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THE SCHOOL DISTRICT OF MANATEE COUNTY FEATURES A STUDENT AND A CAREER & TECHNICAL EDUCATION TEACHER



Newspaper in Education Presents
Inquizi
 Brought to you by Adult, Career & Technical Education

SCHOOL Biz



Advertise, Merchandise, and Socialize

Bob Jenkins, a marketing teacher at Lakewood Ranch High School for the past six years, educates his students in the world of marketing. With 39 years of teaching experience to draw from, Bob is an expert at changing with the times and motivating his students. He teaches new materials and concepts that students can apply now as they enter the workforce and can continue to modify and use for the rest of their lives. His philosophy says, "Give your best effort, learn all you can, and enjoy the moment!" As the advisor for the LRHS Distributive Education Clubs of America (DECA), he supports DECA's mission to enhance the education of students with interests in marketing, management, and entrepreneurship. DECA also strives to keep pace with progress through vocational understanding, civic consciousness, social intelligence, and leadership development. With his own personal approach to marketing education—*advertise, merchandise and socialize*—Bob Jenkins is guiding students into the world of marketing, personal growth and leadership.



Making the Most of Marketing

Julia Vejins is a busy junior at Lakewood Ranch High School (LRHS). She is a member of the Student Government Association, the Key Club, and the National Honor Society. She runs track and cross-country. Julia also holds the office of Public Relations with the LRHS Future Business Leaders of America (FBLA) and is the President of the LRHS Distributive Education Clubs of America (DECA). Currently a student in Mr. Jenkins Applications and Essentials marketing classes, Julia has recently competed in the DECA District 10 finals where she finished first in the Apparel & Accessories Marketing event. She has also competed in the FBLA Districts where she placed second in the Marketing event. Between all of her activities and commitments, Julia makes time for ice skating with friends, shoe shopping (she has 90 pairs!), and working at the Polo Ralph Lauren store where she practices many sales and marketing concepts that she has learned in class. Julia hopes to earn her Masters in Business Administration at the University of Florida. Congratulations, Julia!



InnoVators
 WHO, ME ? A TARGET ?

Did you know that kids and teenagers are some of the biggest targets for advertisements? While teens may not be rich, what we have to spend is often disposable or expendable income, meaning we can spend it on whatever we want. Even though we may not realize it, we are surrounded by products, brand names, and commercials; we are continuously being bombarded by the marketing strategies of corporations. Companies even hire people to discover what "cool" is according to teenagers; the irony is that once they figure out what sells, "cool" has already changed. Marketers use all sorts of tactics to catch our attention, play with our emotions, and paint an ideal picture of their product. Their intent? To separate us from our cash and sway us to buy!

When a company is trying to sell something, they usually follow these rules:

- **Aim straight for the target market.** That would be you and me.
- **Highlight the best assets of the product.** Logically, this means that any negative aspects of the product are not mentioned.
- **Mention as many benefits as possible.** Usually we buy things to save money or time, or things that make us look more attractive or feel better about ourselves. If the company offers to solve our problem, their sales go up.
- **The easier, the better.** If customers can get the product quickly and easily, they are more likely to buy.
- **Follow up.** Have you ever seen the same commercial three times during one show? The marketers want to make sure their message is drilled into your head. If you are familiar with a brand name, you'll likely choose that brand over one you've never heard of. This strategy is called developing brand awareness.



The next time you see an advertisement (which will be very soon), remember that commercials are designed with you in mind. Be smart in buying; make sure you are well informed before parting with your money.



Career Pathways in Manatee County

Today's Career Focus – Sales and Marketing

Today's Career Focus: Today's careers focus on sales and marketing.

Source: <http://www.bls.gov>

Regional Careers: Here are examples of sales and marketing occupations and current wages in the Suncoast Workforce Region.

Occupational Title	Entry	Average
Advertising Sales Agents	\$14.19	\$34.00
Customer Service Representatives	\$9.62	\$12.98
Driver/Sales Workers	\$6.78	\$13.50
Insurance Sales Agents	\$14.93	\$26.25
Market Research Analysts	\$16.50	\$26.62
Marketing Managers	\$23.11	\$41.46
Real Estate Sales Agents	\$10.15	\$18.05
Retail Sales Supervisors/Managers	\$13.28	\$20.92
Retail Salespersons	\$8.09	\$13.19
Sales Engineers	\$15.46	\$29.13
Sales Managers	\$30.75	\$61.28
Sales Representatives, Manufacturing	\$16.91	\$29.28
Sales Representatives, Services	\$14.13	\$34.01
Wholesale and Retail Buyers	\$13.65	\$23.90

Source: <http://fred.labormarketinfo.com>
 Florida Market Statistics Occupational Employment Statistics and Wages Program

Tech Prep Career Pathway: Students desiring a career in marketing and sales can find related educational programs at these area schools*:

Lakewood Ranch High School, Manatee Community College, and the University of South Florida.

Other Manatee schools may offer similar programs. Listed schools are related to today's issue. Source: 2006 Tech Prep Career Pathway Guide, Manatee County Schools



Analyze a Commercial

Watch your favorite program with a pen and paper in hand. Pay attention to the commercials. Choose your favorite commercial and answer these questions.

1. What is it trying to sell?
2. Who is the target audience (target market)?
3. What is the product's slogan?
4. What colors are used by the manufacturer or producer?
5. What type of image is the company trying to project?
6. Are you a customer of this product?
7. Are the promotions effective? Why or why not?

3. How long has the company been in business?
4. Does the company and/or product use a logo?
5. How does this product compare in price to competitors' products?
6. Do you think the customers and consumers of this product remain loyal? Why or why not?
7. Does this product or company have good brand awareness?

(Extra credit!)

Prepare a presentation to display your findings. You could create a poster, write a report, or develop a PowerPoint presentation. Use illustrations and clip art to enhance your presentation.

Next, using the internet if necessary, research the product and answer these questions.

1. What company produces the product?
2. How long has the company been making this product?



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- www.floridafbla-pbl.com
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- www.entrepreneur.com/article/printthis/78976.html