

# **Integration of DECA in the Marketing Education Program!**

## Summary 2007

### **Marketing Sales Demonstration Event**

#### **Background**

The DECA Sales Demonstration Event is an individual event which involves the actual Sales Presentation of a product. Students can prepare a power point presentation on any product they select and present it to a panel of judges in regional and state Competition. Rules can be found on the KY DECA web site at [www.kydeca.org](http://www.kydeca.org).

#### **Rationale**

A major aspect of the Marketing Curriculum is preparing students for the business world. Preparing students to present information about selected products is a vital aspect of the program. This allows students to gain experience in communicating with others and displaying product knowledge.

#### **Teaching the Content**

Unit: Sales and Product knowledge

Lessons:

- Communication
- Preparing the Sale
- Initiating the Sale
- Presenting the Product
- Closing the Sale
- Suggestive Selling

#### **Academic Expectations**

1.1, 3.1.1, 3.1.2, 3.313, 4.3.2

#### **Building Interest**

The Sales Demonstration unit can begin with the teacher demonstrating what a sale includes. Students can select their product and prepare a feature/benefit chart from the products material available. The steps of a sale and how they fit together should be discussed and demonstrated. Presentations can be video taped, reviewed, and scored by the class using a rubric. The resulting scores may be used to select the regional competitor.

#### **Connecting the Activity to the Content**

In the beginning of the unit, each student will select a product to demonstrate. As you review the steps of the sale, students can build an outline for their sales presentation. At the end of the unit students should be given a scoring rubric and shown how to use the rubric to prepare. This activity gives the student a chance to use a real life situation (experience) and will help prepare them for the future.

During this activity students can use product manuals, the Internet, and the actual product to research information about their product. This presentation can assist students in learning the valuable skills needed in other Career and Technical areas.

### **Taking it to the Next Level**

Students and teachers will help select the schools representatives for the regional and state competition. Students will be encouraged to practice their sales presentations at home with their parents (involving parents – gets them hopefully interested in class work).

### **Benefits of the Activity**

This activity teaches students to develop logical thinking and good communication skills that are needed in today's business world. Students can identify what features are the most important in making their presentation. This helps builds confidence about speaking to and in front of others. Employers are looking for students who aren't afraid to speak and demonstrate product knowledge.

This activity prepares students for increased performance with CATS and Skill Standard Assessments.

## **Integration of DECA in the Marketing Curriculum**

### Summary 2007

### **Entrepreneurship Event**

#### **Background**

The Entrepreneurial Event is an individual event, where students develop and implement a plan for opening a new business/marketing store. Students can develop a small business proposal in 10 pages or as large as a detailed 40 page plan. Rules and guidelines can be found on the National DECA website [www.deca.org](http://www.deca.org) or on the State DECA websites [www.kydeca.org](http://www.kydeca.org).

#### **Rationale**

Marketing students are being prepared for the business world and this events allows students the opportunity apply classroom skills through a hands-on experience. The Marketing Curriculum provides all the necessary material to help students prepare these projects. This can be used in any Marketing class other than the freshman class.

#### **Teaching the Content**

This unit is good for the Sophomore or Junior classes because they have already received the basic Marketing knowledge in class and by the 2<sup>nd</sup> semester is a good tool to tie all the information into a real life experience.

Unit: Preparing a Business Plan (Entrepreneurship)

Lessons

- Forms of Ownership
- Executive Summary
- Trading Area Analysis
- Marketing Segmentation
- Customer Buying Motives/Behavior
- Analysis of business location
- Competitions (strength or weaknesses)
- Proposed organization set up
- Proposal product service
- Pricing strategies
- Marketing/Promotion plan
- Financing
- Income and Experience
- Cash Flow
- Balance sheets
- Profit Loss
- Growth Plan

## **Academic Expectations**

1.12, 3.1.2, 3.2.1, 4.1.4, 4.2.1, 4.2.2

## **Building Interest**

The Entrepreneurship Event (Business Plan) will present students the opportunity to open any type of business for their local area. They get to design, layout, staff, purchase merchandise and create a promotional plan for their business. After completing the project students are aware of what it takes to open a business and the skills needed for a successful business venture. Best projects will be selected to enter the regional and state competition and advance to the national level.

## **Connecting the Activity to the Content**

At the start of the unit, each student will select a type of business they want to open. Each lesson will help the student prepare their business plan and get it ready for a financial inspection to examine it for possible financing. Instead of an exam for each unit the student will prepare a segment of the business plan. Each unit begins to be easier to complete as the students become more familiar with their business. Creativity and stepping out of the normal activities is encouraged to design a great plan. Each student can be given a scoring rubric to help them see just what needs to be in each section.

## **Benefits of the Activity**

Throughout this entire process, students will gain critical thinking and reasoning to explain and validate their choices.

The Entrepreneurial Event will prepare students for the CATS and Skill Standards Assessments.

## **Integration of DECA Activities In Marketing**

### Summary 2007

#### **Job Interview Event**

##### **Background**

Students will assume the role of a person looking for employment in the Business/Marketing industry. They are to complete all forms necessary in the application process. The Job Interview Event guidelines can be seen on [www.kydeca.org](http://www.kydeca.org).

##### **Rationale for including this activity**

In both Marketing Skill Standards and the CATS assessment there is a component that relates to Job Skills and Practices. We are preparing our students for future careers and for post secondary education. This can be used in all Marketing classes.

##### **Teaching the Content**

Unit: Employment Skills

Lessons:

- Looking for a Job
- Personal Data Sheet (RESUME)
- Job Applications
- Letter of Application
- Follow-up letter
- Pre employment test
- Interviewing
- Skills needed for success

##### **Academic Expectations**

4.1.1, 4.1.2, 4.1.3, 4.1.4, 4.1.5, 4.2.1, 4.2.2

##### **Building Interest**

The job interview event gives the teacher a chance to bring in business people to their classroom to discuss how students can better prepare for the job application process. It allows the students the opportunity to practice what they are learning and then ask the employer how to improve. The overall best students can advance and represent their school in Regional and State Competition.

**Connecting the Activity to the Content**

At the beginning of the unit students will discuss what employers are looking for in employees. They can select a business in town they would like to be employed. Students will take a comprehensive exam and be involved in a real job interview process.

Hopefully after the unit the students will be able to use what they have learned to impress the employer and make a difference in their chances for future employment. This entire activity is a DECA event but it helps the students prepare for CATS testing and the KY Occupational Skill Standards Assessment.

**Taking it to the Next Level**

As a final part of the unit students will conduct an actual interview. The top 3 students will be selected to participate in the Regional and State Competition.

**Benefits of the Activity**

This activity prepares students ready for their first face to face encounter in an interview and reduces some of the fear and anxiety. After the unit and interview are complete students will reflect on how they can improve.

# **Integration of DECA in the Marketing Education Program**

## Summary 2007

### **Community Services Project**

#### **Background**

The Community Service Project is an event that provides an opportunity for school/chapter representatives to develop a better understanding of the role civic activities have in our society. This project seeks to make a contribution to a community service or charity and to learn and apply the principle of the numerous components of marketing management. Rules on DECA web site. [www.deca.org](http://www.deca.org).

#### **Rational**

The purpose of the Community Service Project is to provide an opportunity for the chapter member to demonstrate the skills necessary in planning/implementing and evaluating a community service project.

#### **Teaching the Content**

Students can work in teams to research a community agency. Gathering information on the group, they will present to the rest of the class reasons why we need to help this group. Students will learn about different diseases and social issues and discuss each one. Our goal is to pick one group to help.

Unit: Community Services

Lessons: What are social issues?

My part in helping others.

How to select the most needy.

How can we help them.

Design a project to carry out goals.

Evaluating the project.

#### **Academic Expectation**

1.1.1, 1.1.3, 1.1.6, 1.1.7, 1.1.8, 1.1.9

#### **Building Interest**

Once we have selected a group to work with, as a group/class we will start working on different ways to help this agency. We will then organize and develop a campaign to help them. Team leaders will be in charge and write up our event for the DECA event.

#### **Connecting the Activity to the Content**

At the beginning of the unit, after we have selected our agency to work with, each student will be placed on a team to work on a specific aspect of the campaign. Each member will be required to write a paper on the agency or group, so they are familiar with them. This essay can be included in part to the student's grade.

**Taking the Activity to the next level**

Those students who show the most leadership and involvement in this activity should be selected to represent the school at Regional and State Competition. Some students who are involved in service clubs will be able to use this time for their service projects. This helps teach young people how assisting others is a vital part of growing up and life itself.

**Benefits of the Activity**

Students completing research on the different agencies learn about diseases and social issues which may appear on state assessment tests. They are using thinking skills in planning and organizing the events they put on. Those students who have contributed the most to the activity could review special recognition from DECA at their local level.

Students who learn the value of community service remain civic minded throughout their lives.

The Community Service Event will help prepare students for the CATS and Skill Standard Assessments.

## **Integration of DECA Activities in the Marketing Education Program**

Summary 2007

### **DECA Membership Campaign**

#### **Background**

The DECA Membership Campaign activity is designed to as an introductory event to acquaint students with DECA and Marketing. Students will help develop/participate in activities that get them involved in DECA. The co-curricular design of DECA this gives the teacher incorporate multiple activities within the classroom.

#### **Rational**

This gives the students a chance to research DECA and learn more about the valuable opportunities it provides. It encourages students to become active members of the organization and to take full advantage of the total program.

#### **Teaching the Content**

Unit: DECA is co-curricular – (Membership Campaign)

Lessons: What is Co-Curricular

What is DECA

History of DECA

Career in Marketing/DECA

DECA Benefits

#### **Academic Expectation**

2.2.2, 3.1.2 ,3.2.1, 4.3.2

#### **Building Interest**

This is a sales tool for the Marketing/Career Tech. teacher. You can develop this anyway you wish to and design it to suit your needs. Just like any sales campaign you must convince your potential buyer of the value of your product. Demonstrating to the students the DECA/Marketing can be fun and educational is the mark of any successful DECA chapter.

#### **Connecting the Activity to the Content**

At the beginning of the campaign you must explain what we are trying to accomplish. Encourage the students to brainstorm ideas of what can be incorporated into your event. Some possible activities:

- Research DECA history
- Locate who has been in DECA that is now famous or successful in their career.
- Make presentations on their information
- Develop flyers and posters about DECA and how it can help high school students. Select best ones to actually use at school

- Have DECA Officers speak to classes about what DECA has done for them
- Show video on DECA

All the activities can be presented as a Marketing/Promotion Plan for the school. As the students are developing ideas, put them to work in your school and let the students create ways to accomplish each task.

Throughout the activity teachers can develop test or open response questions to measure student knowledge. Students will gain thinking skills to remember facts and information that will be helpful for the remainder of the school year. As you incorporate topics such as careers you will be helping students with aspects of the CATS Assessment and preparing them for KY Occupational Skill Standards Assessments.

### **Taking it to the Next Level**

At the conclusion of the activities each student will write a paper evaluating the effectiveness of the campaign. The teacher should compile a list of the best activities to be utilized in future years.

### **Benefits of the Activity**

Through this activity more students become members of the organization. Students become directly involved in getting others interested and participating.

As a final activity students could write a letter to fellow students trying to persuade them to join your organization.