the Washington/National website for details.

Online Events: There are two types of Online Events. The first is the Stock Market Simulation and the second is the Virtual Business Simulation. Students must register by the deadline and receive approval from their teacher to begin. There are three categories to choose from in the VBS to compete and be assessed. The categories are retail, financial and sports. The description of each, are found on the National website. These are all Virtual Business simulations. Students will complete a number of lessons completing activities to determine how well they understand the concepts.

DECA Activity Committee: This is someone who is the Chair for a DECA Chapter Activity and must complete the Activity checklist to use as an assessment. The Activity checklist will be provided to the student once approval has been given for the activity.

DECA Officer: Students who hold an Office position in DECA can be assessed on a variety of Skills Standards. These will be discussed with the teacher throughout the year to determine what Skills Standards can be assessed using the Officers work. This assessment must be pre-approved by the teacher and a contract signed based on the specific Office held.

Western Regional Leadership Conference (WRLC): Attending this conference, students will experience nationally recognized speakers and trainers, and participate in powerful workshops, and inspiring business tours. They will attend a specialized series of workshops called DECA University with majors in: finance and investing, marketing, sports marketing, entrepreneurship, leadership, and technology.

The MAZE: This activity a team activity and is completed as an entire class and/or chapter. The students will need to complete a task communicating without words as a team/class/chapter, including all individuals.

Ropes Course: Students will be offered an opportunity to participate in a field trip to the Waterhouse Ropes Course. Throughout the day students will be assessed on multiple skills using activities created to challenge individuals, partners and teams.

The Sales Video: The Sales Video is an assessment utilized in the Sales Unit. Students will meet multiple criteria selling a product to a customer and record their sale on video. Some Skills Standards can also be assessed using this project.

Career Exploration via DECA: The various field trips focus on career interests, such as Sports and Entertainment, Fashion and Finance.

Speaker Form: A Speaker Form will be provided prior to a Speaker visiting the classroom. You will complete the pre-presentation information prior to Speaker's visit. Upon the conclusion of the Speaker's presentation, you will complete the post-presentation portion of the form and submit within two days of the presentation.

Professional Letter: A professional letter uses the professional format and includes a minimum of three paragraphs, written with a purpose and appropriate professional language, similar to what is utilized in a professional setting.

Chapter Activities (CAP): Students may choose from a list of activities developed through the JHS DECA Program of Work. The Program of Work is developed by the teachers/Advisor and the DECA Officer Team. The activities/community service/projects listed in the Program of Work can be selected to complete various Skills Standards. The Program of Work is a working document and changes each year, as well as changes throughout the year. Please see the current Program of Work for selection of activities of interest to select for assessment. The teacher will also recommend activities for assessment as they become available.

Dress Professionally: National DECA has a strict dress code with recommendations on what is acceptable professional attire. Students will have a variety of opportunities to demonstrate their knowledge and understanding of this skill.

LAP's: Leadership Attitude Performance (LAP), are modules students complete that were developed by the Marketing and Business Research Institute. Each module supports and provides instruction for an industry-validated performance indicator or competency, and focuses on developing leadership skills, positive career-oriented attitude, and both technical and academic performance.