**Summary of Marketing and Hospitality Marketing Sessions for Monday, Tuesday and Wednesday at GACTE Conference 2017**

**Monday, July 10, 2017**

**8:00 am to 9:00 am**

**Georgia Marketing Education Association (GMEA) Update, Business Session, Recognitions and Prizes**

**11:15 am to 2:00 pm** **(This session will count as a 2 hour CTAERN Workshop.)**

Forty five minutes will be allotted for boxed lunches to be picked up and taken back to meeting room and eaten.

**New Marketing and Hospitality/Tourism Teachers’ Mentoring Program Introduction**

**11:15 am to 2:00 pm** **(This session will count as a 2 hour CTAERN Workshop.)**

Forty five minutes will be allotted for boxed lunches to be picked up and taken back to meeting room and eaten.

**Loads of Sports Marketing Lesson Plans and Teaching Ideas Plus Industry Input on Projects**

**11:15 am to 2:00 pm** **(This session will count as a 2 hour CTAERN Workshop.)**

Forty five minutes will be allotted for boxed lunches to be picked up and taken back to meeting room and eaten.

**Loads of Fashion Merchandising Lesson Plans, Teaching Ideas and Industry Input on Projects**

**11:15 am to 2:00 pm** **(This session will count as a 2 hour CTAERN Workshop.)**

Forty five minutes will be allotted for boxed lunches to be picked up and taken back to meeting room and eaten.

**Hospitality, Recreation & Tourism (HRT) Classroom Resources and Business/Industry Partnership Ideas**

**2:15 pm to 3:15 pm**

**Marketing and Hospitality Marketing Attending Exhibits**

**3:30 pm to 4:30 pm**

**New Ethics Curriculum and Other Marketing Resources**

**Tuesday, July 11, 2017**

**8:00 am to 9:00 am**

**DOE and DECA Update**

**12:15 pm to 2:00 pm**

**Georgia Marketing Education Association Awards Luncheon**

**2:15 pm to 3:15 pm**

**New Marketing and Hospitality/Tourism Lesson Plans for Third Course in Pathways**

**3:30 pm to 4:30 pm**

**Not Industry Certified? Need to Recertify? Let Us Help!**

**Using Technology to Create Engaging Projects – It’s Easier Than You Think**

**Wednesday, July 12, 2017**

**8:00 am to 12:00 pm** **(This session will count as a 4 hour CTAERN Workshop.)**

**DECA Advisors’ Playbook for Creating International Winning Written Events’ Manuals**