

2016-2017 REFERENCE SHEET FOR MARKETING



Specialist, Marketing & Related Clusters

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Resources

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>

Work-Based Learning Web Site: http://www.doe.virginia.gov/instruction/career_technical/work-based_learning/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 Career Clusters Web Site: http://www.doe.virginia.gov/instruction/career_technical/career_clusters/index.shtml

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

CTE Administrative Planning Guide (approved course sequences, certifications, etc.) <http://www.cteresource.org/apg/>

VAME Teacher Professional Organization: www.vame.org



Course revisions completed in 2015-2016 to be implemented in 2016-2017

Global Marketing (8135) New Name: Opportunities in Global Trade

Advanced Global Marketing (8136) New Name: Advanced Opportunities in Global Trade

Sports, Entertainment & Recreation Marketing (8175) New Name: Sports and Entertainment Marketing

Advanced Hotel Marketing (8162) replaced with Hotel Management and Operations (8159)

Advanced Travel and Tourism (8167) replaced with Travel and Tourism Marketing and Sales (8169)

Upcoming Events

Virginia DECA Day, November 9, 2016

DECA State Leadership Conference, Virginia Beach, VA, March 3-7, 2017

DECA International Career Development Conference, Anaheim, CA, April 26 – 29, 2017

VAME Summer Institute, Great Wolf Lodge, Williamsburg, VA, July 31- August 3, 2017

Marketing Listserv Messages

To be added to the weekly listserv messages, contact sharon.acuff@doe.virginia.gov.

Industry Credentialing Opportunities by Course:

For all marketing courses: Workplace Readiness Skills for the Commonwealth Assessment, College and Work Readiness, National Career Readiness, and W!SE Financial Literacy

For the following marketing courses: 8120, 8125, 8130, 8135, 8136, 8140, 8145, 8165, 8159, 8169, 8175, and 8176: National Customer Service and Sales Certification Assessment (NRF) and those listed above for all courses

For Advanced Marketing courses: 8130, 8132, and 8145; If not using Customer Service and Sales Certification or Advanced Customer Service and Sales Certification, Retail Merchandising (NOCTI) or Retail Management (NRF) can be used.

For Travel and Tourism and Hotel Marketing courses: See the Administrative Planning Guide (APG) at <http://cteresource.org>.