

Marketing Education Industry Certification ANNUAL UPDATE REPORT 2011-2012

Annual Update Reports should be emailed to: walter@walterburgess.com or faxed to (229) 888-0993
Walter Burgess, Industry Certification Team Leader, American Marketing Association

The Annual Update Report should be submitted by June 1, 2012

CONTACT INFORMATION

Name	Position	Email
	School Principal	
	CTAE Administrator	
	Marketing Instructor	
	Marketing Instructor	
	Marketing Instructor	

Complete the table above for contact purposes. Please add additional lines as needed.

SCHOOL INFORMATION

School Name		Date Certification Granted	
Principal Name		School Enrollment 2011- 2012	
Mailing Address			
School Phone Number		School Fax Number	
Marketing Phone Number		Marketing Fax Number	
School Website URL			
DECA Chapter ID		Number of DECA Advisors	

RECOMMENDATIONS, MODIFICATIONS, and CHANGES

List each recommendation cited in your program’s last certification visit. For each recommendation identified, describe the progress you have made in correcting the condition/program for the current school year. You may also use this space to highlight changes that have been made in addition to those made by the evaluation team and give an overview of program upgrades and modifications:

Recommendations, Modifications, and/or Changes	Specifics and Details of Changes including Rationale
1.	
2.	
3.	

Please add additional lines as needed.

Program Impact

For the elements listed above please include a statement of program impact for each:

Recommendations, Modifications, and/or Changes	Program Impact
1.	
2.	
3.	

Please add additional lines as needed.

ADVISORY COMMITTEE MEMBERS

Please list the names of all members of your Local Advisory Committee members, indicate the company/organization he/she represents, and the number of activities the member has participated in. Instructors and school administrators should not be included.

Advisory Committee Member Name	Company/Organization Represented	Email	Number of Events Participated In

Please add additional lines as needed.

PROGRAM PATHWAYS

Please indicate the Marketing Pathways currently offered and show the number of students enrolled in each and the number of pathway completers for 2011-2012:

Pathway Offered?	Program Pathway	Total Number of Students Enrolled	Total Number of Pathway Completers 2011-2012
	Marketing & Management Pathway		
	Marketing Communications & Promotion Pathway		
	Fashion Marketing Pathway		
	Sports & Entertainment Marketing Pathway		
	Travel Marketing & Lodging Management Pathway		

PROGRAM SUPPORT

Equipment, Budget, and Classrooms: To ensure the Marketing Education program is up-to-date with materials, equipment, and software that reflects the professional marketing community, the program should be provided with consumable supply funds and technology support to meet the needs of the students utilizing the curriculum, a budget to support each pathway, and facilities with adequate space for learning.

Funding allocations for support and consumable supplies:

Please add additional lines as needed.

PROFESSIONAL AFFILIATIONS

Professional Organization Involvement: Each instructor should maintain active membership in professional organizations to remain updated with the constant changes in the field of Marketing, Sales, and Service.

Instructor Name	Yrs. Teaching Experience	Member of GMEA?	Member of MEA?	Member of AMA?	ACTE-GACTE Membership Number

Please add additional lines as needed.

PROFESSIONAL DEVELOPMENT

Professional Organization Involvement: Each instructor should participate actively in the offerings of professional development made available throughout the year by all sources.

Instructor Name	Attended GACTE in July, 2011?	Attended Work Win Wow?	Attended Winter Professional Development Conference?	Attended State CDC Updates?	Attended National CDC Updates?

Please add additional lines and/or descriptions of additional professional development training attended as needed.

DECA

DECA Chapter Name	Number of Affiliated DECA Student Members
Frequency of local chapter meetings? Weekly Monthly Bi-monthly Other	Number of Affiliated DECA Professional Members
	Number of Affiliated DECA Alumni Members

Event	Number of Students Attended in 2011-2012
DECA Fall Rally	
DECA Fall Leadership Development Conference	
DECA Regional Career Development Conference	
DECA State Career Development Conference	
International DECA Career Development Conference	

Please list the events of your local DECA chapter and the number of students participating:

Event	Number of Students Attended in 2011-2012

Please add additional lines as needed.

STANDARDS CHECKLIST

MEETING STANDARDS: Listed below are the specific current industry certification standards. Please indicate whether each of the standards is being met in your school. Explain any NO answers below the table.

Standard Met? Yes or No	Standard 1: Instruction
	a. Is the local curriculum based on the state standards?
	b. Does the local curriculum reflect the current published and endorsed state standards and objectives for Marketing Education?
	c. Is an effective course management system in place that includes standards, objectives, and assessment tools?
	d. Do the lesson plans and instructional support materials reflect organization and detailed preparation for instruction?
	e. Does the program provide a variety of learning activities and methods of assessment in order to accommodate students with diverse needs?
	f. Does the program equip students with the basic knowledge, skills, and attitudes to successfully enter a variety of marketing occupations?
	g. Do the courses in the student's pathway build from basic to advanced concepts (i.e., beginning course to a capstone course)?
	h. Does the curriculum provide opportunities for the student to develop higher-order thinking skills?
	i. Are presentation skills integrated into each marketing course?
	j. Is project-based instruction used to help students apply theoretical information?
	k. Are on-the-job instructional activities in place that correlates to the units of instruction in the classroom?
	l. Are equipment and software integrated with curriculum to build the student knowledge and skill base?

Standard Met? Yes or No	Standard 1.1 A
	a. Is the Marketing Education program articulated with the local postsecondary institutions (college and/or technical college)?
Standard Met? Yes or No	Standard 1.2 A
	b. Are marketing education standards validated by AMA, and/or local advisory committees?

Standard Met? Yes or No	Standard 2: Equipment/Facilities
	a. Is an equipment replacement plan in place and being followed?
	b. Is the student/equipment ratio adequate to conduct an effective program?
	c. Is the student and teacher's level of proficiency adequate to operate the equipment?
	d. Are students provided access and guidance in relation to the Internet? How much time is dedicated to Internet activities?
	e. Are consumable supplies readily available to assure continuous instruction?
	f. Does the local budget allow for a minimum of \$1,000 for instructor use for consumable supplies for each year?
	g. Is an area separate from the classroom/lab available and convenient for the instructor's use as an office and as a conference area?
	h. Is a separate telephone, located in the instructor's office, readily available for the coordinator?
	i. Is the storage area adequate to support the activities outlined in the program goals and performance objectives?
	j. Is the storage area for student work/supplies/files adequate and easily accessible to support the activities outlined in the program goals and performance objectives?
	k. Is the size and layout for classroom/lab suitable for large-group, small-group, and student work?
	l. If a school-based enterprise is present, is this a separate area for additional applied instruction?
	m. Is the school-based enterprise equipped with technology equipment and resources comparable to a current business retail setting?

Standard Met? Yes or No	Standard 3: Learning Resources
	a. Are students required to demonstrate their ability to use this equipment in the classroom?
	b. Are students required to use presentation software during evaluated presentations to groups?
	c. Is there evidence to show the involvement of business community resources (such as guest speakers, materials, merchandise resources, marketing projects, etc.) ?

Standard Met? Yes or No	Standard 4: Instructional Staff
	a. Is documentation available to verify that the marketing instructor(s) meets state requirements for the position?
	b. Does the marketing instructor(s) participate in selected business/industry and community organizations for the purpose of occupational updating and/or training site development?
	c. Has the instructor successfully completed the staff development course for industry certification?
	d. Is the instructor able to demonstrate proficiency in current instructional technologies?
	e. Does the marketing instructor participate in the GACTE Summer Conference and the GMEA affiliate meetings?
	f. Has the instructor completed a state/university-sponsored internship(s), a part-time employment experience in marketing, an entrepreneurial venture, or job shadowing (20 hours) within the last two years and incorporated these experiences into the classroom?
	g. Has the instructor attended the GACTE Conference, or attended state/local staff development workshops (minimum of five professional learning units), or completed college-level marketing coursework (minimum of five quarter hours) in the last three years?
	h. Is the instructor a member of the professional marketing associations (ACTE, GACTE, GMEA, etc.)?

Standard Met? Yes or No	Standard 4.1
	a. Is documentation of the rules, regulations, policies, and procedures provided that supports coordination between the school and work site?
	b. Is evidence provided of collaboration between the secondary school and the local postsecondary institution(s)?
	c. Is documentation available that proves that the major components of the program (classroom instruction, on-the-job training, and student organization) have been monitored and evaluated?

Standard Met? Yes or No	Standard 5: DECA
	a. Does the Marketing Education program have a DECA chapter that is active locally and affiliated with state and national DECA?
	b. Is there evidence of a student-led recruitment campaign for DECA membership?
	c. Does the chapter actively participate in a leadership development activity for students with a minimum of four participants?
	d. Is there evidence of regularly scheduled meetings/activities throughout the year?
	e. Is there evidence of participation in one school or community service project?
	f. Is there evidence of a minimum of ten participants at the regional competition?
	g. Is there evidence of participation in the state DECA competitive events?

Standard Met? Yes or No	Standard 6: Mission and Structure
	a. Is there a written mission statement for the Marketing Education program?
	b. Does the Marketing Education curriculum include a unit on career development and career guidance?
	c. Does the Marketing Education program provide students with the opportunity to investigate postsecondary educational options and career options?
	d. Does the Marketing Education program provide a balance between school-based and work-based learning opportunities?
	e. Does the administration have a financial plan, including time schedules, with accurate documentation for total Marketing Education expenditures?
	f. Is there evidence that the Marketing Education teacher has input in the budgeting process?
	g. Does the Marketing Education program show evidence of collaboration with the postsecondary institutions, the local school administrative personnel, business and industry representatives, and the local school advisory committee?

Standard Met? Yes or No	Standard 7: Marketing and Promotion
	a. Is there a prepared marketing plan for the current promotion of the program that is articulated with guidance counselors, administrators, students, parents/guardians, and employers?
	b. Does the marketing plan address specific needs and modifications of the individual community and/or service area for the program?
	c. Is there supporting evidence of student presentations to promote the program to business/industry and the community?
	d. Is there supporting evidence that the marketing plan is evaluated?

Standard Met? Yes or No	Standard 8: Advisory Committee
	a. Is there documentation to support the membership/profile of the advisory committee for the program?
	b. Are there minutes of meetings and/or other supporting articulation outlining the involvement and participation of the advisory committee?
	c. Does the supporting documentation indicate regular meetings and input/participation on the part of the advisory committee?

Standard Met? Yes or No	Standard 9: Student Career-Related Services
	a. Is there evidence to support the application/interview process prior to program admission?
	b. Is there a concrete evaluative method used to identify career interests?
	c. Are the student's goals and expectations for joining the program recorded and monitored?
	d. Are there examples of career information provided to and/or generated by students?
	e. Is there evidence to support students visiting local businesses?

Standard Met? Yes or No	Standard 10: Work-Based Learning
	a. Is a specific training plan that identifies the student goals and the appropriate tasks to meet each goal used for each student?
	b. Is each student given a copy of performance objectives his/her training plan?
	c. Is a written contract with the school, parent, student, and the training site agreed upon and binding?
	d. Is there evidence the Marketing Education instructor is actively soliciting prospective employers from a variety of industries?
	e. Is the Marketing Education instructor assigned the responsibility and time to coordinate and monitor the cooperative program?
	f. Is there evidence of adequate supervision?
	g. Are students placed in qualified marketing businesses?
	h. Is there evidence to support these placements?
	i. Is there evidence that students complete the minimum number of internship activities?
	j. Is there evidence of the student's wage/hour reports?
	k. Is there evidence of annual reports retained in the files?
	l. Are student records maintained for a minimum of three years?

Standard Met? Yes or No	Standard 11: Evaluation
	a. Is there evidence to support an annual evaluation of the program and communicated to AMA?
	b. Is there evidence to support the involvement of advisory committee members in the evaluation process and communicated to AMA?
	c. Have recommendations from the evaluative efforts been utilized for program modification and communicated to AMA?

NOT MEETING STANDARDS: For any standard listed above indicated as NOT MEETING STANDARD, please provide explanation.

Standard Not Being Met	Explanation

Please add additional lines as needed.

SIGNATURES:

Required Signatures: After completing of the complete report, each person listed below should review the content and sign verifying accurate information.

SIGNATURE OF SCHOOL ADMINISTRATOR

DATE

SIGNATURE OF CTAE ADMINISTRATOR

DATE

SIGNATURE OF MARKETING INSTRUCTOR

DATE

SIGNATURE OF MARKETING INSTRUCTOR

DATE

Please add additional lines as needed.