MARKETING AND COOPERATIVE EDUCATION

- classroom instruction
- work based learning
- the deca experience
The Missouri Method

• Our Missouri marketing and cooperative education students acquire the skills necessary to succeed in today’s global industry through our flagship co-curricular philosophy that closely integrates classroom instruction, DECA, and work-based experiences.
Understanding the Discipline

- Classroom Instruction
- Work Based Learning
- The DECA Experience
Marketing and Cooperative Education in Missouri

- 167 Marketing Programs
- 44 Cooperative Education Programs
- 152 / 169 DECA Chapters
- 209 Marketing Teachers
- 32 Cooperative Education Teachers
- 200 DECA Advisors
- 18,098 Marketing Students
- 9,326 DECA members
- 76 DECA chapters with 100% Membership
Considerations include:

- University of Missouri was the primary marketing education program
- IML at MU provided resources
- Consistent state leadership for 24 years
- Emphasis on DECA and DECA Districts
- Leadership and Involvement
- Solo at school
- “Everybody knows your name.”
Marketing

Marketing is a critical business function, a process that utilizes a variety of activities to:

• Identify customer needs and wants.
• Plan and create ideas, goods, or services to satisfy needs and wants. (Product)
• Establish pricing that results in profitable transactions. (Price)
• Promote ideas, goods, or services to an identified target marketing. (Promotion)
• Manage distribution and logistics strategies. (Place/Distribution)
Marketing applies economics, psychology, and sociology. Its successful performance depends on the application of mathematics and language arts, the use of scientific problem solving, and the application of computer technologies to marketing situations and problems.
What used to be distributive education and then retail merchandising and selling is now marketing, management, and entrepreneurship education.
Why Marketing Education?

• Marketing Education is the primary provider of pre-baccalaureate preparation for marketing careers.
• Marketing is one of the major sources of employment in the United States, employing 30 million people.
• Marketing provides extensive entry points into the labor force, and multiple career paths with significant reward structures.
• Marketing skills are highly transferable from industry to industry and from one locale to another.
• Core marketing skills are relatively stable, and therefore, have long-lasting career impact on student learners.
• Marketing curricula are appropriate for both the college-bound and employment-oriented student, with unique and substantive opportunities available to each.
Philosophies of Marketing Education

Contemporary marketing education programs are diverse, reflecting the
• varying needs of the local community and students
• skills and philosophies of the instructor
• and influences of local and state leadership.

Although many high school marketing programs unify around the National Marketing Education Standards, many fundamental decisions that affect program outcomes are local and individual.
Philosophies of Marketing Education

The degree to which program outcomes should address preparation for immediate employment vs. a focus on more advanced concepts and skills that many not have near-term applications.

- Courses will be competency-based, encouraging the learning of concepts and skills critical to both near-term employment in marketing and to advancement within the industry.
Philosophies of Marketing Education

The extent to which program curricula, instructional activities, and assessment should be integrated with various academy programs, work-based learning and student organization activities.

- Student experiences will emphasize the use of basic academic skills and be contextually based in terms of the real-world business environment. All students will be encouraged (required) to participate in various work-based activities and to demonstrate their learned skills through participation in DECA.
Philosophies of Marketing Education

The degree to which program outcomes should address citizenship, life skills, economic decisions, and similar fundamental aspects of student maturation.

- Through participation in DECA, the basic curriculum will be enriched to help students develop social and business etiquette, to make real-life economic decisions, and to develop positive and ethical business behaviors.
Philosophies of Marketing Education

The alignment of the program philosophy with that of the local school and with contemporary state and national initiatives.

• The program will maintain high academic standards and will integrate basic academic skills throughout the marketing curriculum.
Philosophies of Marketing Education

The availability of the program to all students or to a targeted group.

• Access to the program will be open to all students with an expressed interest in business ownership and management, marketing, or other careers for which the curriculum is likely to have a significant benefit. However, enrollment in selected classes will be limited to those students who have demonstrated interest and ability through performance in prerequisite coursework.
Philosophies of Marketing Education

The nature of participation with the local business community.

- Work-based learning will be an integral part of the overall program. As such, students will participate in required activities, and the instructor will maintain an active presence in the community through participation in selected professional organizations, and civic and service groups.
The relationship with local community/technical institutions and the college/university system.

- Every effort will be made to articulate curriculum and instruction with the local institution. Also, the local chapter will collaborate with Delta Epsilon Chi, the college division of DECA, to help students transition to college.
An Integrated Approach

- Classroom Instruction
- Work Based Learning
- The DECA Experience
Classroom Instruction
Program Structure

• Marketing is approved by program area, which means certified marketing teachers can teach all marketing courses.

• All marketing courses are approved career education courses.

• Historically, marketing education programs are one-year or two-year programs serving juniors and seniors.
Approved Courses

- Advertising
- Business Administration
- Business Ownership/Management
- Entrepreneurship
- Fashion Merchandising
- Free Enterprise Economics
- Hospitality Marketing
- International Marketing
- Internet Marketing
- Leadership in the Workplace
- Management
- Marketing - Advanced
- Marketing - Fundamentals
- Retailing
- Salesmanship
- Sports and Entertainment Marketing
- Travel and Tourism
Local Program Structure

Traditional Approach
• Marketing I
  Principles of Marketing
• Marketing II
  Advanced Marketing
• Entrepreneurship
• Management

Franchise Approach
• Sports and Entertainment Marketing
• Fashion Merchandising
• International Marketing
• Internet Marketing
Curriculum Development

• In 2003, Missouri developed curriculum guides for **Marketing Principles** and **Advanced Marketing** in cooperation with MarkEd.

• Industry Input in the development of National Standards (20 states)

• Educator Participation (sequencing, assessment)

• State Department Leadership
Competencies

- Competencies = Performance Indicators
- Industry Validated through Marketing Education National Standards
Curriculum Planning Levels

- Prerequisite (PQ)
- Career-Sustaining (CS)
- Specialist (SP)
- Supervisory (SU)
- Management (MN)
- Ownership (ON)
The Marketing Wheel

FOUNDATIONS
- Business, Management, and Entrepreneurship
- Communications and Interpersonal Skills
- Economics
- Professional Development

FUNCTIONS
- Distribution
- Finance
- Marketing-Information Management
- Pricing
- Product-Service Management
- Promotion
- Selling
The Future of Curriculum

- A Business Administration model that combines four career clusters
Business Administration:

Core Business Administration:

- Finance
- Marketing
- Hospitality
- Management & Administration
Business Administration

- Finance
  - Business Law
  - Communications
  - Customer Relations
- Economics
- Emotional Intelligence
- Entrepreneurship
- Financial Analysis
- HR
- Information Management
- Marketing
- Operations
- Professional Development
- Strategic Management

- Hospitality
- Social Studies
- Language Arts
- Mathematics
- Social Science

marketing and cooperative education
Business Administration

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  - Business Law
  - Communications
  - Customer Relations
  - Economics
  - Emotional Intelligence
  - Entrepreneurship
  - Financial Analysis
  - HR
  - Information Management
  - Marketing
  - Operations
  - Professional Development
  - Strategic Management

- Marketing
  - Channel Management
  - Marketing Information Management
  - Market Planning

- Hospitality
  - Social Studies
  - Mathematics
  - Language Arts
  - Social Science

- Career Pathways
  - Channel Management
  - Marketing Information Management
  - Market Planning
  - Pricing
  - Product/Service Management
  - Promotion
  - Selling

- Marketing Core

market and cooperative education
Business Administration

Career Pathways

• Merchandising
• Marketing Management
• Integrated Marketing Communications
• Marketing Research
• Professional Selling
Business Administration Core
(Common content across clusters)
Mngt/Admin • Finance • Hospitality • Marketing
Business Administration Core
(Common content across clusters)
Mngt/Admin ● Finance ● Hospitality ● Marketing
Marketing Core
Marketing Research, Mkt Communications, Professional Selling, Merchandising,…

Business Administration Core
(Common content across clusters)
Mngt/Admin ● Finance ● Hospitality ● Marketing

Jobs    Finance Jobs     Marketing Jobs     Hospitality Jobs    Jobs
Administration Jobs    Finance Jobs     Marketing Jobs    Jobs
Marketing Core
Marketing Research, Mkt Communications, Professional Selling, Merchandising.....

Business Administration Core
(Common content across clusters)
Mngt/Admin • Finance • Hospitality • Marketing

Jobs • Finance Jobs • Marketing Jobs • Hospitality Jobs • Jobs
    Administration Jobs • Finance Jobs • Marketing Jobs • Jobs
Business Administration Core
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Marketing Core
Marketing Research, Mkt Communications, Professional Selling, Merchandising…..

Pathway
Professional Selling

Tier 1
Tier 2
Tier 3
Work Based Experiences

- Supervised Marketing Internship
  - Those who elect to participate in a marketing internship must be employed in a marketing related position on so they may apply the principles learned through the program.

- School Based Enterprises

- Job Shadowing
The DECA Experience

- DECA Diamond
  - Vocational Understanding
  - Leadership Development
  - Civic Consciousness
  - Social Intelligence
- Expectation of Participation
- Benefits of DECA
- Classroom Integration
- Competition Structure
Conferences

- Fall Leadership 2006 – 809 participants
- CRLC 2006 – 367
- District CDC 2007 – 5,060
- State CDC 2007 – 1,437
- ICDC 2007 – 399
Recognition

• DECA ICDC Winners:
  29 students (13 events)
  – Virtual Business, Sunkist Challenge

• Delta ICDC Winners:
  10 students (9 events)
Scholarships and Awards

• Scholarships: $14,250
  ($10,250 state, $4,000 national)

• Sponsorships:
  – ICDC Event Sponsorship: $1,450
  – Sunkist Challenge: $3,750
Civic Consciousness

• Muscular Dystrophy Association: $50,000+
  • State CDC - $11,000
  • Waynesville Technical Academy: $21,000+ - Second in Nation
  • Rolla Technical Institute: $19,500+ - Third in Nation
EXPERIENCE THE DIFFERENCE

FOR NEARLY 60 YEARS, MISSOURI DECA HAS BEEN GIVING ITS MEMBERS AN EXPERIENCE LIKE NO OTHER.

Each of our Missouri DECA and Delta Epsilon Chi students acquires skills necessary to succeed in today’s global industry through marketing and cooperative education’s co-curricular philosophy that closely integrates classroom instruction, the student organization, and work-based experiences.

MEMBERSHIP
With 9,648 members, Missouri’s delegation comprises the fifth largest state association. Caruthersville HS, Holt HS, Lex LeRoy GTC, and Timberland HS were recognized on-stage at ICDC for achieving the Diamond Level in this year’s membership campaign.

SCHOLARSHIPS
Missouri DECA students received more than $10,000 in state scholarships, of which $3,250 were awarded by Missouri DECA’s corporate partners, and $4,000 in national corporate scholarships during the 2006-2007 academic year.

ONLINE EVENTS
Missouri’s John Johnson of Oak Park HS was one of two overall grand-prize winners in the SunRisk Challenge, earning a $3,000 cash prize. Blair Ballard of Putnam County received a $500 prize and finalist status.

CIVIC CONSCIOUSNESS
Two Missouri schools were recognized for their pace making efforts to raise funds for the Muscular Dystrophy Association. Through our combined efforts, Missouri DECA chapters raised more than $50,000 for MDA. That’s nearly 11% of DECA, inc.’s entire contribution.

CORPORATE EXPERIENCES
More than 6,000 Missouri DECA members participated in our competitive events program that focuses on performance indicators tied directly to industry standards in marketing, management and entrepreneurship. Students were evaluated by industry professionals, who graciously contributed their time and expertise to help shape the future.

MISSOURI DECA STATE STAFF
Mr. Christopher Yeons, State Advisor
Mrs. Kathy Parrett, Administrative Assistant
Primer on Cooperative Education

• A separate program area from Marketing Education
• Serves variety of students with differing career interests
• Cannot duplicate existing career education programs with cooperative education (Supervised Business Experience, Supervised Marketing Internship, Supervised Agricultural Experience)