

# Marketing Education Updates 2010-2011



**MBA** *Research*  
& Curriculum Center

# Business Administration



- Movement towards career clusters
- Up playing of 16 Clusters
- Down playing of Business vs. Marketing
- Creation of the High School of Business
- Approach of advocating for business/marketing through industry lens

# Branding the Business Curriculum



- Entrepreneurship
- Finance
- Hospitality & Tourism
- Management/Administration
- Marketing

# Wisconsin's ROI



- Industry-validated curriculum
- Executive Advisory Network
- Technical Assessment
- College Connection
- Professional Development
- High School of Business

# State's Connection



Home (Alt+M)



## State's Connection

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### Welcome Wisconsin teachers! Thanks for joining us!

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Let us make searching the Internet for educational tools and materials easy for you. Members of our research and development staff frequently use online resources in their work, and now, through your State's Connection page, we're sharing the best of those resources with you. Regardless of

Why do so many teachers use LAPs to support their curriculum? Consider this:

- Research based
- Focus on performance
- Meaningful activities
- Saves hours of prep time
- Include two assessments
- Fully aligned with standards
- Ready to use

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### [Marketing Plan Templates and Free Sample Marketing Plans at Mplans.com](#) ♦

Mplans.com contains the largest single collection of free sample marketing plans online. In addition to that, it has lots of interactive tools and helpful articles.

[http://www.mplans.com/sample\\_marketing\\_plans](http://www.mplans.com/sample_marketing_plans)

Tags: [marketing](#), [marketing plans](#), [case studies](#) by [mbaresearch](#) (11-06-2010)



### [Mathalicious](#) ♦

Although the target audience for this site is math instructors, it's a good source of ideas and lesson plans for anyone looking to incorporate math skills in CTE!

<http://mathalicious.com>

Tags: [math](#), [academic integration](#), [lesson plans](#) by [mbaresearch](#) (09-06-2010)



### [HBS Working Knowledge - Faculty Research at Harvard Business School](#) ♦

HBS Working Knowledge, which calls itself a "forum for innovation in business practice," features articles from faculty of the Harvard Business School.

<http://hbswk.hbs.edu>

Tags: [business](#), [entrepreneurship](#), [finance](#), [globalization](#), [leadership](#), [management](#), [marketing](#), [operations](#)

[management](#) by [mbaresearch](#) (03-06-2010)

# Quality Program



- Program of Study based on national standards
- Documentation of business community participation
- DATA...student enrollment and performance
- Teacher participation in professional development
- Accreditation

# Point for you...



“Reflect on your program and what makes it great. Then ask yourself how your administrator views it.”



# Your Professional Organization



[www.wimea.org](http://www.wimea.org)

# Employability Skill Standards



- The intent of the *Wisconsin Employability Skills Certificate Program* is to recognize a student's mastery of employability skills valued by employers, to help students explore a career interest, and to provide a state credential of student mastery.
- <http://www.dpi.wi.gov/cte/esintro.html>

# 2010-2011 Professional Development



## **District 1**

**WITC-Rice Lake/Barb Landstrom  
March 2, 2011**

## **District 2**

**NTC- Wausau/Wendy Petersen  
Tuesday, February 8, 2011**

## **District 3**

**FVTC-Appleton Area/Marge Rubin  
Thursday, February 24 , 2011**

## **District 4**

**WTC-LaCrosse/Deb Hether  
Thursday, March 3, 2011**

## **District 5**

**MATC-Madison/Kristin Long  
Friday, February 18, 2011**

## **District 6**

**GTC-Racine/Steve Wilkes  
Wednesday, February 16, 2011**