



Raising Marketing Education to a Higher Standard

Marketing, Management and Entrepreneurship Standards Training

Thursday, November 7, 2013

Agenda

8:30 am – 9:00 am	Registration/Networking & Breakfast
9:00 am – 9:15 am	Welcome & Review of Resources—Printed/Electronic
9:15 am – 10:00 am	Introduction to Marketing, Management and Entrepreneurship revised State Standards <ul style="list-style-type: none">• Section I• Section II• Section III—Introduction to WCCTS/Standard Structure• Section IV—Introduction to Organization/Content
10:00 am – 10:15 am	Networking Break
10:15 am – 11:15 am	Curriculum Share
11:15 am – 12:00 pm	Marketing, Management and Entrepreneurship Standards: Part II <ul style="list-style-type: none">• Section III—Exploring WCCTS/Activities• Section IV—Exploring MME/Activities<ul style="list-style-type: none">○ Crosswalks:<ul style="list-style-type: none">▪ School Based Enterprise Certification▪ WCTS—Marketing Program
12:00 pm – 12:45 pm	Collaborative Lunch with Post-Secondary
1:00 pm – 1:45 pm	21 st Century Technology Tips in the Classroom
1:45 pm – 2:00 pm	Networking Break
2:00 pm – 2:45 pm	Marketing, Management and Entrepreneurship Standards: Part III <ul style="list-style-type: none">• MBA Research State’s Connection• Alignment to WCCTS/MME<ul style="list-style-type: none">○ Lesson○ Project○ Course