

“Industry Certification (IC) Guidelines for the Marketing and Hospitality/Tourism Teacher”

Revised on 5/2/2017 for FY 2018

**Endorsed by: American Marketing Association of Atlanta
GaDOE, CTAE Division – Marketing and Hospitality/Tourism Marketing**

Industry Certification Grants’ Administration at the Georgia Department of Education:

(Ongoing at GaDOE throughout the year)

Mamie Hanson is the GaDOE Program Specialist who administers all Industry Certification Grant funds for all program areas. Ms. Hanson works hand-in-hand with the System CTAE Director and the School CTAE Supervisor in relation to IC grants. She also works with the Program Specialist in charge of each discipline as needed.

The following link takes you to the Industry Certification Grant page on the GaDOE Web site (<http://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Industry-Certification-Standards.aspx>). In addition to general information about the Industry Certification Grants, you will find a listing of the Industry Certification Grants available and the sponsoring business/industry associations.

Marketing and HOS/Tourism Marketing Sponsored by the American Marketing Association, ATL:

(AMA oversees all aspects of the certification process for Marketing and Hospitality/Tourism)

The American Marketing Association of Atlanta, the third largest AMA Chapter in the country, determines and oversees all aspects of the Industry Certification process including procedures and regulations for Marketing and Hospitality/Tourism Marketing IC Grant. In order to make the Industry Certification Program work effectively and efficiently each year, AMA works closely with the Georgia Department of Education (GaDOE), Career, Technical & Agricultural Education (CTAE) Division, Marketing and Hospitality/Tourism Marketing Area, handled by Linda Smith, Program Specialist.

The following link will take you to the AMA, Atlanta Web site (<http://www.ama-atlanta.com/>). It is important for students applying the AMA Scholarship and presenting during the Industry Certification Final Review to review the AMA Web site and be knowledgeable about the AMA Collegiate Program.

Industry Certification (IC) Guidelines Document (New in Summer of 2017) and Revised IC Standards:

(Available for review on the GaDOE Web site)

This document, known as the “Industry Certification (IC) Guidelines for Marketing and Hospitality/Tourism Marketing Teachers” and the Industry Certification Standards can be found on the

Marketing page of the GaDOE Web site. The link to this page is as follows:

<http://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Marketing,-Sales-and-Services.aspx>).

Any CTAE administrator or Marketing/Hospitality Marketing teacher considering certification should go to the Marketing page and review the IC Guidelines and Standards. Re-Certifying teachers should also refer to this site for updates and revisions.

Facility and Equipment Needs for the Classroom and the School-Based Enterprise:

(Revised plans on DOE Web site)

As noted in detail in Standard 2 of the IC Standards, the revised facility plans and equipment needs for the classroom and the lab (SBE) for all Marketing and Hospitality/Tourism pathways is housed on the DOE Web site. The following link takes you to the School-Based Enterprise Manual (developed in 2015). Scroll to the appendix, A1 – A11, of the SBE Manual for facility plans and equipment suggestions.

<http://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/cluster-marketing.aspx>

The Industry Certification Coordinator, along with AMA, will evaluate the program’s facilities and equipment and make suggestions as needed.

Industry Certification (IC) Application:

(May 2017)

The teacher desiring to certify or re-certify should contact his/her CTAE Director or Supervisor no later than March 2017 to discuss certification or re-certification for FY 2018. If both the teacher and the CTAE Director agree that the program is ready to go through the certification or re-certification process, then the CTAE Director must submit an application via DOE’s LPlan system by the May 15th deadline for each teacher who desires to go through the Industry Certification or Re-Certification process for the coming school year.

Important: It is most important for the teacher to complete the application rather than for someone in the central office to complete the application on the teacher’s behalf. Many teachers are unaware that an application has to be completed - even teachers who have certified once or more in the past. Since funds are competitive, all Industry Certification applications are rated to determine if the teacher is eligible to certify or re-certify. If applications are received with unanswered questions, these questions receive a score of zero. Unanswered questions quickly result in having the application rejected. While the questions on the application are quite simple, it is important for the individual teacher to answer each question fully, providing examples to substantiate their points.

Required Industry Certification (IC) Workshop:

(June 2017)

The American Marketing Association (AMA) and the Georgia Department of Education (GaDOE) require that all teachers certifying or re-certifying attend the Industry Certification Workshop in the summer prior to the certifying school year.

The June 2017 IC Workshop will be restructured as follows: (A – H)

- (A) Teachers will review the NEW IC Guidelines and the Revised IC Standards prior to attending the workshop, note the evidence they plan to use to substantiate the Industry Certification standards and note any questions they have concerning either document.
- (B) During the workshop, teachers will break into teams to discuss the IC Guidelines and the IC Standards.
- (C) Teacher teams will report out.
- (D) AMA Chair, Rich Nobliski, along with Walter Burgess and Linda Smith, will make comments and/or answer questions/address concerns as each teacher team reports out.
- (E) Re-certifying teachers will be given a copy of the certification letter they received from AMA when they last certified, noting strengths of the program and areas for growth/improvement, and first time certifying teachers will see a copy of a certification letter.
- (F) Teachers will review copies of forms/letters generated during the IC process.
- (G) Currently certified teachers will present to teacher attendees about their experiences.
- (H) Student presentations will be shown so that teachers will see what the committee will be looking for on the day of the final review.
- (I) Teachers will tentatively set dates for their Pre-Visit and Post-Visit, using a form developed for this purpose. The teachers will take the form listing the date(s) back to their school and have their Principal and CTAE Administrator sign off on the date they have chosen. A deadline will be given in the workshop for this form to be returned.

Teachers should bring a jump drive to the workshop for downloading Power Point presentations.

Return of Form to Document Industry Certification Final Review Date: (Required)

(August 2017)

Teachers will leave the IC Workshop with a deadline to submit the AMA Final Review Date Form to Walter Burgess, IC Coordinator. The form will specify the date selected for the final IC Review. This document must be signed by the School Principal and the system or school CTAE Administrator. This form must verify that all holidays and testing dates and anything else that could interfere with the Industry Certification Final Review date have been ruled out.

AMA representatives continue to find this aspect of the IC process the most challenging. Since AMA representatives travel extensively with their work, they must have the final dates set early. AMA finds it very difficult to change the final IC Review date should the school/system need to make a change after the document has been submitted.

“Move on When Ready” (MOWR) Teachers Who Teach our Disciplines in the HS: (New Ruling)

(Requirement set for CTAE program areas offering industry certification)

If a Technical College instructor is teaching a Marketing or Hospitality/Tourism course in one of our high schools as part of the “Move On When Ready” (MOWR) initiative, these postsecondary instructors will be required to fulfill the same requirements as our regular high school Marketing or Hospitality/Tourism teachers (i.e., DECA – local, state and international, project-based instruction, business partnerships, advisory committees, work-based learning integration and employability skills’ training).

Industry Certification (IC) Manual: (Electronic Submission and Hard Copy)

(Electronic submission date set by IC Coordinator and hard copy available on day of final review)

Once a teacher’s school system has been approved to begin the certification or re-certification process, the teacher is free to begin work on the manual. However, most teachers prefer to wait until after the IC Workshop since additional information and examples are provided.

First time certifying teachers will submit an electronic version of their manual as per the date set by the IC Coordinator. (The electronic version of the manual basically addresses the standards without pictures, flyers, invitations, brochures or whatever might be included with a standard as further documentation.) A hard copy manual should be available on the day of the review which includes pictures and/or other documents that do not have to be included in the electronic version.

Re-certifying teachers will submit an electronic version of their manual as per the date set by the IC Coordinator. (The electronic version of the manual basically addresses the standards without pictures, flyers, invitations, brochures or whatever might be included with a standard as further documentation.) A hard copy manual should be available on the day of the review which includes pictures and/or other documents that do not have to be included in the electronic version.

Both first time certifying teachers and re-certifying teachers must submit an electronic manual and prepare a hard copy manual for the day of the review.

Here’s the difference for First-Time Certifying teachers and Re-Certifying teachers:

First-time certifying teachers are creating everything “from scratch” that is submitted. Re-Certifying teachers are revising the initial manual and making changes/additions as needed. For example: Teachers should have made progress and/or changes in some areas. Teachers will likely have new pictures and other documents to use with each standard, even though the “answer” to the standard may not have changed.

It is the school’s responsibility to retain the electronic copy and hard copy of the manual during the five-year certification span. If the teacher leaves the position or any other incident results in the loss of the manual (electronic or hard copy), the manual will have to be re-created.

Major Purposes of the Industry Certification (IC) Manual:

(Awareness of these factors should influence the development of the manual)

The Industry Certification Manual (electronic and hard copy) provides the American Marketing Association with documentation and evidence concerning the following: teacher's educational qualifications and business experience (if any), curriculum followed, instructional resources used, incorporation of DECA in curriculum, School-Based Enterprise in operation, Work-Based Learning principles integrated and active advisory committee used as a resource.

The Industry Certification Standards, Indicators and Evidence require teachers to evaluate every aspect of their program and make changes as needed. Engaging in this process once every five years insures that the program continually grows and stays abreast of business trends.

Documentation of Use of Industry Certification (IC) Funds:

(Final Certification not Awarded Until Funds Spent Appropriately)

The teacher should work with Walter Burgess, IC Coordinator, and their CTAE Administrator to determine how the IC funds will be spent. Equipment and all appropriate items should be ordered early in the school year in order to be installed and in use by the time of the final review. If the final review date precedes the arrival of the equipment/items, the review will continue. Walter Burgess, IC Coordinator, will work with the school to document the arrival and instatement of the equipment/items. The final certification letter will be forthcoming after the arrival of the equipment/items.

Industry Certification (IC) Pre-Visit:

(Generally, September 2017 – January 2018)

The teacher must work with Walter Burgess, IC Coordinator, to set aside a few hours on a Saturday to meet at the school. The purpose of this meeting is to (A) review the Classroom and School-Based Enterprise/Kiosk and make suggestions; (B) discuss equipment/items on order; (C) discuss the appropriateness of students' presentations set for the day of the final review; (D) discuss the agenda for the final review and address any questions/concerns that the teacher poses.

Individuals Invited to the Final Industry Certification (IC) Review:

(Documentation of individuals Invited and date invited is required at final review)

Documentation must be presented on the day of the final review showing that the following individuals/groups were invited to attend the Final Review: (A) System Superintendent, (B) System CTAE Director, (C) Local School Principal, (D) Local School CTAE Administrator/Department Head, (E) Local Program Advisory Committee Members (at least three members); (F) Key Business Partners (if different from Advisory Committee Members); (G) Local Legislator. The teacher(s) may invite any others he/she deems important.

Local Advisory Committee Members and key Business Partners should be prepared to explain their involvement with the program (i.e., soliciting or serving as guest speaker, serving as mentor to student(s) writing DECA manuals, critiquing student presentations, allowing students to conduct research and/or solve a problem at their work site; offering to host a student intern, providing the leg work for a major program event, co-teaching with the classroom teacher (if needed), etc.).

Final Review by American Marketing Association (AMA): Program and Teacher's Remarks

(Program Distributed to all Participants and Teacher's Comments Presented to all Participants)

The program for the Final Review should contain the following information and any additional information the school wishes to showcase:

- (A) Networking time (AMA, Local Advisory Committee, Local School Administrators, Community Leaders)
- (B) Welcome and Introduction of System and School Administrators, Local Advisory Committee Members and all other local school guests
- (C) Teacher Remarks (specifics explained below)
- (d) AMA Introductions
- (D) Student Presentations (four to six)
- (E) Tour of School-Based Enterprise
- (F) Question and Answer Time for Students
- (G) AMA Committee Consultation
- (H) AMA Exit Report with teacher and school/system administrators

The teacher's oral remarks should relate to his/her educational preparation, his/her business experience, the current state of the program, the recommendations in the certification letter and how they have been addressed (if re-certifying) and the goals for the program in the next five years.

The teacher should include the following information in the written program or in a program insert: (1) the demographic makeup of the school and the program, (2) the Pathway Name and Course Names offered for the year or each semester, (3) the economic outlook for careers in the pathway, (4) the number of students enrolled in the program, (5) the number of DECA members, (6) the number of DECA members who participated in oral/impromptu DECA Events in the last two years (if not a new Chapter), (7) the number of DECA members who participated in a DECA event with a written component in the last two years (if not a new Chapter), (8) any awards, accomplishments and/or recognitions, (9) other information that the teacher feels is important.

Final Review by AMA: Student Presentations and Time per Presentation:

(Determined by the teachers and finalized in Pre-Visit)

As a general rule, time allows for four to six individual student and/or student team presentations, depending on the length of each presentation. Usually, students spend about 10 minutes presenting

and addressing questions/comments posed by the Review Team. Students are not timed and are not penalized in relation to time. The teacher will determine the number of presentations based on the time set aside for the AMA Team's Review. The time that will be spent in each school will be determined by the Industry Certification Coordinator and the teacher(s) based on the number of certification or re-certification visits which have to be conducted on that day.

Final Review by AMA: Selection of Students' Projects for Presentations:

(Determined by the teacher ASAP in order to develop, revise and deliver before various local groups)

Student presentation topics should demonstrate depth and breadth of learning in Marketing or Hospitality/Tourism concepts as defined in the Industry Certification Standards and Elements.

Presentation topics from which to choose are as follows:

- (1) A Classroom Project that allows the student to apply one or several marketing concepts (addresses in course Standards/Elements) must be presented as one (or more) of the presentations.
- (2) A DECA Written Event or Community Service Project must be presented as one (or more) of the presentations.
- (3) A School-Based Enterprise/Entrepreneurial Experience presentation must be delivered as one of the presentations. The SBE presentation should address if/how students are involved in all aspects of the business (e.g., goals for the business, location of the business, product/service planning, research, purchasing, pricing, selling, inventory, promotions, financial documents and records, HR policies, annual report, etc.). The Annual Report is a new requirement and must be noted in the SBE presentation. The Annual Report reviews the SBE's activities throughout the year and includes the goals, marketing plan to achieve the goals, and measurements used to document ROI. The main objective is to present a clear financial picture. The Annual Report should help the SBE's upcoming students (SBE staff) plan for the coming year. The Annual Report is a powerful tool that may be shared with the administration, advisory committee and all appropriate stake holders each year.
- (4) A DECA Program of Activities may be used for one presentation provided the DECA POW consists of several in-depth, local activities. (This presentation should not center on explaining DECA or noting how DECA affected an individual student.)

Any other presentations should receive prior approval by the Industry Certification Coordinator. All presentations (i.e. classroom projects, DECA Written Events/Community Service Projects and SBE/Entrepreneurial Experiences) must be based on/related to the pathway's standards and elements.

Final Review by AMA: Inclusion of Metrics in Students' Presentations:

(Metrics should be a regular requirement for all marketing projects and activities)

Teachers must teach students to measure every marketing activity. In order to do so, teachers must remind students that marketers have to continually prove that their marketing efforts (regardless of the business or industry) are making a difference in relation to return on investment (ROI). If there is no proof that marketing is making a difference in relation to customers, products, processes or “whatever” that leads to sales, then marketing will be deemed unimportant to the business/industry.

In addition to understanding that marketing has to justify its existence in order to remain in a business/industry, students need to understand that measuring their School-Based Enterprise activities will be an important part of their SBE’s Annual Report (required) and their classroom projects. In other words, students should start with the end in mind by asking “What do I want or expect to happen as a result of this project/event/procedure/process.”

Final Review by AMA: Preparing Students for the Presentation:

(Presentations must be ongoing throughout the year; not a one-time experience)

Since the Industry Certification program information is submitted electronically and is available in hard copy on the day of the Final Review, the major part of the on-site review is the student presentations. Each student presentation should accomplish three purposes: (1) Show depth and breadth of learning in relation to the marketing standards/elements, (2) Measure and analyze all marketing endeavors, (3) Demonstrate high level presentation skills.

Here is a list of things that the American Marketing Association (AMA) wants students to do or be aware of when making their presentations:

(1) Students should introduce themselves, state their pathway name, their course name and how many years they have been in the Marketing or Hospitality & Tourism Program.

(2) Students should realize that their task is not just to provide information. Their task is to sell the audience on whatever it is they are presenting.

(3) Students’ presentations should consist of four parts:

A- Overview of the Project (e.g., “We will be talking about these three things...”)

B- Body of the Project (i.e., elaborate on the issues noted in the overview and include appropriate metrics such as charts and graphs, survey findings).

C- Results of the Project (i.e., note the successes, mistakes made, lessons learned, how project should have been done differently).

D- Wrap up (i.e., finish strong by reinforcing main points and/or calling for action)

(5) Students should talk through their presentation and not read from the screen or from note cards.

- (6) Students should smile and be aware that their facial expressions and body language greatly affect the way they are perceived by the audience.
 - (7) Students should make an effort to connect with the audience at the beginning of the presentation (i.e., ask a thought-provoking question, make a statement that piques the audiences' interest, provide the audience with a sample of items to be presented (if applicable)).
 - (8) Students' posture should be good and their voice should be strong and enthusiastic to convey confidence; their voice should never trail off at the end of the presentation.
 - (9) Students should make eye contact with individuals in all parts of the room.
-

Final Review by AMA: Questions Following the Students' Presentations:

(Questions and/or comments will follow each presentation)

Students should remain in the front of the room and expect questions and/or comments following their presentation. Students may also ask questions of the review team.

Final Review by AMA: Prior to the Students' Departure From the Review Room:

(IC Review Committee releases students once all presentations have concluded)

Once all student presentations have been given and all questions have been answered, the Industry Certification Review Team will let the students know when they are free to leave the room. Prior to leaving the room, students should remember to ask the review team members for their business cards/contact information. These individuals can be very helpful to the students in relation to business contacts, business advice and future positions in the workplace.

Wrap up of AMA Review, Report of Findings and Follow-Up After Review:

(AMA confers on findings, reports to teacher and administrators and sends formal letter)

The AMA Review Team will usually take 15 minutes to confer and determine findings. Provided the team determines that the program meets or exceeds the requirements for certification or re-certification, the strengths of the program and goals for the program's growth for the next five years are discussed. The team reaches consensus and then invites the teacher and administrator(s) back into the room to report out. As a result, the certification or re-certification status is shared with the teacher and administrators, along with the program's strengths and plans for growth for the next five years. The American Marketing Association sends a letter to the school's principal and copies the teacher and others which formally states that the program has or has not achieved Industry Certification or Re-Certification for the following five years. The letter officially notes the strengths of the program and the recommendations for growth over the next five years.

Industry Certification Annual Report:

(To be completed each year by all certified teachers)

Walter Burgess, Industry Certification Coordinator, will notify currently certified/re-certified teachers when it is time to complete the Industry Certification Annual Report which allows teachers to report on the program's progress during the past year. The teacher will have the opportunity to address the goals set by the AMA Review Team (listed in the certification letter) on this report. Therefore, it is very important for the teacher to be mindful of the certification recommendations and work to address these goals each year.