

2011-2012 REFERENCE SHEET FOR MARKETING



Marketing Specialist

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Virginia Department of Education Web Site: www.doe.virginia.gov

Marketing Web Site: http://www.doe.virginia.gov/instruction/career_technical/marketing/index.shtml

Virginia DECA Web Site: <http://www.vadeca.org>

Cooperative Education Web Site: http://www.doe.virginia.gov/instruction/career_technical/cooperative_education/index.shtml

Teacher Licensure: <http://www.doe.virginia.gov/teaching/licensure/index.shtml>

State Approved Equipment List: http://www.doe.virginia.gov/instruction/career_technical/equipment/index.shtml

CTE Web Site: http://www.doe.virginia.gov/instruction/career_technical/index.shtml

CTE Resource Center (for course descriptions, competencies, frameworks, VERSO): <http://www.cteresource.org/>

CTE Administrative Planning Guide (approved course sequences, certifications, etc.)

<http://www.cteresource.org/apg/>

VAME Teacher Professional Organization www.vame.org



Course revisions planned in 2011-2012 to be implemented in 2012-2013

Financial Services (8180)

On-line document revisions distributed through the CTERC

Customer Service Marketing

Effective Supervision through Leadership

Preparing Effective Trainers

Upcoming Events

Virginia DECA Day, November 9, 2011

DECA State Leadership Conference, Norfolk, VA, March 9-1 2012

DECA International Career Development Conference, Salt Lake City, Utah April 28 – May 1, 2012

VAME Summer Institute, Sheraton Oceanfront Hotel, VA Beach, VA, August 1-3, 2012

To be added to the marketing listserv, contact Sharon.acuff@doe.virginia.gov.

Industry Credentialing Results for 2010-2011

Certification in Customer Service – 5,473 attempted; 4,669 passed for 85.3%

Sales Certification – 537 attempted; 449 passed for 83.6%

NOCTI Retail Trades – 104 attempted; 83 passed for 79.8%

Industry Credentialing Opportunities by Course:

For all marketing courses: Workplace Readiness for the Commonwealth Assessment

For the following marketing courses; 8125, 8120, 8130, 8135, 8136, 8140, 8145, 8160, 8162, 8165, 8167, 8175, 8176, and 8180: Customer Service and Sales Certification (NRF)

For Advanced Marketing courses (8130, 8132, 8136, and 8145) If not using Customer Service and/or Sales Certification, you may use Retail Trades (NOCTI).

For Hotel Marketing (8160): Those listed below and/or Customer Service and Sales Certification:

- Lodging Management Program Certification, Level 1 (AH&LA)
- START Certification (Hospitality Skills) (AH&LA)
- Lodging Management Program Certification, Level 2 (AH&LA)
- Hospitality Management—Food & Beverage Assessment (NOCTI)
- Hospitality Management—Lodging Option Assessment (NOCTI)

For Advanced Hotel Marketing (8162): Those listed below and/or Customer Service and Sales Certification:

- Lodging Management Program Certification, Level 2 (AH&LA)
- START Certification (Hospitality Skills) (AH&LA)
- Hospitality Management—Food & Beverage Option Assessment (NOCTI)
- Hospitality Management—Lodging Option Assessment (NOCTI)