

ACTE 2006 Convention and Career Tech Expo
Connecting Education and Careers
November 30 – December 2
Georgia World Congress Center, Atlanta

Marketing Education Division Program
(All sessions one hour)

FRIDAY, December 1

9:00 Breakfast and Business

Join the Marketing Education Division Vice President for breakfast and a quick overview of ACTE activities affecting Marketing Education.

Tammy Carlson (OK), Division Vice President

10:30 James R. Gleason, Ph.D., President, MarkED/Career Paths

Our Changing World: a 2020 Perspective on Business and Marketing Education

Hear one man's perspective on the future of our business and marketing programs. Jim will feature thoughts on convergence, curriculum change, programming within contemporary education environments, and the impact of Career Clusters. He'll share ideas for "winning" programs that he and his organization believe will define the future of both business and marketing education nationwide.

**11:45 Linda Smith, Marketing Education Program Leader, Georgia Dept of Education
Walter Burgess, Marketing Educator, Lee County High School (GA)**

Industry Certification: Making Best Use of Your Business Community

The Georgia Department of Education and the Sales and Marketing Executives International of Atlanta have been certifying Georgia's Marketing Education Programs for over a decade. This year, Georgia added a Credentialing Program to directly benefit students in Industry-Certified Programs. By attending this session, you will learn the criteria for becoming an industry-certified program (i.e., documentation of standards, industry-approved equipment and facilities, and student presentations showing depth and breadth of learning in business and marketing). You will also learn about Georgia's Credentialing Program consisting of the national A*S*K exam, along with a state component consisting of a DECA/community service project, career portfolio, and interview at the State Career Development Conference.

1:00 Debra Moore, Marketing Educator, South Forsyth High School (GA)

Why Pretend? Student Consultants to Industry

Why focus on make believe (even if you call them "simulations") when there's a real world out there? Why not encourage your advanced students to make their marks long before they leave high school? Join Debra as she explains how she's developed her advance marketing class into what feels to local businesses like a legitimate consulting firm. Learn why she has a waiting list of businesses wanting the class's consulting services and how she emulates big-time marketing agencies right down to formal student (consultant) presentations, as teams vie to win the account of local businesses. Makes candy sales sound kind of silly, doesn't it?

- 1:00** Tom Schwartz, Marketing Education DECA Advisor, Camden County High School (GA)
Team One: Using Teams to Teach Team-Based Work
 We all know that working in and learning to lead functional and cross-functional teams is a critical skill our students will need when they join the real world. However, teaching about team-building is a far cry from doing it. Join this 20-year Navy veteran as he shares how he's used his experience as a leader, manager, and team builder in the military to develop a comprehensive teaming strategy throughout his entire five-course sequence (Marketing Principles, Entrepreneurship, Marketing Research, International Marketing, and Introduction to Hotel and Travel Tourism). Tom's unique, scientifically-based strategy to ensure full immersion in the teaming process offers an easily-implemented way to add significant value to your student's classroom experiences.
- 2:15** Dr. Jacqueline Huffman, Marketing Coordinator, North Gwinnett High School(GA)
School-Based Enterprise: Enhancing the Experience!
 Whether it's a school store or an in-school ad agency, school-based enterprises offer creative, real-world opportunities for students. Learn from a pro how to move from the routine to the showcase of your school. Build a SBE that is the first stop when visitors tour with your principal. Learn from a 15-year veteran teacher how she incorporated the Dawg House into her industry-certified marketing education program and how her creative ideas earned her DECA's Gold Certification for School-Based Enterprises.
- 3:30** Dr. Ed Davis, Executive Director, DECA
 Dr. Michelle Walker, Education Director, DECA
3E-Learning: Entrepreneurial Experiential Education
 Learn how to access DECA's new web-based ideas for teaching entrepreneurship. Developed in part by college faculty with funding by the Kauffman Foundation, the 3E-Learning site offers creative projects, teaching tips, and broad guidance to help you integrate entrepreneurship throughout your business or marketing program.

SATURDAY, December 2

- 9:45** Carol Borskey, Consultant, Better Investing
 Robert O'Hara, Development Director, Better Investing
Building Wealth: An Upscale Model Curriculum for Personal Finance
 Make a million slowly. Join former Louisiana Marketing Education state supervisor Carol Borskey and the key sponsor as they outline key components of the new Building Wealth program. This turn key course available from MarkED takes your personal finance course far beyond balancing the checking account and being careful with the credit card. Learn how you can help make virtually every one of your students wealthy by helping them understand basics concepts of time-value, systematic investing, and financial analysis for investing in the market.
- 9:45** Horace C. Robertson, The Consortium for Entrepreneurship Education
Add Credibility to your Marketing Education Program through Entrepreneurship Week Celebration!
 Gain visibility for your Marketing Education program as part of the National Entrepreneurship Week celebration. EntrepreneurshipWeek USA will be celebrated February 24 to March 3, 2007. It will receive national publicity from partners such as the *New York Times*, *Inc Magazine* and the Small

Business Administration. Learn to link more effectively with your local business people and with chamber of commerce initiatives by working with and for entrepreneurs in your community. Learn about activities you can use in your community and about potential partners who can add credibility to what you do daily in your school. See how you and your students can participate in the “economic shifting event” being planned throughout America!

- 11:00** James R. Gleason, Ph.D., President, MarkED/Career Paths
New Business Administration Standards: Finance, Business Management, and Marketing
Based on extensive industry research (and lots of homework), MarkED/Career Paths is nearing completion of a major new curriculum model with implications for both marketing and business programs. Based on a college-like business administration framework, the new model introduces several new pathways such as “business information technology” and “operations management,” and suggests many new areas of study such as “emotional intelligence and channel management.” Learn how the new BA model encourages integrated program planning among all business and marketing faculty.
- 12:00** Lunch on your own
- 1:00** Bob O’Keefe, Marketing Education Coordinator, Grayson High School (GA)
”Real” Authentic Assessment: Marketing Superheroes: The Four P’s in Action!
Look! Up in the Sky!...Using his students’ versions of newly created super heroes, Bob blends hands-on product design with the development of market strategy and business planning. Student-created monikers such as Weatherman, Night Shade, AquaMarine Man, Halo Man, and Morphina (yes, she morphs!) bring to the table lots of creative ways to teach the entire business strategy from concept to market. Although by design they’re in it for a good time, Bob’s students learn how creating a good time for others can become the basis of business strategy – and as the local comic book store owner (and project judge) might attest, an honest living.
- 2:15** Tammy Carlson, Marketing Educator, Tri County Technology Center (OK)
Power Share: Three Minutes and a Handout!
For marketing teachers with a project to showcase: Enjoy Tammie’s version of the MarkED three-minute drill! Be prepared to share as Tammie invites anyone with an idea and a handout to participate in a rapid-fire session with prizes, laughs, and a chance to win a free Conclave registration for the 2007 Nashville conference. Be one of the first 15 to sign on, bring 100 copies of your handout(s), and you have a 1 in 5 chance of taking home a serious gift. To qualify, ideas must focus on teaching a specific marketing competency and must be the original, creative work of the presenter. (More information on MarkED’s web site.)