

MarkEd – Marketing Education Resource Center

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August e-mail

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New LAPs: Have you seen the **new LAPs**? If not, we'll be happy to send you one of our sample packages. Just e-mail Service@Mark-ED.org AND be certain to include your name and school. (Sample package includes segments of various student and instructor materials.)

Newest releases (now available):

- Brand ME!
- Score a Career in Sports and Events
- Sign Here: Licensing for Profit
- Taking Care of Business
- The Wide, Wide World of Sports Marketing

Complete list in our shopping center at www.Mark-ED.org

Seattle Conference, June, 2005:

- * National Standards
- * Business Administration (NEW)
- * E-Business and Technology
- * Entrepreneurship
- * International Business
- * Sports and Event Business
- * Tourism, Travel and Hospitality

Business Clip: The Good Brand USA?

One of seven branding trends featured in *Fast Company*: *America will be reborn as a more culturally sensitive brand.*

Today, only 27% of (non-USA) consumers worldwide use American brands—down 10% in the last year. As anti-Americanism is fueled by war in Iraq, and as others relate to America’s “cultural imperialism” (think Microsoft, Euro-Disney, McDonalds), it is increasingly hard to interest consumers in anything that relates to “made in the USA.”

So, are we destined to a continuing slide in world popularity? Will the already enormous trade deficit continue to grow because of others’ perceptions of our values, culture, and behavior? Advertising doesn’t appear to be the answer. Remember the State Department’s recent efforts to polish the U.S. image in the Muslim world?

Optimists in advertising suggest that it’s possible for America to reposition itself as a positive force in the world’s economic, social, and cultural environments. Says Claude Singer, senior VP of branding, Siegel & Gale: *People still love Americans. They just don’t like our policies and our government.*”

What to do? A new group headed by DDB chairman Keith Reinhard is working to address the world’s perception of Americans—not through advertising, but by teaching American businesspeople to change their behavior. Specifically, the Business for Diplomatic Action group is working to help businesspeople be more sensitive and responsive to local needs, to act as goodwill ambassadors for the brand called America.

Singer argues: *There’s an idea there for liberty, and once upon a time, our country did stand for it. At some point in the future, there will be an understanding again of who we are and what we stand for...we will have a real brand and not just a fake Madison Avenue concept.* Can it happen? The strength of the strategy, he argues, is in its authenticity. The brand message he promotes is based on real behaviors—of U.S. government, of U.S. citizens abroad, and of our treatment of visitors and of our own naturalized citizens.

Does it matter? Most economists argue that the “one world” concept is very real and that a nation’s economic station in the future will be significantly tied to its relationships with other nations and their citizens. In a word: Yes.

Fast Company
August, 2004

Venture Ready: San Antonio workshop on entrepreneurship

Thinking of adding an entrepreneurship course to your school’s business curricula? Our recently completed national standards initiative is reflected in two new course guides: *Venture Ready* and *Venture Open*. Join us in San Antonio for this pre-conference session (in conjunction with the Entrepreneurship Forum) on November 13. This hands-on seminar is perfect for marketing, business, FCS, social studies, and other 11th and 12th grade teachers interested in a substantive, challenging course framework for entrepreneurship education. Details at www.Entrepreneurship-ED.org

Girls Going Places: Scholarship Opportunity

Here’s a great opportunity for that special student in your entrepreneurship class! The Guardian Life Insurance Company offers an annual scholarship award recognizing and rewarding girls 12-18 who:

- demonstrate budding entrepreneurship,
- are taking the first steps toward financial independence, and
- are making a difference in their school and communities.

Nominations for the 2005 Girls Going Places scholarship competition must be received by February 25, 2005. Details at: www.girlsgoingplaces.com

Funding: Share your ideas

A teacher in Texas is looking for ideas to fund the purchase of LAP modules and other MarkED support materials. He's aware of the Perkins funds, but is looking for additional sources. If you'll pass your ideas along to us, we'll share them with your colleagues nationwide: service@Mark-ED.org (SUBJECT: Funding).

Perkins: Legislative process about to begin again

Congress has been in recess. We'll keep you posted as they return to office in September. We're still hoping for action this fall.

Co-op Teachers: New LAP for First Days of Job

Visit our shopping center (at www.Mark-ED.org) for a more detailed description of our new "Brand ME!" LAP module. It provides a great way to introduce the importance of dress, hygiene, and overall positioning for making the appropriate first impression.

Conclave '05: Seattle: Get Perkins Funding

The 2005 Conclave and Professional Conference for teachers will be the most substantive and entertaining in recent years. In most states, the conference is fully eligible for Perkins funding. (Funding decisions are local and competitive, so make your intentions known this month!)

The conference venue is downtown Seattle, blocks from shopping, waterfront, and lots of good eating. There's an incredible array of things to do before and after the conference.

The highlight of this year's conference, in addition to many senior-level business presenters, will be the introduction of the:

National Standards for Marketing, Management,
Entrepreneurship and Business Administration

These new standards will establish a greatly expanded perspective on four career clusters, including business, finance, hospitality, marketing, and entrepreneurship. They will open the door to many new, collaborative efforts among marketing and business teachers, as well as providing linkages to academic program, college articulation, and more.

In addition to the core program, we're working on six specialized conferences (mix and match sessions) to meet a wide range of professional development needs. Plan now to attend all or part of:

- * E-Business and Technology
- * Entrepreneurship
- * International Business
- * Business Administration (NEW)
- * Sports and Event Business

* Tourism, Travel and Hospitality

2005 Conclave and Professional Conference
June 23-26, 2005
Seattle, WA
DETAILS: www.Mark-ED.org

The Voices of Experience: Conclave

While I have attended numerous educational conferences throughout the years (and have gotten useful information from all of them), I've found that attending Conclave has been the most valuable experience of them all. I have gotten more immediately useful, classroom adaptable, on-target ideas and teaching tools from the marketing teachers at Conclave than all the other conferences combined.

I can learn about technology and pedagogy at any educational conference. But when I want to see what my peers in the marketing education classrooms are doing and how they are doing it, I know that the only show in town is Conclave. @

*David G. Silver
Marketing Coordinator
CTE Chair
Kentucky Tech, Madison County Technical Center (KY)*

The Philadelphia Conclave was my first Conclave experience, and I was dramatically impressed with both the quality and quantity of workshops. There is obviously a lot of thought and effort that goes into the planning of this event. I'll be back because it's definitely worth the time and expense to attend. @

*Lynn Carlson
State Advisor, Wyoming DECA*

Teaching Idea: Use Your Bulletin Board to Sell Marketing

This weekend while working in my classroom, I needed a bulletin board idea to cover a specific marketing topic. I was running low on energy and needed a quick, attractive bulletin board. Then, the light came on: Since I would be teaching supply/demand, I went to the MarkED PowerPoint CD, printed the main slides, added a Kentucky Core Content Slide, and within a few minutes I had a content-specific, colorful bulletin board display.

With time always tight in the classroom I have decided that this will be a good way of having a new content-specific bulletin board on a regular basis. It will also help expose the students to content that there does not seem to be time to present.

*Thanks to Tony Hoess of Pendleton, KY for his teaching idea. Tony is now entered in our \$500 1-in-50 drawing. (See "Teaching Ideas" below for guidelines to submit your own ideas.)

Teaching Ideas: Win \$500 simply by sharing your good idea

Submit your own teaching idea and be a candidate for our next 1 in 50 drawing.

It's just this simple: Write up your own creative idea (most entries are 100 - 150 words). It must address a technical marketing skill. (No warm fuzzies, ice breakers, etc.) If we accept it for publication in *Perspectives*, for our *MarkED E-Blast*, or for our web site, we'll enter your name in the drawing. Soon as we get to 50 published ideas, we'll draw the name of our next winner.

Submit as many ideas as you like. Remember, they must be your own creative approach. Please do not copy activities from a book or other publication. If you have major projects with detailed directions that you've created, just add your name and send them in.

All substantive, legitimate ideas earn 1,000 *ProPoints* whether we publish the idea or not.

Submit your idea:

by e-mail: Gleason@Mark-ED.org (Subject: MarkED teaching idea)

by fax: 614.486.1819

by mail: MarkED/Career Paths Resource Center, PO 12279 Columbus OH 43212

NEW Curriculum and Instructional Material: Visit our shopping center (www.Mark-ED.org) for details on all of these new products.

- * **More Than a Game** course guide is now available. (Enter "More" in title/key word search box, bottom left of shopping center home page.)
- * **Sports Marketing LAPs:** several new titles now available, along with supporting PowerPoint presentations. (Search for topic = "Sport" and type = "LAP Titles, ALL" in our shopping center.)
- * **Sports/Event Subscription Package:** This new, specialized subscription ensures that you will receive each and every sports marketing LAP module as they are released during the year. (Search for topic = "Sport" and type = "LAP Titles, ALL" in our shopping center.)
- * **Brand ME:** New LAP and PowerPoint address critical topics such as first impressions, appearance and job success, and dress, hygiene, and accessories appropriate to the situation. (Enter "Brand" in title/key word search box, bottom left of shopping center home page.)
- * **Venture Ready and Venture Open:** Two new course guides for teaching entrepreneurship. Each is based on our new entrepreneurship standards, and each includes specific learning objectives, comprehensive outline, activity suggestions, resource lists, and more. (Enter "Venture" in title/key word search box, bottom left of shopping center home page.)
- * **Entrepreneurship LAPs:** Several new titles now available, along with supporting PowerPoint presentations. (Search for topic = "Entrepreneurship" and type = "LAP Titles, ALL" in our shopping center.)
- * **Entrepreneurship Subscription Package:** This new, specialized subscription ensures that you will receive each and every entrepreneurship LAP module as they are released during the year. (Search for topic = "Entrepreneurship" and type = "LAP Titles, ALL" in our shopping center.)

National Standards '05: New standards will influence future of programs

MarkED has initiated a major new initiative to revalidate the national standards with business and industry across the nation. This Standards '05 project will address a broad range of career pathways across four clusters (business, marketing, finance, and hospitality). Over the course of the school year, staff will be conducting focus groups of both industry leaders and of high school and college faculty. The project will culminate in a new set of standards for **marketing, management, entrepreneurship and business administration** to be released in June.

Our thanks go out to the instructors who recently reviewed LAP: PM-014-ME, Developing a Licensing Program:

Judy Commers, Porter County Career Center (IN)
Kathleen Evans, Fauquier High School (VA)
John Pownall, Markham District High School (CN)
Scott Shriver, Holmen High School (WI)
Don Shumaker, Spring Valley High School (NV)

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