

## The Marketing Academy at YOUR High School

### I. Background and Advantages

Some Marketing programs on the high school campuses nationwide are getting buried in the business departments. While this might be a budgetary necessity, it is causing marketing to lose its identity on those campuses. The National Marketing Education Association, MEA, has a solution that is FREE of charge.

In an effort to create a marketing brand on your campus, the MEA Marketing Academy has been created. This suggested program of studies should help you market your courses on your campus and create a buzz about marketing.

A suggested course sequence and a suggested agreement form are attached for use in your high school. You are flexible with your program to fit your needs.

The MEA Marketing Academy is aligned with DECA competitions, the Career Cluster curriculum framework and with the Carl D. Perkins Career and Technical Education Act of 2006 requirements listed below:

*Standard 5.* Coherent and sequential programming includes (a) basic marketing, management, and entrepreneurship content followed by advanced marketing, management, and entrepreneurship content, and career specific courses, (b) standards-based work-based learning, and (c) DECA as the career and technical student organization.

*Standard 6.* The program is served by an advisory committee that includes community members with experiences related to marketing, management, and entrepreneurship education.

(<http://dpi.wi.gov/cte/pdf/cteprogstds.pdf>)

By branding your Marketing program on your campus, you can:

- a. Build your Marketing programs and course offerings.
- b. Offer students more opportunities to learn about careers.
- c. Offer your students networking opportunities with advisory board members.
- d. Build your DECA membership and student leadership opportunities.
- e. Provide more collaboration opportunities with teachers on your campus.
- f. Provide students with a depth of knowledge and a skill set in marketing.

## II. Course Sequence

Courses can be taken in the order that your school or state dictates within the Carl Perkins framework. It is suggested that you have one course offering per grade level to connect with students for all four years of school. DECA is listed but is not a course. DECA is co-curricular and should have a presence in all the courses.

A suggested template is below for your use. You may or may not choose to implement a point system. Some schools offer honor cords or special certificates for accomplishment for a point total.

<b>Beginning Marketing Course</b> ( <i>Intro to Marketing or Business Foundations</i> )	Freshman Year	5 points _____
<b>Specialty Marketing Course</b> ( <i>Sports, Entertainment, Hospitality, Fashion, Merchandising, Advertising, Entrepreneurship, Applied Free Enterprise, Retail Store Operations, etc</i> )	Sophomore Year	5 points per course _____
<b>Specialty Marketing Course</b> ( <i>Sports, Entertainment, Hospitality, Fashion, Merchandising, Advertising, Entrepreneurship, Applied Free Enterprise, Retail Store Operations, etc</i> )	Junior Year	5 points per course _____
<b>Advanced Marketing Course</b>	Senior Year	5 points per course _____
<b>Co-op/Internship/Work-based Learning/Lab</b>	Senior Year	5 points per course _____
<b>DECA Membership and Participation</b> (A school can allocate points for participation levels as deemed necessary. Perkins has an advisory board component that schools may want to address in this program.)	Any and all years	5 points per area, region or state competition level _____ 10 points for ICDC _____ 10 points for State Office _____ 20 points for International Office _____ 10 points for Advisory Board interaction _____  Total DECA points _____
		TOTAL POINTS EARNED _____

### III. Implementation

You may use the sample materials here to launch your Marketing Academy and attend professional development workshops to find other schools that have created a Marketing Academy program to find best practices. You can get the word out to all students and have the students sign up to join at any time during their high school years--The sooner the better of course.

Here is a sample from Raymond S. Kellis High School in Glendale, Arizona.

## **SAMPLE DOCUMENT** **Memorandum of Understanding for the** **Marketing Academy at Raymond S. Kellis High School**

Name: \_\_\_\_\_ School: \_\_\_\_\_

I am in the Marketing Academy of \_\_\_\_\_ Raymond S. Kellis \_\_\_\_\_ High School

Graduation Year: \_\_\_\_\_

I plan to take my do my co-op/internship/work-based learning experience:

\_\_\_\_\_ As part of an internship course

\_\_\_x\_\_\_ As part of a co-operative education course

\_\_\_\_\_ As part of a work-based learning experience as determined by my teacher.

Address: \_\_\_\_\_

City: \_\_\_\_\_, State \_\_\_\_\_ . Zip: \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Gender: M \_\_\_\_\_ F \_\_\_\_\_

Home Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Emergency Contact Name and Phone: \_\_\_\_\_

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As a member of the Marketing Academy, I understand that:

1. I am making a commitment to a full program of the Marketing Academy courses.

<b>Marketing</b> (1 credit-1 semester block)	Freshman Year
<b>Sports, Entertainment and Hospitality Marketing</b> (1 credit-1 semester block)	Sophomore Year
<b>Advertising</b> (1 credit-1 semester block)	Junior Year
<b>Advanced Marketing Course</b> (1-credit-year long for 45 minutes)	Senior Year
<b>Co-operative Education</b> (1 credit-year long release time to job)	Senior Year
<b>DECA Membership and Participation</b>	All years

2. I must:

- Maintain a "B" average (3.0 or higher) in my Academy courses;
- Achieve an excellent record of attendance and punctuality;
- Participate in DECA
- Be interviewed by my potential employer; and
- Have completed one of the following options:

3. I understand that my co-op/internship work-based learning experience:

- is a learning experience in a related program of study for marketing;
- Will include coursework and assignments to be completed.

4. By signing this memorandum, my legal guardian gives me permission to take trips with my class, report for job interviews, and travel to work unaccompanied for my co-op/internship work-based learning experience.

5. I must report for Academy activities, job interviews and work dressed appropriately.
  
6. To be eligible for honor awards I will:
  - a. Maintain a cumulative GPA of 3.0 or higher.
  - b. Achieve an excellent record of attendance and punctuality.
  - c. Participate in DECA.
  - d. Complete the marketing course sequence.
  
7. If I have any questions or problems with regard to any aspect of the Marketing Academy program I have chosen, I will contact an Marketing Academy instructor at my school; Deb Moore at 623-412-5425 or email at [DeMoore@peoriaud.k12.az.us](mailto:DeMoore@peoriaud.k12.az.us)

8. Liability and Photographic Release

In consideration of **Peoria Unified School District** agreeing to photograph or interview me and in consideration of the use of the facilities and services provided to me by the Peoria Unified School District, the undersigned, both individually and on behalf of the undersigned's children, spouses, heir and legal representatives, does hereby:

- a. Consent to the use and release to Peoria Unified School District the use of my name and my likeness, (Participant) whether in still, motion pictures, or video tape, my photograph and/or other reproduction of me or my property, including my voice and features, with or without my name, for any editorial, promotion, trade business or other purpose whatsoever. Peoria Unified School District may exercise its rights in any way it sees fit for its productions, for advertising and for other purposes. I intend for Peoria Unified School District to rely upon this release and understand that it is irrevocable; and
- b. Agrees to release, not to sue, and to indemnify and hold harmless Peoria Unified School District for, from and against any and all injuries, claims, demands, damages, actions, causes of action, suits or judgments of any kind or nature whatsoever (including attorneys' fees and other costs in the defense of any such claim or suit) brought by myself or on behalf of myself as a result of any loss, damage or injury to any persons or property arising out of or in any way relating to any action, inaction or participation in any video or photographic productions of the Peoria Unified School District.
- c. The undersigned further agrees that Peoria Unified School District may use or cause to be used, these items for any and all broadcasts, publications or reproductions, without limitation or reservation or any fee.

In conclusion, I understand that I will participate fully in the Marketing Academy program.

Student's Signature	Marketing Academy Director
Date	Date

Parent's Signature

Date

Parent's Printed Name

Date