



## Future Marketing Educator Event

### Purpose

The **Future Marketing Educator Event** provides DECA members with the opportunity to design and deliver a creative, standards-based business/marketing lesson. This event connects classroom learning to real-world teaching experiences by allowing students to apply marketing knowledge, use instructional strategies, and demonstrate leadership and communication skills. Participants gain valuable experience in planning, presenting, and engaging an audience—key skills for any marketing professional or future educator.

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 15-minute marketing presentation at SCDC.

### Objectives

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

#### Create a Lesson Plan

- Use fundamental knowledge of subject matter to plan/prepare effective instruction.
- Identify [CTE or Academic Standard](#).
- Identify [the competency and/or performance indicator](#).
- Determine methods & rationale of assessing learning objectives.
- Encourage workplace application and promote DECA connections to lesson
- Reference multiple sources of information.
- Describe instructional activities and estimated time

#### Presentation about the Lesson

- Use differentiated learning activities and assignments to challenge and engage learners.
- Align activities and assignments with learning goals on lesson plan.
- Communicate rationale behind instruction strategies used.
- Employ instructional materials and resources to enhance learning.

### Procedure for Lesson Plan

- This event requires that the lesson plan be submitted by the Project Submission Deadline (refer to Colorado DECA Calendar for more information).
- Competitors **MUST** submit a formal lesson plan. Competitors can use the provided [lesson plan template](#) or create one of their own.
- Competitors should bring one copy of the lesson plan to SCDC for the judge.
- Competitors must choose one of the following CTE/Academic Standards on which to base their lesson plan:

Instructional Unit Topic	CTE or Academic Standard Alignment	Competency/ Performance Indicator	Outcome/ Measurement
Fundamentals of Business <i>(from Introduction to Business)</i>	Understands business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions	Understand the role of business in society	Explain the connections between businesses, consumers, and the government
Economics <i>(from Introduction to Business)</i>	Understands the economic principles and concepts fundamental to business operations	Understand the fundamentals of economic concepts	Explain the concept of economic resources Explain the principles of supply and demand Explain the types of economic systems Demonstrate their understanding of economics by applying the concepts to current media (PBL)
Allocating Your Money to Achieve Goals <i>(from Personal Finance)</i>	Explain the need to save and invest	Determine net personal worth	a. Define the terms asset, liability, and net worth. b. Identify personal assets. c. Identify personal liabilities. d. Explain the calculation of personal net worth. e. Discuss how knowing personal net worth can be beneficial. f. Prepare personal net worth statement
Intro to Marketing <i>(from Principles of Marketing)</i>	Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives	Understand the 7 marketing functions	a. Identify and describe the marketing functions b. Explain the importance of each function individually and as they work together within business.
Ethics and legal concerns for businesses using social media. <i>(from Social Media for Business)</i>	Foster an understanding and appreciation of ethics and ethical principles using social media.	Assess the legal and ethical ramifications of using social media as a marketing tool and defend the decision to use them.	Analyze code of ethics from the top most common social media platforms. Develop new policies and or procedures to each of the top 5 platforms

## 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(s) will play the role as a MEMBER(S) OF YOUR CTE ADVISORY COMMITTEE. You will be presenting to your CTE advisory committee about an upcoming lesson you have planned to ensure it aligns with current industry standards and needs.
- The presentation should be no more than fifteen (15) minutes in length. A two (2) minute warning will be provided.
- A copy of the lesson plan can be used by the student during the presentation. Note cards are also acceptable.
- Materials appropriate to the lesson (i.e. worksheets activities, etc.) may be handed to or left with the judge(s). 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(s).

## 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 6 Future Marketing Educator Presentation finalists will be recognized at the SCDC closing session.
- The Top 6 Future Marketing Educator Presentation finalists will be eligible to attend ICDC that same year with a non-competitive spot.

**Make a copy, then type in your responses:**

**[Future Marketing Educator Lesson Plan Template](#)**



## Future Marketing Educator Presentation Judging 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, Title, Content Area, Grade Level -Identifies CTE or Academic Standard -Identify Competency/ Performance Indicator	0-1	2-3	4	5	
2.	Adequately identify learning objectives & measures of assessment	0-1	2-3	4	5	
3.	Identify and create resources and materials needed	0-1	2-3	4	5	
4.	Encourage industry/work-place application	0-1	2-3	4	5	
5.	Promote DECA connections, such as competitive event alignment, performance indicators, chapter management activities, etc.	0-1-2	3-4-5	6-7-8	9-10	
6.	Identify Instructional activities (Gaining Learners' attention, Informing learners of objective, teacher input, guided practice, independent practice, closure)	0-1-2	3-4-5	6-7-8	9-10	
7.	Provide rationale behind teaching & instructional strategies used in lesson	0-1-2	3-4-5	6-7-8	9-10	

### LESSON PRESENTATION

8.	Demonstrate knowledge of subject matter that is based on the standard & performance indicator identified	0-1-2	3-4-5	6-7-8	9-10	
9.	Discuss objectives that are measurable, relevant, and clear with outcomes connected to student learning.	0-1-2	3-4-5	6-7-8	9-10	
10.	Explain rationale behind strategies, how the lesson connects to industry relevance, employability skills, or integrates DECA.	0-1-2	3-4-5	6-7-8	9-10	
11.	Present evidence of creativity throughout the planning and presentation of lesson proposal	0-1-2	3-4-5	6-7-8	9-10	
12.	Maintain professional standards (organization, clarity and effectiveness of the presentation); effective use of visuals, appearance, poise, confidence	0-1-2	3-4-5	6-7-8	9-10	

**TOTAL SCORE**

Judge Name \_\_\_\_\_