

The “MEA 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.
- g. All students have a chance to enter in a random drawing scholarship.

II. MEA Scholarship Support

The National Marketing Education Association will offer scholarship support for the program completers. A teacher can enter a student that has completed their academy requirements for the scholarship by sending \$5 to the MEA for an Honor Roll listing on the website, similar to the DECA Honor Roll program except that this program enters the honorees into a random drawing for a scholarship. Visit the website for details.

III. 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.

Beginning Marketing Course (<i>Intro to Marketing or Business Foundations</i>)	Freshman Year	5 points _____
Specialty Marketing Course (<i>Sports, Entertainment, Hospitality, Fashion, Merchandising, Advertising, Entrepreneurship, Applied Free Enterprise, Retail Store Operations, etc</i>)	Sophomore Year	5 points per course _____
Specialty Marketing Course (<i>Sports, Entertainment, Hospitality, Fashion, Merchandising, Advertising, Entrepreneurship, Applied Free Enterprise, Retail Store Operations, etc</i>)	Junior Year	5 points per course _____
Advanced Marketing Course	Senior Year	5 points per course _____
Co-op/Internship/Work-based Learning/Lab	Senior Year	5 points per course _____
DECA Membership and Participation (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 _____

IV. 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 XYZ School in Anytown, Arizona.

SAMPLE DOCUMENT **Memorandum of Understanding for the** **Marketing Academy at XZY High School**

Name: _____ School: _____

I am in the Marketing Academy of _____XYZ_____ 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: _____

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.

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

