

**Marketing Advisory Committee  
H.M. Jackson High School room 135  
October 26, 2004  
2:30 – 4:00 p.m.**

**2:30 Introductions (5 minutes)**

Please provide your name, where you work and describe what you do. As members to share why they volunteer to serve on the committee.

**2:35 Elect chairperson for next two years if needed**

**2:40 Choose one of the following (15 minutes):**

**Student Presentation  
Tour of vocational classrooms  
Updates from industry**

**3:00 Curriculum discussion (what we teach)**

1. Is there a need in the community to teach these courses?
2. Do these courses address the skills needed for your future employees?
3. What are the emerging needs in your areas of business?
4. What employment training will be needed to meet these emerging needs?

**3:30 Proposed Courses**

- **Sports and Entertainment Marketing**
- **International Business**

1. After reviewing the course description, are these courses relevant in today's employment market? Is there a need for these skills in our community? (Snohomish County, Washington State)
2. If the answer is yes, then what are the key concepts that should be taught in these areas?
3. If the answer is no, what should be offered to enhance opportunities for students? Other option could include hospitality, tourism, insurance, advertising or entrepreneurship.

**Upcoming meetings: February 17, 2005 and April 21, 2005**