Standard 1: Curriculum

Pathways: Sports and Entertainment Marketing: Joe Eineker

Marketing Principles: A foundational course needed for all pathways in Marketing Education. It explores the way in which marketing effectively meets the needs of consumer and businesses needs and wants for products and services. Students develop an understanding of the functions of marketing and how these functional areas affect all businesses.

Intro to Sports and Entertainment: Introduces students to the major segments of the sports and entertainment industry as well as economic and social impact on local, state, national, and global economies.

Advanced Sports and Entertainment: Provides students the opportunity to grow analytical skills and deepen their understanding of sports/entertainment marketing, Units involve: Marketing -Information Management, Selling, Publicity/Public Relations, Sales Promotion, Management of Promotion, Product Mix, Pricing, Positioning, and Marketing Planning. Project-based instruction.

Hospitality Recreation and Tourism: Prepares students for position in the hospitality, recreation and tourism industry. This pathway explores the tourism and lodging industry and the roles that are played in each.

Instructional Strategies: Instructional strategies are systems of learning for teachers to follow in order to improve a student’s understanding of the material. The goal of these strategies is to help the student feel more confident and independent of the work.

Class Discussion

Critical Thinking/Problem Solving

Guest Lectures. Guest Speakers

Lecturing

Collaborative Activities ------------------------🡪 Pictures for each example,

Field Trips

Assessments

Differentiated Instruction

Mock Interviews

Real World/Relevant Instruction

Standard 2: Equipment and Facilities:

2 labs 189 and 222 Pictures of each classroom. Video of each classroom with instructor explaining the equipment, ceiling tiles, mural etc.

TV’s; VR equipment, food truck (me)

Conference tables, tv’s computer/ collaboration spaces white boards etc(Joe)

Standard 3: Educational Resources:

DECA; Distributive Education Clubs of America, or DECA, prepares future entrepreneurs for the world of personal financial literacy, marketing and education in schools worldwide.

GMEA; The Georgia Music Educators Association is a non-profit organization promoting musical education and performance evaluation for kids in music related clubs.

CTAERN: A non-profit organization, a unique association committed to providing ideal professional development opportunities and many more high quality services designed to meet the needs of the educators of Georgia.

blurb on each resource cite, mention that I have contributed to the resources.

Standard 4: Instructional Staff: Teacher Bios should go here

Standard 5: DECA:

Bio of our Chapter’s history and mission statement

Pictures, awards, Stats,

Conferences: Fall Leadership, Fall Rally,

Competition: Region, State, ICDC

Community Service events: Food Truck, Club Fair, Hygiene Drive, Trunk or Treat

Standard 6: Student Career Development:

Brag Books, Vijit, Ayaan, Justin

Standard 7: Marketing and Promotion:

AMMS visit for pathways, and at DECA Meetings

Community Project with Admin, Creed Branding

Standard 8: Advisory Committee

Standard 9: WBL Blurb (see Sweigart)

Standard 10: Program Evaluation:

Alumni Bios showing the impact of the program on students who have gone through it.

* Maddie Fansler
* Sydney Berry
* Noor Kayali
* Sabrina Lotti
* Annabelle Erb
* Caroline Baer
* Monet Clay
* Christian Emenecker
* Robel Yohannes
* Julie Kramer
* Christopher Taylor