

MARKETING EDUCATION

DEVELOPING FUTURE LEADERS IN MARKETING AND MANAGEMENT

Our mission:

Marketing Education is designed to prepare students for employment and/or continuing education opportunities in marketing through classroom instruction, experiential education, student internships, and through leadership and personal development by participating in student leadership organizations. Students will learn skills in developing, promoting, and distributing products in order to satisfy customer needs and wants.

MARKETING PATHWAYS

Utah Marketing Education Pathways are based on the national marketing sales and service career cluster pathways. By taking Marketing Education courses, students develop skills to successfully compete in the global marketplace or to own and operate their own business.

Marketing is an expansive field that covers industries from advertising to travel and tourism, from retail to sports and entertainment, from real estate to Internet marketing. As people do everything from shopping and dating to trading stock and taking classes on the Internet, e-commerce is only going to get bigger. As a result, the acceleration of the Internet has made marketing a rapidly growing field. In fact, it is estimated that worldwide over 30 percent of all workers work in some area of marketing.

Below are the four Pathways in Marketing Education:

- Marketing Entrepreneurship
- Marketing Management
- Sales and Service Marketing
- Travel and Tourism

AREAS OF STUDY:

- Agriculture
- Business
- Family & Consumer Sciences
- Health Science
- Information Technology
- Marketing
- Skilled & Technical Sciences
- Technology & Engineering



STUDENT LEADERSHIP ORGANIZATION

DECA is a secondary education association of marketing students that promotes leadership development, service to the community, and vocational understanding. DECA is involved in numerous service projects each year, holds conferences to teach leadership skills to chapter members, and holds regional, state, and national competitions each year where students' skills in marketing-related activities are judged by individuals from the business community.

- Nationally there are over 180,000 members.
- Utah has over 2,000 members in 48 chapters.
www.deca.org

DEX is a post-secondary education association of marketing students that focuses on leadership development, competition, and community involvement. DEX promotes student growth in career identification and development, understanding our economic system, leadership development, understanding one's role in society, and enhancing one's self-development and self-esteem. DEX helps students develop skills and competence for their careers.

- Internationally there are over 13,600 members.
- Utah has 272 members.
www.delta-hq.org

NATIONAL RECOGNITION

DECA's scholarship program provides over \$250,000 in scholarships at an International Career Development Conference each year. More than fifty corporations provide scholarships throughout the DECA Scholarship Program. Each year, Utah has several students who are awarded scholarships for their academic excellence.

CAREER PREPARATION/ECONOMIC DEVELOPMENT

Each course in marketing prepares students to advance toward higher education, as well as acquire immediate job skills. Students learn how to become productive employees and gain the academic skills to increase their earning potential while still in high school.

In 2008-2009, 2,701 students were awarded a CTE Skill Certificate in Marketing, indicating a high level of performance.

STATE AND LOCAL PARTNERSHIPS

Retail Association
Utah Advertising Federation
Utah Bankers Association
Utah Hotel Motel Association
Utah Restaurant Association

Our vision is to see that every student receives the academic knowledge and technical skills needed to be successful in a marketing career. Marketing Education students will develop essential career preparation skills through technical and experiential education, as well as personal leadership opportunities.

FOR MORE INFORMATION:

Dale M. Stephens, Education Specialist
Marketing Education
801-538-7867
dale.stephens@schools.utah.gov
www.utahcte.org



Utah State Office of Education
250 East 500 South
P.O. Box 144200
Salt Lake City, UT 84114-4200