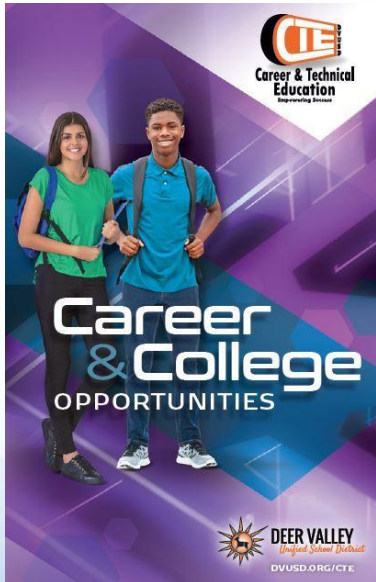


Virtual

# High School to Career Expo

October 29, 2020



## Marketing



# What will you experience in Marketing?

- Unleash your entrepreneurial spirit by owning and operating student-run businesses in a competitive marketplace
- Experience a wide range of strategies for branding, promoting, and delivering products or services
- Create and present powerful marketing and management plans for dynamic advertising campaigns



# How will you gain a competitive advantage?

- College Credit
- Internships/Scholarships
- Certifications



# Professional Skills

All CTE programs use Arizona Department of Education Professional Skills to guide students in their development for College and Career Readiness

Industry and businesses consistently ask for these skills

Our programs focus on skills such as:

- Attendance and Engagement
- Communication Skills
- Positive Attitude and Professionalism
- Work Effort



# Career & Technical Student Organization (CTSO)

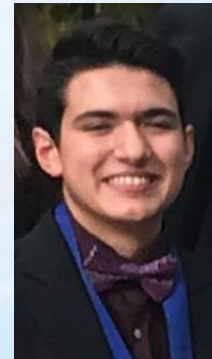


All students in a CTE program are members of the local chapter while in the program

INTERNATIONAL DECA PRESIDENT Catherine Horton, Mountain Ridge Alum.

Svend Delasko - District 7 State Officer from Barry Goldwater

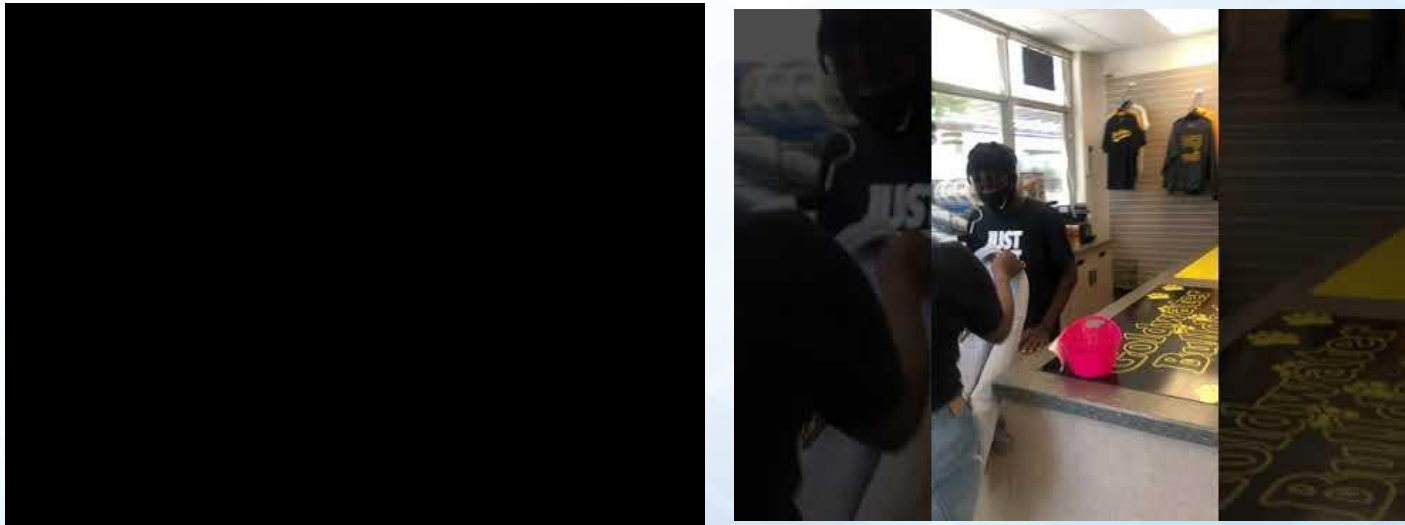
Liam Nelson-District 1 State Officer from Mtn. Ridge



# Program Video

All the campuses have student based enterprises, SBE.

This video shows a clip from Mountain Ridge and Barry Goldwater.



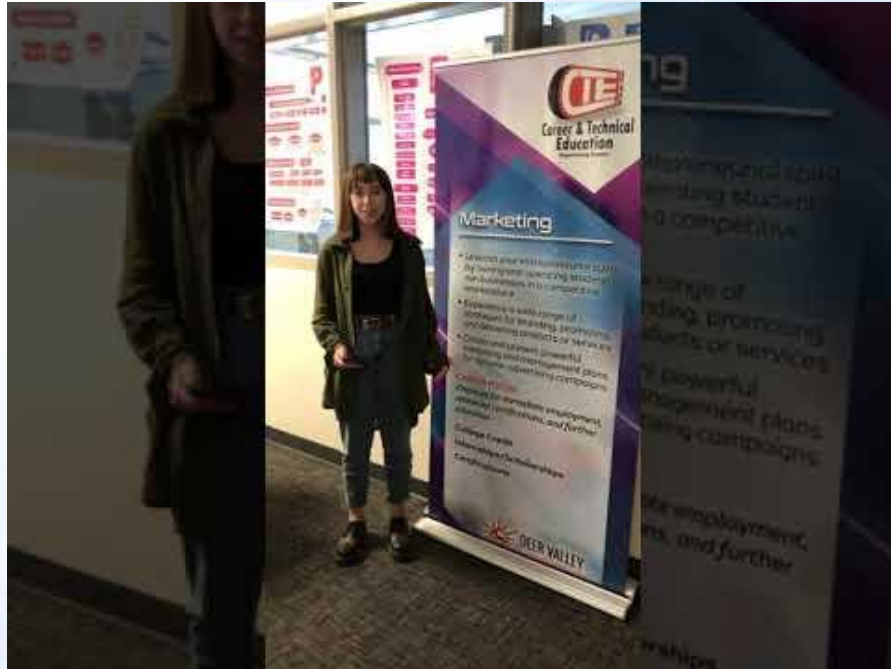
# Student & Alumni Testimonials (live and video)

DECA is a place where I can expand my horizons and see the opportunities that are out there! Through the marketing, DECA and internship experiences. I found my strengths and career pathway!

**-Aditi Galande, former AZ DECA state officer and MRHS graduate. Currently at ASU in the Barrett Honors College.**

DECA and Marketing left a huge impact on my high school career. I was able to develop the skills, confidence, and traits vital to thrive in college and in life. Furthermore, DECA provided me with the financial support through scholarships to fund my college education. You need to join DECA!

**-Frank Pauls, ASU Barrett Honors College and Premedical scholars program for the Mayo Clinic. Ridge DECA Chapter officer and graduate.**



# Question & Answer

Please put questions in the chat box for us to answer now.

Be sure to visit [dvusd.org/expo](https://dvusd.org/expo)

Enter Gift Card Drawing

Fill out Q & A Link if you have remaining questions

*Thank you for attending*



# Thank you for your time!

## What are your next steps?

- Be sure to request your first and second choice programs when you complete your electronic high school registration on PowerSchool
- Attend your high school's upcoming Future Freshman Event
- Contact the program teacher if you would like more information
  - Barry Goldwater - Kevin LaJoie: [kevin.lajoie@dvusd.org](mailto:kevin.lajoie@dvusd.org) - (623) 445-3203
  - Mountain Ridge - Debbie Moore: [debbie.moore@dvusd.org](mailto:debbie.moore@dvusd.org) - (623) 376-3000
  - Deer Valley - Amber Gloria: [amber.gloria@dvusd.org](mailto:amber.gloria@dvusd.org) - (602) 467-6700
  - Sandra Day O'Connor - Tiffany Kurtz: [tiffany.kurtz@dvusd.org](mailto:tiffany.kurtz@dvusd.org) (623) 445-7180
  - Sandra Day O'Connor - Tifney Kereny: [tifney.kereny@dvusd.org](mailto:tifney.kereny@dvusd.org) (623) 445-7180