



# DECA

LIVE. LEARN. LEAD.

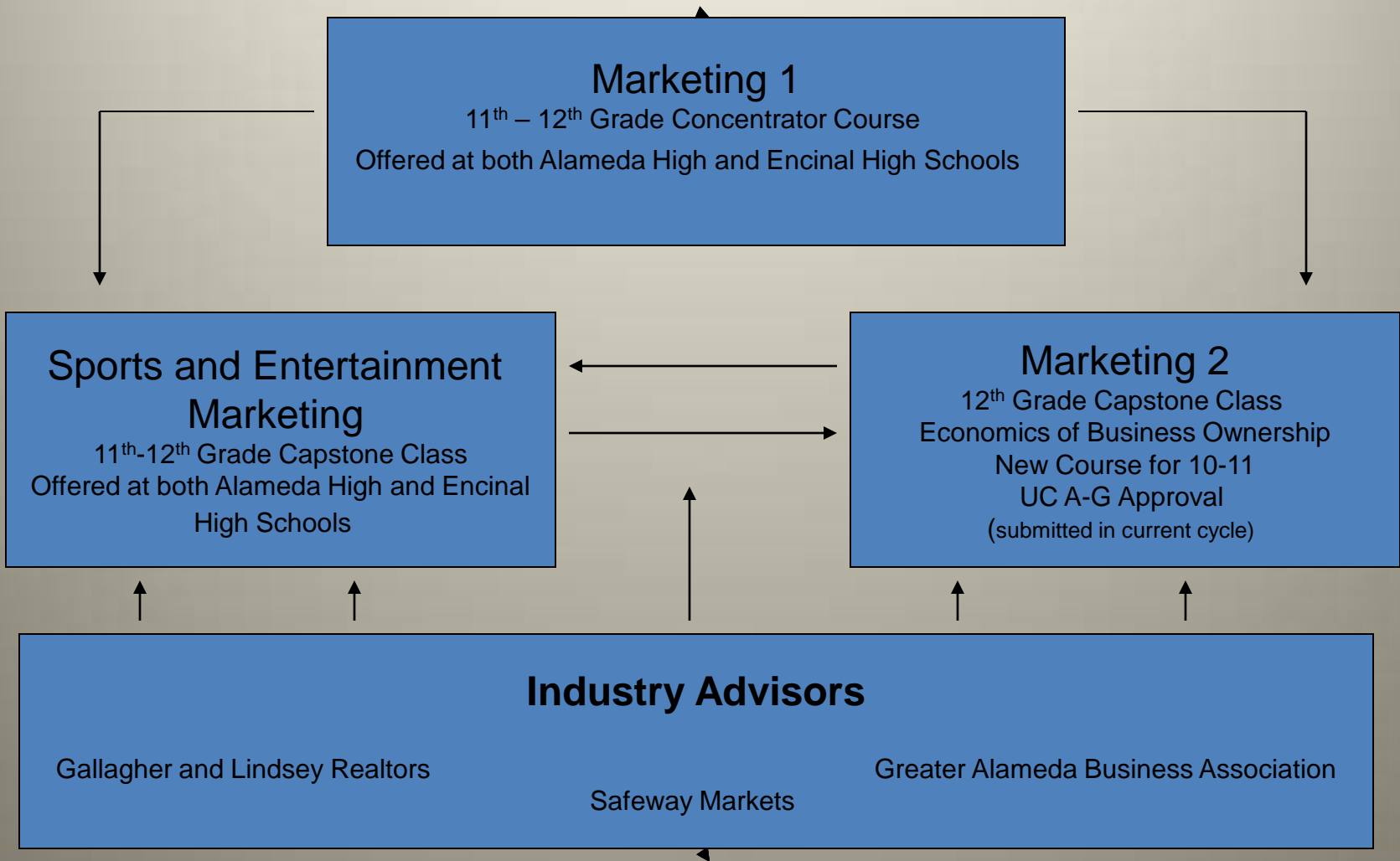


An AUSD School Board Presentation by the student leaders of  
the Alameda and Encinal DECA Chapters and the East Bay  
ROP Marketing Teachers

3/23/10

# Career Technical Education Marketing, Sales, and Service Industry Sector

## *Professional Sales and Marketing Pathway*



# East Bay ROP Marketing Courses

## An Overview

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- **Marketing 1** is the entry level course to the marketing pathway. This course is designed to emphasize the skills needed in sales and service occupations. Instructional units include business mathematics, human relations, communication skills, product and service technology, economics, merchandising, and advertising as well as selling and marketing concepts. Students gain experience through project based activities that integrate academic and career/industry standards . Students may participate in community classroom and/or cooperative vocational education training experience related to the marketing curriculum and competencies.

# East Bay ROP Marketing Courses

## An Overview

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- Sports and Entertainment Marketing introduces students to the specifics of marketing and sales concepts used in the fields of sports, entertainment and recreation. Students will learn to apply the marketing mix of product, place, price and promotion in order to create a deeper awareness of the role of marketing and the media to promote or sell certain brands and products. Students will have the opportunity to engage with local sports and entertainment businesses throughout the bay area. Community classroom and /or cooperative vocational education training experience is available to qualified students.

- **Economics of Business Ownership** addresses the needs of students who plan to pursue business and marketing related interests following high school graduation. This course will enable students to understand fundamental economic and business ownership concepts. Instructional units will include economic systems, international relations, and the global economy. This course is the capstone class for the marketing and sales pathway and is being submitted for UC A-g approval.

- **The Role of DECA in CTE Marketing Career Pathways**

Career Technical Education Student Organizations (CTSOs) like DECA are an integral part of the overall curricula in most Career Technical Education Marketing programs. CTSOs provide students with carefully structured leadership development opportunities, career skills and community service opportunities within the curricula of the marketing courses. They also offer opportunities to connect with peers, alumni, and adults who can serve as mentors in the development of post secondary education and employment plans.

# What is DECA?

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- Professional and leadership development is reinforced through participation in the co-curricular, career-technical student organization, DECA (an association of Marketing Students). DECA activities focuses on developing skills needed for a career in marketing, management, and entrepreneurship. This organization offers the opportunities for students to participate in competitive events throughout the year, in a variety of locations at local, state, and international levels. Students will also have the opportunity to receive recognition, awards, and scholarships. DECA is endorsed by The United States Department of Education.

# DECA Facts

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- DECA chapters operate in over 4,000 high schools across the U.S., Puerto Rico, Guam and territories, Mexico, Germany and Canada.
- With over 180,000 members, mostly juniors and seniors, DECA's high school division is recognized and endorsed by all 50 state departments of education and the U.S. Department of Education.



# Social Intelligence

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- Operating in groups for the purposes of learning (*team activities*) and social interchange.
- Ex: Alameda DECA socialized with Encinal DECA at Disneyland during the State Career Development Conference.





# Civic Consciousness

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- Maintaining awareness of a principled, informed citizen's role in the life of the community.
- Ex: Each year all DECA organizations participates in promoting awareness for Breast Cancer, such as See Jane Run triathlon and Pink & Denim.





# Leadership Development

- Developing methods and attitudes for motivating the chapter toward its goals.
- Ex: Officers meet regularly to talk about upcoming chapter events and develop organizational goals







group #1

- Jon
- Jagout #5
- Alex

group #2

- Jessica
- Tracci #1
- Stephanie

group #3

- Troy
- ony #2
- Karri

group #4

- Dylan
- Jason #3
- Julia

group #5

- Hazi
- Jay

inventory

section #1

- hot posters (ASC/MS)
- pizzas (win)
- corn dogs
- noodles
- popcorn

section #5

- snare (34)
- caps sun
- Altoria
- Altoria

225

8.2 pg. 170

from a **FREE TUX RENTAL** for PROM  
+ CASH for BECA CONTRIBUTION

RENTAL

Volume 1 - Everyone  
Quiz Bowl

- 1) 2, 3, 4, 6, 8 (1-100) AC
- 2) 3, 4, 7, 8 (1-100) C
- 3) 4, 5, 7, 8
- 4) 5, 6

Morning

Jagout  
Mia  
Jessica

Jagout  
Stephanie  
Alex

Lunch

Jon  
Jagout  
ony

Jagout  
Dylan  
Stephanie

Jon  
ony  
Jagout

Rachel  
Jagout  
Jon

Jagout  
ony

After-School

Jagout  
ony  
Alex

Jagout  
ony  
Stephanie

Jon  
ony  
Jagout

Rachel  
Jagout  
Jon

Jagout  
ony



# Vocational Understanding

- Learning the skills needed for careers in marketing, management and entrepreneurship.
- Prior to attending the Career Development Conference, members prepared role plays and written promotional plans.





# Conferences

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- DECA conferences prepare students for the business world.
- DECA empowers members to be more involved in the marketing and business industry.
- LDC: Leadership Development Conference
- Nor-Cal (Northern California Career Development Conference)
- SCDC (State Career Development Conference)
- ICDC (International Career Development Conference)







# Some Final Thoughts....

- DECA is so much more than a student organization; it is an opportunity to discover what you truly love. It is the chance to earn recognition on the national level. DECA is the freedom to express yourself as an individual and utilize every talent and gift you possess. It is the foundation for a college and career journey. It serves as the door to unconquered challenges and as eyes to view the world as your own playground. After serving an organization that is all these things for the past year, what future endeavor can top that?

*Jennifer Vaziralli, 2005-2006 President*

National DECA High School Division