

# NOTES:



Birdville Center of Technology  
and Advanced Learning

Work-Based Learning Student Guide:

**Marketing Education**

**YOUR SURVIVAL IN THE BUSINESS WORLD!**



**THIS GUIDE PROVIDES THE FOLLOWING INFORMATION:**

- *Introduction Letter*
- *On-The-Job Training*
- *On-The-Job Training Policies*
- *When You Begin Your Job*
- *Classroom Instruction*
- *Expectations of Marketing Education (ME) Students*
- *Course Content*
- *DECA Information*

# TEAM IS THE THEME!!



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## ABOUT BISD CTE...

Birdville ISD's Career and Technology Education [CTE] program is nationally recognized. We credit this success to strong support by BISD's Board of Trustees and Superintendent in providing resources necessary for quality programs for BISD students.

We embrace an attitude of continuous improvement by keeping abreast of current trends in business and industry. It is through the involvement and teamwork among members of the BISD family, parents and our business and post-secondary partners that we are able to provide relevant real world experiences coupled with high academic standards that greatly enhance our students' future successes. Career and Technology Education embraces quality instructional partnerships with business and industry to successfully prepare students for the challenges for post-secondary education and a globally competitive workplace.

BISD Career and Technology Education is a great way for students to prepare for the highly technological and competitive workplace of the 21st Century.

### MISSION STATEMENT:

Career and Technology Education embraces quality instructional partnerships with business and industry to successfully prepare students for the challenges for post-secondary education and a globally competitive workplace.



## FACTS ABOUT DECA Continued...

1. The various membership divisions of DECA are:
  - a. High School Division
  - b. Collegiate Division
  - c. Alumni Division
  - d. Professional Division
2. DECA operates in all 50 states plus Puerto Rico, the District of Columbia, Guam, Canada, Germany, China, Hong Kong, Korea & Mexico.
3. Persons belonging to a DECA chapter are members not “DECA students”.
4. DECA is the youth organization, Marketing Education is the class.
5. Competitive events are available in a variety of topics and formats for student members to choose.
6. Scholarships are made available to DECA members from the following sources:

DECA, Inc.	Hilton International
Otis Spunkmeyer	The Men’s Warehouse
Johnson & Wales University	
CTAT	
Marriott	Napa
Safeway	Walgreens
And more....	



BCTAL

*Career & Technology Education*

## Memo

**To:** Marketing Education Students  
**From:** Ms. Pereira  
**Date:** 8/16/23

Dear Students,

As your Marketing Education Teacher-Coordinator, I would like to welcome you into the Marketing Education Program. I hope this year will be an enjoyable and successful one for you.

Practicum In Marketing Education is a work-based career and technology-training program. This program provides instruction and training for students preparing for careers in marketing and management occupations. While in the marketing education program, you will attend school one half of the school day, in addition to being employed. As a Marketing student, you have agreed to accept the responsibilities of being employed while attending school. Your internship training station is a vital part of your education.

The Marketing Education Student Guide will help you understand your responsibilities as a work based student in the Marketing Education program. The guide is written in three sections: on-the-job training, classroom instruction, and DECA club activities. This training guide is designed especially to assist you in understanding the operation of the Marketing Education program. **READ IT!!** It explains the policies and procedures, rules and regulations, and other general information. I encourage you to hold onto this guide for future reference and to share it with your parents.

I'm looking forward to a great year!

Best Regards,  
 Ms. Iracy Pereira

## On-The-Job Training:

The purpose of the on-the-job training phase of the Marketing Education Program is to provide planned learning experiences in marketing and management occupations. Your training sponsors or supervisors have and will agree to provide you with a minimum of 15 hours of work experience for which you will receive pay and school credit. You will receive 3 credits for a full school year.



On-the-job training is an important part of the Marketing Education Program. A job is more than a way of earning a living; it is a way of life. Knowing what your job is, being ready to work, and fitting into the company are the ways in which you become a valuable employee. If you give an honest share of yourself to your job, you will receive in return not only your salary but also many valuable fringe benefits. These benefits include the satisfaction of having done a good day's work, and of having a firm grip on your business future.

Your job success is in your hands; only your right attitudes, proper habits of work, and eagerness to learn will bring you advancement on the job and the substantial earnings that accompany success. It all depends on YOU! As a student-learner you must accept certain responsibilities to help make this on-the-job training experience a successful one.

## FACTS ABOUT DECA

1. DECA is divided into 4 regions: North Atlantic, Central, Southern and Western.
2. Texas is in the Southern Region.
3. Texas is divided into 11 districts.
4. BCTAL DECA is in District 7.
5. The official symbol of DECA is the DECA Diamond.
6. The National tag line is "Experience the Difference."
7. DECA was established in 1946.
8. The National DECA headquarters is in Reston, Virginia.
9. The National Career Development Conference for 2024 will be held in Anaheim, CA on April 27-30, 2024.
10. The Texas Association of DECA is the largest association of National DECA with over 19,000 members.
11. The 2024 District 7 Career Development Conference will be on January 16, 2024 and held at Irving Conference Center.
12. The 2023 State Career Development Conference will be held February 15-17, 2024 in Houston, TX.
13. The 2023-2024 Texas DECA President is: Shobhit Agarwal, Reedy High School, Frisco, TX.
14. The 2023-2024 National DECA National President is: Alex Ellsworth.
15. The 2023-2024 Southern Region Vice President is: Olivia Stegner.
16. In the last 10 years, Birdville ISD has had two District Officers, five State Officers and two National Collegiate Officers (alumni). Texas' Executive Director is a graduate of Birdville ISD (Haltom HS)


**DECA**  
**EXPERIENCE**  
*the* **DIFFERENCE**

## ME Program Learning Objectives:



*The Marketing Education program is broken down into programs that are general and those that are specific in nature.*

**Depending on the actual course, students will learn the following objectives:**

- Salesmanship
- Free Enterprise
- Distribution
- Display
- Retail Math Concepts
- Communications
- Entrepreneurship
- Advertising
- Public Relations
- Management
- Merchandising/Buying
- Product Development

**In addition, you will have the opportunity to study other special topics relating to marketing and retailing which include the following:**

- Shoplifting Prevention
- Cash Register Procedures
- Job Interview
- Store Safety
- Leadership
- Employee Theft



**The following are the responsibilities and rules which pertain to your on-the-job training:**



- You are expected to report to work when scheduled by your training sponsor.
- You will receive a grade and credit for your on-the-job training.
- You will not be unnecessarily absent from your job or school. If you must be absent, you are to call the ME teacher-coordinator (Ms. Pereira) at school. You will also need to call your employer early in the morning to explain the reason for your absence. Whether an absence is excused or unexcused is determined by the school's attendance policy.
- If you are absent from school, you must be absent from work unless other arrangements have been made with Ms. Pereira
- You may not quit your job. You have agreed to be employed for the school year. No job changes will be made. If you have a work related concern, you must visit with me.

**Rules & Responsibilities Continued:**

- You are responsible for your transportation to and from your training station.
- In the event that you are fired or released from the job because of improper work procedures or poor work habits, you will be removed from the ME program. A failing grade and no credit will be given for the on-the-job training.
- If you are laid-off or released from the job because of unforeseen business problems and not as a result of your work performance, you and Ms. Pereira will have **10 days** in which to secure a new training station.

If you are dismissed, contact Ms. Pereira immediately.

- Each week you are to complete a “weekly work report”. These reports will be handed in once every week.
- Vacations and requests for time off are to be worked out by you and your ME training sponsor.
- Your work performance will be graded by your ME training sponsor and Ms. Pereira. Ms. Pereira will make periodic visits to your training station (once every 6-9 weeks or more as needed). **Every 6 weeks** your training sponsor will complete a written evaluation of your job performance. You will have the opportunity to review your evaluation.

## EXPECTATIONS OF M.E. STUDENTS

- You are to understand and obey all school policies and procedures.
- If you are absent, call Ms. Pereira at school.
- All assignments are to be completed on time.
- Because this is an elective class, student cooperation is expected.
- If you are failing a class, particularly a required class for graduation, you may be removed from the ME program and your training station.
- You are to complete a “weekly work report” and turn it in every week.
- You will turn in check stubs for verification every pay period.
- If you are suspended from school, you will not be allowed to work during the hours that school is in session.
- You understand that it is a privilege to participate in the ME program. Therefore, by actions and attitudes, you will uphold the dignity of the ME program.







### When You Begin Your Job Continued...

- No phone calls or visits by friends while you are working. You can visit or see them after work.
- Shoplifting in your business or any other business is grounds for IMMEDIATE DISMISSAL from the program. This includes giving out merchandise to your friends.
- Listen and follow directions. Ask questions when in doubt. Do not be afraid to ask for help. However, make every effort to remember what you were told, rather than to ask multiple times.
- Be cooperative. Be ready to help other employees when possible.
- Learn as much as you can about the products or services of your company.
- Obey all company rules and regulations.
- Look alive and show your enthusiasm. Be sure you have plenty of rest. Maintain good physical condition. Look and act as if you enjoy your job.
- Leave your personal problems at home or school.
- Be loyal to your company. Don't discuss work related problems and gripes with friends.
- Do not "bolt" out of the door when you are done working.
- Keep a positive attitude. Do not feel your employer owes you a job: you must earn it.



### When You Begin Your Job...

After you have accepted a position and have reported for work, you will want to immediately accept your responsibilities. This involves doing more than just the minimal tasks required in your job description.

- Be on time. This indicates your responsibility and dependability.
- Be groomed and dressed properly. Most positions have standards of grooming and dress.
- Show initiative. Always find something to do to keep busy. Do not sit or visit with other employees. Do the task assigned to you, then do more. In other words, don't be a "clock-watcher".
- Keep all matters of business in strict confidence. This includes your salary.
- Develop self-pride in all work done, as it represents you and your employer to your customers.