

MOUNTAIN VIEW HIGH SCHOOL MARKETING/DECA PROGRAM JOINS THE CHAMBER

Since 1942, Career and Technical Education (formally Vocational Education) has been helping to prepare students for career and college. At Mountain View High School, one such CTE program is a new member of the Mesa Chamber of Commerce; Marketing Education. The marketing program trains students for careers in marketing, management, and entrepreneurship. The two year program, under the guidance of teacher Kathy Frommer, begins with units on the basics of marketing, salesmanship, communications, human relations, management, promotion, free enterprise, global economies, international trade, and money/banking/monetary policy. The second year continues with units on logistics/distribution, stock handling and inventory control, pricing strategies, market research, product planning/packaging/branding, risk management, business finance, and entrepreneurship (how to open your own business).

In addition to the curriculum taught, the marketing program has three other valuable components; community-based internships, a school-based enterprise, and an international student organization, DECA.

All Marketing II students are eligible to participate in a community based internship. These paid and non-paid positions provide the students with an opportunity to apply their marketing knowledge in a real-world setting. These work experiences enhance the learning process and validate the importance of education. Employers appreciate the improved skill level the students enter with and their dedication to performing their job well. The employer's expertise and practical knowledge is truly the best learning of all for the intern.

Another important component to the marketing program is its school-based enterprise, The Bulls Eye. This campus spirit and snack shop works as a lab for students to practice retail functions. The Bulls Eye is entirely student-run and managed by senior Nathan Brown; he attends school in the morning and manages the store in the afternoon. Each period staff, 10th-12th graders, work and perform the tasks necessary to run a retail business. This hands-on experience serves to provide valuable work experience and a venue for experiential marketing.

The final component is the most well-known component of the marketing program; DECA. This is a Career and Technical Education Student Organization designed to offer students leadership development workshops, community service experiences, and marketing competitions to showcase student's marketing skills. Officers are elected, a program of work is designed, and a variety of activities are executed throughout the year. Not only has Mt. View DECA enjoyed success in competition, but its community service partner, the Muscular Dystrophy Association, has been the beneficiary of over \$20,000 raised by this high school group.

By becoming a member of the Mesa Chamber of Commerce, the Mt. View Marketing program hopes to establish a means by which local businesses can tap into this valuable human resource. In turn, networking with the chamber membership will provide the students in the marketing program a richer experience and familiarity with community resources. This business network can also serve as an advisory board for the program to ensure that what is being taught matches industry requirements.

To learn more about CTE or the Mt. View Marketing program, contact Kathy Frommer at: kfromme@mpsaz.org or call 480-472-7117, Fax 480-472-7109.