



MARKETING EDUCATION & TRAINING PRESENTATION

Sponsored by:



Purpose

The Marketing Education & Training Presentation is a Wisconsin Only Special Event that provides an opportunity for WIDECA members to be recognized for outstanding planning and instruction in marketing education. This project requires members to prepare and submit a 2 page lesson plan (template provided) by a set deadline. Students who meet this requirement will be scheduled for a 10 minute marketing presentation at SCDC.

Objectives

The Marketing Education & Training Presentation Event provides an opportunity for WIDECA members to:

Planning

- Use fundamental knowledge of subject matter to plan/prepare effective instruction.
- Identify Wisconsin Standards for Marketing, Management, and Entrepreneurship and English/Language Arts (ELA) or Mathematics (total of 2 standards).
- Identify learning objective for the lesson.
- Determine method of assessing learning objective.
- Reference multiple sources of information.
- Describe instructional activities and estimated time

Instruction

- Use learning activities and assignments to challenge and engage learners.
- Align activities and assignments with learning goals on lesson plan.
- Employ instructional materials and resources to enhance learning.

Procedure for Lesson Plan

- This event requires that the lesson plan be emailed by the Project Submission Deadline (refer to WIDECA Calendar and SCDC Packet for more information).
- Competitors must use the provided lesson plan template.
- THREE (3) copies of the lesson plan should also be brought to SCDC to be turned in to Event Coordinator (will be used by judges). Student may use an additional copy during the presentation at SCDC.

Procedure for Lesson Presentation

- The content of the lesson presentation may relate to any aspect of marketing, business management & administration, hospitality & tourism, or finance.
- Judge will play the role as a HIGH SCHOOL ADMINISTRATOR. Judge is attending a marketing, management, and entrepreneurship course and will play an active role within your lesson.
- The lesson plan should be ten (10) minutes in length. A two (2) minute warning will be provided.
- A copy of lesson plan can be used by the student during the presentation. Note cards are also acceptable.
- Students may use the following items during the marketing presentation:
 - not more than three (3) standard-sized posters not to exceed 22 1/2 inches by 30 1/2 inches each. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions.
 - one (1) standard-sized presentation display board not to exceed 36 1/2 inches by 48 1/2 inches.
 - one (1) desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page).
 - one (1) personal laptop computer. WI DECA will also provide a screen and projector if the student would like show a presentation.
 - cell phones/smartphones, iPods/MP3 players, iPads/tablets or any type of a hand-held, information sharing device will be allowed *if* applicable to the presentation.
 - sound, as long as the volume is kept at a conversational level.
- Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. No set-up time will be allowed. Participants must furnish their own materials and equipment. No electrical power will be supplied.
- Materials appropriate to the lesson (i.e. worksheets activities, etc.) may be handed to or left with the judge. Items of monetary value may be handed out but may not be left with judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge.

Eligibility

- All DECA members are eligible.
- Each chapter may submit up to three (3) students in this event.
- DECA members are eligible to compete multiple years in this event.
- The lesson plan and marketing presentation must be new and original. Students entered for the second or third time cannot use the same lesson plan.

Recognition and Awards

- The Top 5 Marketing Education & Training Presentation finalists will be recognized on stage at SCDC at the Opening Session.
- The Top 5 Marketing Education & Training Presentation finalists will be eligible to attend ICDC that same year. Chapter Advisors must submit an **Emerging Leaders Application** immediately following the final awards session at SCDC in order for those members to be added to the ICDC Registration. Please indicate that the application is being submitted because of outstanding achievement in Marketing Education & Training Presentation Event.



MARKETING EDUCATION & TRAINING PRESENTATION LESSON PLAN TEMPLATE

This form must be completed online.
[Please click here for the Lesson Plan Template.](#)

**MARKETING EDUCATION & TRAINING PRESENTATION
EVALUATION FORM**

Participant: _____

Chapter: _____

Did the participant:

		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
LESSON PLAN						
1.	Include preliminary information (Name, School, Subject, Grade Levels, Lesson Topic)	0-1	2-3	4	5	
2.	Identify (2) standards: 1—MME 1—ELA or Mathematics	0-1-2	3-4-5	6-7-8	9-10	
3.	Describe lesson learning objective	0-1-2	3-4-5	6-7-8	9-10	
4.	Method of assessing how learning objective will be met	0-1-2	3-4-5	6-7-8	9-10	
5.	Identify resources and materials needed	0-1	2-3	4	5	
6.	Identify Instructional activities (Gaining Learners' attention, Informing learners of objective, presenting material, eliciting desired behavior, providing feedback, providing closure)	0-1-2-3-4-5	6-7-8-9	10-11-12-13	14-15	
7.	Estimate realistic lesson content length	0-1	2-3	4	5	
LESSON PRESENTATION						
8.	Demonstrated knowledge of subject matter	0-1	2-3	4	5	
9.	Presented material based on meeting learning objective of the lesson	0-1-2	3-4-5	6-7-8	9-10	
10.	Presented material appropriate for audience and subject	0-1-2	3-4-5	6-7-8	9-10	
11.	Presented interesting, motivating, and/or creative lesson	0-1-2	3-4-5	6-7-8	9-10	
12.	Presented full lesson that included all of the required instructional activities	0-1	2-3	4	5	
TOTAL SCORE						

Judge Name _____