

Importance of DECA to the . . .

. . . STUDENT: Marketing Education students have common objectives and interests in that each is studying for a marketing career objective. DECA activities have a tremendous positive effect upon the attitudes of students. DECA members learn to serve as leaders and followers and have opportunity for local, state and national recognition that would not otherwise be possible.

. . . SCHOOL: DECA chapter activities are always school- centered, thus contributing to the school's purpose of preparing well-adjusted, employable citizens. Chapter activities serve the teacher coordinator (the Chapter Advisor) as a teaching tool by creating interest in all phases of marketing and serve as an avenue of expression for individual talent. The Chapter is the "show window" for student achievement and progress. It attracts students to the Marketing Education program who are interested in careers in marketing and management and assists in subject matter presentation.

. . . COMMUNITY: DECA members have made numerous studies and surveys to aid the economic development of their own community. Marketing projects continue to encourage this type of contribution. Many businesses favor employing Marketing Education students because of their interest in education, their attitude toward careers in business, and their related school study. Many leaders in business and government have praised the DECA program for its civic-related activities.

. . . NATION: Marketing Education instruction and the related DECA activities constantly emphasize America's system of competition and private enterprise. Self-help among students is the rule rather than the exception, and DECA leaders give constant encouragement to continuing education. History has proven that whenever a nation's channels of distribution fail to function, that nation is short-lived. As DECA attracts more of our nation's youth to study marketing and management, the total Marketing Education program becomes a vital necessity to our national economy and to the well-being of our society.



*An Association of Marketing Students
Western High School Chapter*