

Marketing





FRESHMAN EXPERIENCE

OCTOBER 28, 2024

MATERIALS NEEDED:

Bellwork
Pencil
Chromebook

TODAY'S FOCUS

Marketing

BELLWORK:

You already know the purpose of a logo, what has to happen in order for people to buy the product?



TO DO...

- Bellwork
- Pathway Exploration Wkst

Weekly Outline

- **MONDAY** - Intro to Marketing & T-Shirt Project
- **TUESDAY** - Tour & T-Shirt Project Work Day
- **WEDNESDAY** - Finish T-Shirt Project & Promotion Slide
- **THURSDAY** - “Market Day” & Reflection



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Monday

Intro to Marketing & T-Shirt Project

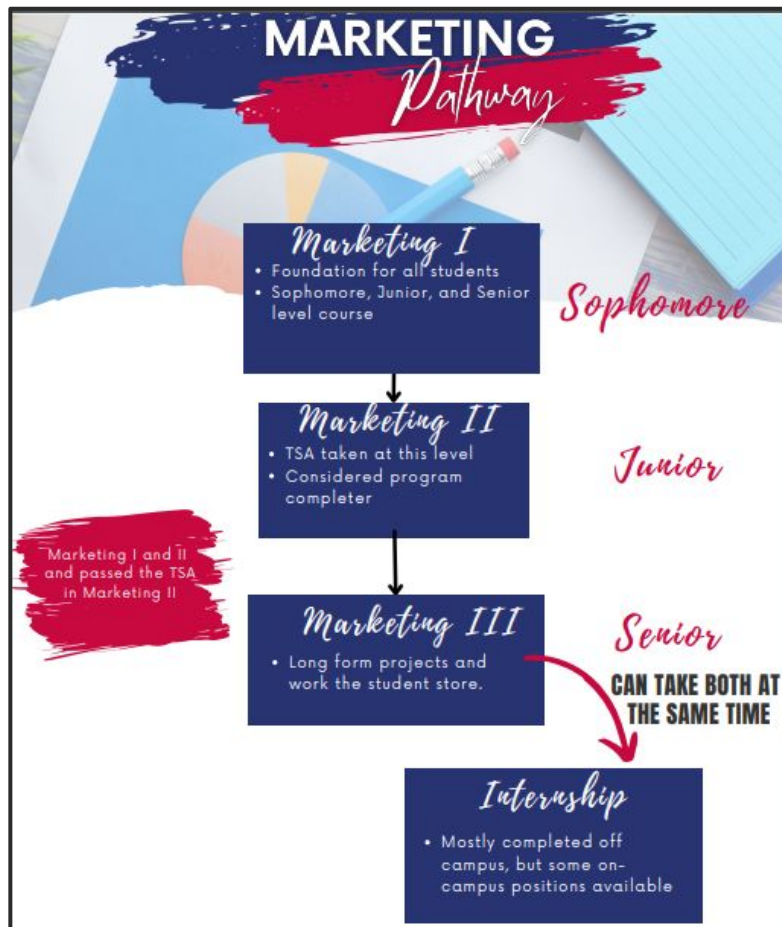
Intro to Marketing

Next year, you will...

- Dive into the **4 Ps of Marketing** - Product, Price, Place, Promotion
- Discuss **marketing strategies** of successful businesses & brands
- Take part in **hands-on projects** to apply your marketing knowledge
- **Gain confidence** in everyday skills that will help you succeed in the real world!

It's all about finding fun and innovative ways to grab attention!

Course Sequence



Program Certifications

- **CTE Technical Skills Assessments (TSA)**
 - End of Marketing II
 - Receive state certification & earn a district graduation cord
- **Microsoft Excel Associate Certification**
 - Have approximately 150 hours of instruction and hands-on experience with the product.
 - Pass a competency exam with a score of 70 or greater, then receive an electronic certificate.
 - Be ready to enter the job market.



Careers in Marketing

Entry Level Careers (with Program Completion)

- Social Media Expert
- Customer Service Representative • Telemarketer
- Retail Sales Associate
- Brand Ambassador/Promoter
- Lead Generator
- Marketing Assistant
- Hospitality Associate Multimedia Marketing Associate
- Automotive Sales
- E-Mail Marketer
- Food and Beverage Associate
- Logo Designer and Illustrator • Event Planner
- Entrepreneur/Business Owner • Blogger/Vlogger
- Travel and Tourism Planner
- Small Business Sales
- Consultant
- Sports Entertainment Coordinator
- Non-Profit Fundraiser
- Real Estate Agent
- Music Artist/Band Manager
- Photojournalist
- Advertising Sales Agent

Careers in Marketing

Technical Careers (Apprenticeship, Associate's Degree, Advanced Certification, Experience, etc.)

- Logo Designer and Illustrator
- Event Planner
- Entrepreneur/Business Owner
- Blogger/Vlogger
- Travel and Tourism Planner
- Small Business Sales
- Consultant
- Sports Entertainment Coordinator
- Non-Profit Fundraiser
- Real Estate Agent
- Music Artist/Band Manager
- Photojournalist
- Advertising Sales Agent

Careers in Marketing

Professional Careers (Bachelor's, Master's, Ph.D., Specialized Training, Experience, etc.)

- Chief Executive Officer
- Video Game Project Manager
- Advertising Promotions Manager
- Athlete/Entertainment Agent
- Public Relations Director
- Chief Financial Officer (CFO) • Media Buyer
- Fashion Merchandiser
- Product Development Manager • Press Security
- Public Information Officer
- Graphic Design Director

Education Requirements for Marketing

The education requirements for marketing positions can vary depending on the level of the position and the specific industry.

Entry-Level Careers	Technical Careers	Professional Careers
High School Diploma or Associate's Degree	Associate's Degree	Bachelor's Degree
Specialized Certification	Apprenticeship or Internship	Senior-Level or Executive: Master's Degree or Ph. D.
	Advanced Certification	Specialized Training
	Experience	Experience

Salary and Job Outlook

Quick Facts: Advertising, Promotions, and Marketing Managers

2023 Median Pay ?

\$156,580 per year
\$75.28 per hour

Typical Entry-Level Education ?

Bachelor's degree

Work Experience in a Related Occupation ?

[See How to Become One](#)

On-the-job Training ?

None

Number of Jobs, 2022 ?

389,000

Job Outlook, 2022-32 ?

6% (Faster than average)

Employment Change, 2022-32 ?

24,300



You will be a part of a successful, student run business club (CTSO)

- Participate in activities to gain experience in **marketing, public relations, sports & entertainment, and hospitality.**



Student created
marketing materials
for competition



- Opportunities to compete in local, state, and national **competitions** where they can showcase their knowledge and skills in marketing



Students competing



Competition awards ceremony



- This year we go to Disney World in Orlando, FL for Nationals!!



DECA International Career Development Conference (ICDC) marketing video

T-Shirt Project

- ❏ Create a T-Shirt design that appeals to your classmates
- ❏ Use **THESE** student work slides to determine your costs and inventory
- ❏ Create a slide to display on “market day” promoting your T-shirt
- ❏ **GOAL:** make the most profit out of all Freshmen
- ❏ Submit a reflection at the end that includes your total profit and shirts sold.



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Tuesday

T-Shirt Project Work Day



FRESHMAN EXPERIENCE



OCTOBER 29, 2024

MATERIALS NEEDED:

Bellwork
Pencil
Chromebook



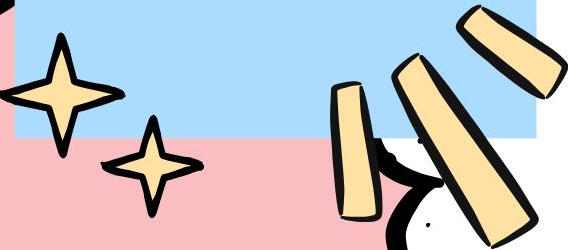
TODAY'S FOCUS

Marketing

BELLWORK:

What are the 4 p's of marketing?

TO DO...

- Bellwork
 - Class Tour
 - T-Shirt Project
- 
- 
- 

Expectance: Classroom Tour Expectations



In the hallways:

- We are quiet as to not disturb other classes learning time!
- We are NOT pushing, shoving or running in the hallway.
- Headphones must be taken out prior to class, but specifically prior to going on a tour



Remember that the CTE/Fine Arts teacher is allowing us into their space. Please be respectful and courteous in their space.

In the classroom:

- Be an active listener (no headphones, cell phones or whispering to your friends)
- DO NOT TOUCH any material or equipment without expressed permission from the teacher.
- Please be mindful of where you are walking. Watch your step as to not trip or break anything.
- DO NOT be a distraction to the students that are in the classroom. They are there to learn, too.

T-Shirt Project Work Day

Today, you will...

- Finish your T-Shirt design



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Wednesday

Finish T-Shirt Project & Promotion Slide



FRESHMAN EXPERIENCE

OCTOBER 30, 2024

MATERIALS NEEDED:

Bellwork
Pencil

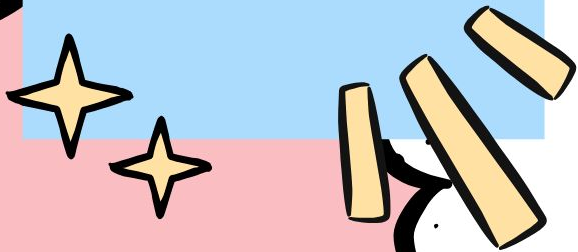
TODAY'S FOCUS

Marketing

TO DO...

BELLWORK:

No School



T-Shirt Project Work Day

Today, you will...

- Complete your Cost Planning worksheet
- Determine the price for selling your T-shirt
- Create a slide to display on “Market Day” promoting your T-shirt

The background features several abstract elements: a yellow vertical bar in the top left, a purple wavy shape in the top right containing a 2x10 grid of white dots, a teal rectangle on the right, a pink wavy shape in the bottom left containing a 4x5 grid of purple dots, and an orange vertical bar in the bottom right. A large orange square is centered in the upper half of the page.

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Thursday

Market Day & Reflection



FRESHMAN EXPERIENCE

OCTOBER 31, 2024

MATERIALS NEEDED:

Bellwork
Pencil
Chromebook

TODAY'S FOCUS


Marketing

TO DO...

- Bellwork
- T-Shirt Project

BELLWORK:

How many colors are you using in your T-shirt design? How will it affect the price point of your item?



Market Day!

Today, you will...

- Buy and sell your shirts
- Each student has \$40 to spend.... You CAN'T go over your \$40.
- Buy the shirt(s) you like, but you can't buy your own shirt.
- Use the slide show provided by your teacher to decide what shirt you want to buy.



FRESHMAN EXPERIENCE



NOVEMBER 1, 2024

MATERIALS NEEDED:


Bellwork
Pencil
Chromebook

TODAY'S FOCUS

Marketing

BELLWORK:

What did you to market
or sell your T-shirt?
Was it effective? Or
what can you improve?



TO DO...

- Marketing Day!
 - Reflection Slide
 - Turn in Notes
- 