



# DECA DIRECT

JANUARY-FEBRUARY 2021  
CLASSROOM DISCUSSION GUIDE

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# DECA DIRECT

## DISCUSSION GUIDE

JANUARY-FEBRUARY 2021

NAME \_\_\_\_\_

DATE \_\_\_\_\_

### PERFORMANCE INDICATORS

- Describe current business trends
- Explain employment opportunities in marketing
- Adapt written correspondence to targeted audiences
- Describe traits important to the success of employees in marketing communications
- Explain the use of storytelling in marketing
- Utilize resources that can contribute to professional development

## NEW YEAR'S RESOLUTIONS: DECA-STYLE

PAGE 5

Set one DECA-related New Year's resolution for each of the following categories. Then, list two actions you will take in the next month to make it a reality.

| My New Year's Resolutions |                |
|---------------------------|----------------|
| Leadership                | Resolution:    |
|                           | Action Step 1: |
|                           | Action Step 2: |
| Competition               | Resolution:    |
|                           | Action Step 1: |
|                           | Action Step 2: |
| Community Service         | Resolution:    |
|                           | Action Step 1: |
|                           | Action Step 2: |

# SIX THINGS TO START DOING NOW TO LAND YOUR MARKETING “DREAM JOB”

PAGE 8

Informational interviews are an incredible way to learn about an industry, company or position and determine if it's the right fit for you. When done right, they also help you expand your professional network! Use the grid below to plan an informational interview.

| Informational Interview Worksheet                                                                                                                                                                                                     |                                                                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|
| Person to Interview                                                                                                                                                                                                                   |                                                                    |
| Occupation                                                                                                                                                                                                                            |                                                                    |
| Place of Employment                                                                                                                                                                                                                   |                                                                    |
| Background                                                                                                                                                                                                                            | <i>What do you already know about this person?</i>                 |
| Primary Goal                                                                                                                                                                                                                          | <i>What is your primary goal for this informational interview?</i> |
| <b>Interview Questions</b><br><br><i>Write 6-8 questions you want to ask during the interview based on the sample questions on the following page. Rephrase the questions to reflect what you want to learn during the interview.</i> | 1.                                                                 |
|                                                                                                                                                                                                                                       | 2.                                                                 |
|                                                                                                                                                                                                                                       | 3.                                                                 |
|                                                                                                                                                                                                                                       | 4.                                                                 |
|                                                                                                                                                                                                                                       | 5.                                                                 |
|                                                                                                                                                                                                                                       | 6.                                                                 |
|                                                                                                                                                                                                                                       | 7.                                                                 |
|                                                                                                                                                                                                                                       | 8.                                                                 |

## Sample Questions

1. What does a typical day in your role entail?
2. What do you enjoy most about the work you do?
3. What are some of the biggest challenges you face day-to-day?
4. What kinds of decisions do you make in your role?
5. What's it like to work at your company?
6. Why did you decide to work in this industry?
7. What do you wish you would have known when you were starting in this career/role?
8. What surprised you the most when you first started in this industry?
9. What new skills have you developed as a professional since taking this role?
10. What previous professional experiences have helped you the most?
11. How do most people get into this field? What are common entry-level jobs?
12. What kind of education, training or background does your job require?
13. What skills do you think are most important for someone interested in a job like yours?
14. Do you think there's a personality type that's not well-suited for this kind of career?
15. What advice would you give someone who is considering this type of job (or field)?
16. What can a student do to get a head start in this industry?
17. What kinds of work samples should my portfolio have?
18. How do you see this job or industry changing in the next 10 years?
19. Do you have any recommendations for other people I should talk to or other resources I should explore?
20. Would it be alright for us to stay in touch?



# TOP 10 MARKETING TRENDS TO WATCH FOR IN 2021

PAGE 11

Pick one trend from the article that interests you the most and describe it in your own words.

| Marketing Trends in Action                       |  |
|--------------------------------------------------|--|
| <b>Trend</b>                                     |  |
| <b>Description</b><br><i>(In Your Own Words)</i> |  |

Now, select a local business or organization within your community and explain how this trend could have an impact throughout the next year. Be specific!

| Potential Impact               |                                                                                                                                                                                                                                       |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Local Business</b>          |                                                                                                                                                                                                                                       |
| <b>Potential Opportunities</b> | <p><i>How can the business take advantage of this trend to maximize its marketing activities? List three specific actions.</i></p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> <li>3.</li> </ol>                       |
| <b>Potential Threats</b>       | <p><i>What are the potential negative consequences if the business does not properly take advantage of this marketing trend? List two negative consequences.</i></p> <ol style="list-style-type: none"> <li>1.</li> <li>2.</li> </ol> |

Consider all ten trends mentioned in the article, then answer the following questions.

### **Greatest Impact**

*Which of these trends do you think will have the greatest impact on the marketing field in 2021? Why?*

### **Least Impact**

*Which of these trends do you think will have the least impact on the marketing field in 2021? Why?*

# THE BEST MARKETING CAREER FOR YOUR PERSONALITY TYPE

PAGE 16

Select one of the four marketing careers mentioned in the article that interests you the most. Then, complete the career profile below.

| Marketing Career Profile        |  |
|---------------------------------|--|
| Role                            |  |
| Why You Find It Intriguing      |  |
| Required Education and Training |  |
| Important Skills                |  |
| Typical Responsibilities        |  |
| Average Salary                  |  |
| Employment Outlook              |  |

# MAXIMIZE YOUR CHAPTER'S MARKETING WITH NEW AUDIENCES

PAGE 18

Use the information listed on pages 18-23 to create a persuasive message on why each specific group of individuals should get involved with your DECA chapter.

| Marketing Your DECA Chapter   |                                                             |
|-------------------------------|-------------------------------------------------------------|
| Almost-Eligible Members       | <i>Why should they join DECA?</i>                           |
| Counselors and Administrators | <i>Why should they support DECA within your school?</i>     |
| Local Business Owners         | <i>Why should they get involved with your DECA chapter?</i> |

**BONUS:** Get your chapter ready to celebrate Alumni Recognition Week (February 8-12, 2021) by crafting a persuasive message to get DECA alumni engaged with your chapter.

|             |                                                              |
|-------------|--------------------------------------------------------------|
| DECA Alumni | <i>Why should they connect and engage with your chapter?</i> |
|-------------|--------------------------------------------------------------|