

The Latest Marketing News

Provided by your Specialist for Marketing and Related Clusters – Sharon Acuff

August 29, 2019

This newsletter is meant to give you news and information from the Marketing program area.

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2019-2020 WBL Hours Calendar

The 2019-2020 WBL Hours Calendar will be posted in two places for your reference:

- VA DECA Web site at <https://www.vadeca.org/vdoe-resources>. Look in the upper right-hand corner for the calendar link.
- Is posted soon on the VAME Web site <https://www.vame.org/acuff-s-corner>

Curriculum Revision Teams for 2019-2020

Please consider serving on a curriculum revision team if you are teaching or have taught the following revisions that will take place this year.

You will attend a face-to-face meeting, then be assigned certain tasks within the curriculum to work on virtually. For your virtual work, you will receive a \$150 honorarium.

Opportunities in Hospitality and Tourism (8139)

Hotel Management and Operations (8159)

Tourism and Travel Marketing and Sales (8169)

Face-to face meeting in Richmond at the CTE Resource Center on October 22, with virtual follow-up to end on November 19. 2019.

Fashion Marketing (8140)

Fashion Marketing, Advanced (8145)

Face-to face meeting in Richmond at the CTE Resource Center on November 19, with virtual follow-up to end on January 6. 2020.

To be considered for nomination, please go to [CTEAPS](#) as soon as possible and complete the requested information and refer to Superintendent's Memo 078-19 for more information.

For the reference, please use you CTE Administrator/Supervisor as they already have SSWS access when some principals do not. It will make the process much faster.

VAME Membership

If you have not joined VAME, your marketing professional organization, please do so. You can join [online](#).

The Virginia Association of Marketing Educators is a non-profit organization that provides Virginia's marketing educators with resources to assist in their daily job duties.

As a VAME member, you have the opportunity to take a leadership role by creating professional development opportunities for marketing educators, represent marketing education at local Career and Technical Education meetings, participate in networking opportunities and collaborate with your peers on everything from classroom lessons to DECA.

With your membership, you will receive:

- An annual membership gift
- Eligibility for your students to receive the VAME scholarship
- VAME conference registration discount

- Subscription to VAME News
- Recognition of your Years of Service to education
- Participation as VAME Teacher of Year (nomination required)
- Access to VAME resources and lesson plans
- We also offer a special membership rate for college students and aspiring educators.

Release of NEW CTE work-Based Learning Guide

A new Work-Based Learning Guide was released on June 20, 2019 and can be found on the [Work-Based Learning web page](#).

Notable Revisions are:

- New Work-Based Learning experiences:
 - ~~School-Based Enterprise
 - ~~Entrepreneurship
 - ~~Externship
- Internship now receives one Carnegie credit towards graduation with 280 hours of work experience and supervision by a teacher/work-based coordinator.
- Number of hours for one Carnegie credit towards graduation for cooperative education was reduced from 396 to 280 hours with supervision by a endorsed teacher in the program area.
- Each work experience has a dedicated section in the Guide with all the suggested forms that can be used for that experience. The Guide is in .pdf format so all the forms can be downloaded in Word format from the CTE Resource website on the [Work-Based Learning page](#)

Social Media Influencers – Tips, Tricks, Future Predicts

When Mikayla Iverson started her [professional Instagram page](#) in August 2018, she had no idea that in less than a year she would have more than 83,000 followers. When it comes to being a

social media influencer, Iverson has the tips, tricks and know-how to making it big online. Her journey hasn't been easy, but she says the payoff has been worth it.

Mikayla Iverson's Instagram page shows the color scheme preset she uses for all her pictures which she said helps her pictures flow together. (Mikayla Iverson)

At first, Iverson said she didn't want to get her hopes up about "making it big" because she knew it would be hard. As a model, actress, wife and mother, she said her life was already insane. However, she said, "My acting career is really successful and I want to be able to take it to that next step, and so in order to do that, I needed to be able to have some traction on social media as well."

[Read More](#)

From: The Edge Marketing News

If You're Not Putting Behaviour First It's Time to Rethink Your Marketing

When buying a new car, a new phone, a new mattress, most of us can't claim to be experts. Navigating countless features and benefits tests our patience and analytical prowess; we're lay people and choosing is tough.

What's the process to compare the best battery life, the most comfortable or the safest?

Companies muddy the water further with advertising: if every phone is the best, how do I decide what to buy?

On many occasions consumers don't know what their genuine motivations are. They're not lying; they're confabulating.

[Read More](#)

From: The Edge Marketing News

Giants Announce Partnership with Oakley

The New York Giants will see the game differently in 2019 and beyond.

On Monday, Oakley announced a monumental four-year partnership with the National Football League, becoming an official on-field partner and licensee. The partnership – the brand's biggest deal in history – will commence at the start of the forthcoming football season, providing all 32 teams with Oakley shields and eyewear Powered by Prizm Lens Technology. There will also be officially licensed NFL eyewear available to fans.

To celebrate the landmark partnership, Oakley took over New York City's iconic Times Square on the evening of August 26, hosting some of football's most influential personalities and athletes, both past and present, for an exclusive launch moment.

[Read More](#)

From: The Edge Marketing News

Six Simple and Practical Marketing Tips, Shared by Experts

At the beginning of August, it took place the Exabytes Internet Marketing Summit 2019 (EIMS2019), which brought together 1,000 SMEs in Malaysia who received the tutelage and knowledge shared by 37 digital marketing gurus. This event was organized by Exabytes and the DotAsia Organization.

In the words of Exabytes CEO and founder, Chan Kee Siak, “there are more tools and techniques that we need to learn and discover, in order to stay innovative and remain outstanding in terms of digital marketing.” He also stood out the great importance of maintaining a good service level, managing feedback and rating.

[Read More](#)

From: The Edge Marketing News

Marketing and DECA Night with ODU Basketball

MARKETING & DECA Night
Wednesday, November 20

- Includes ticket to the Monarchs Basketball game
- Slice of Pizza, candy bar and a 16oz. Drink
- Educational, interactive program with presentations from various ODU and Constant Center employees

4:30 - 5:00 Registration

5:00 - 6:15 Program

7:00 Game Starts

\$18.00 Per person

How to get DECA Tickets:

Call 757-683-7087 or email Todd McKeating@spectraxp.com for more details. Order tickets with a credit or check, Ticket deadline is Wednesday, November 13, 2019.

Creativity Is an Employability Skill

The previous *Career Headlines* described five soft skills that LinkedIn employers look for in applicants: Creativity, persuasion, collaboration, adaptability, and time management. You will power your career by developing these skills. "Creativity" is the topic for today.

When you think of creativity, what comes to mind?

Do you visualize an artist, a poet, an Internet game developer, or a songwriter? Does being creative at work pop up as one of the top forms of creativity? It is important to realize that creative thinking on the job is no longer an option. It's expected.

The most valued employees are creative problem solvers.

They look at things in new ways, without letting their own desires and biases interfere with what is best. Extremely important to this process is the ability to distinguish between good and poor ideas.

Know the difference between your own good and bad ideas.

Everyone has ideas, opinions, and suggestions, but not all are helpful. Your credibility depends on the ability to distinguish between your good and poor ideas, so always consider your input carefully before offering it. A good gauge for the value of your input is the reaction you receive from others. The following examples illustrate how to look creatively at a question, problem, or issue:

- Assume you're a web designer who has a great idea for a customer's website, but your customer wants something different. To be creative, look for a pattern in the customer's changes. Is the customer wanting simplicity, more or less color, the addition or deletion of images? A creative designer will think about all the customer's questions and suggestions and create a site that meets the customer's needs, while also being visually and electronically appealing.
- Let's say your job requires you to develop spreadsheets. Take a look at your spreadsheet design from the viewpoint of other users. Does it show complete information? Too much or

too little information? Are the columns organized for easy understanding? Are the headings self-explanatory?

- Perhaps you are a nurse at a seniors' rehabilitation center and one of your patients clicks her call light continuously. Yet the complaints are minor when you check on her. She says her room is too cold or too hot. She didn't like her lunch and wants juice, or she complains about noise in the hall. A creative thinker would consider whether the patient is bored. Is she in pain? Is she afraid? What can you do to engage her?

Action: *"If you always do what you've always done, you'll always get what you've always gotten."* This old saying still makes a lot of sense today. Identify something you'd like to change in your job, a volunteer activity, or your life. Look at the issue in a new way and create a different approach to the situation.

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Articles of Interest

Starship to deploy delivery robots to 100 campuses

Startup Starship Technologies has recently gained \$40 million during a funding round, and plans to roll out about 5,000 of its food and grocery delivery robots to 100 college campuses in the next 24 months. Robots launched first on the campuses of Northern Arizona University and George Mason University, and are set to debut at Purdue University and the University of Pittsburgh next month.

Marketers now able to bid on 6-second Twitter ad units

Twitter is offering a new six-second global ad unit for mobile and desktop inventory for promoted video and in-stream video sponsorships and ads that are 15 seconds or shorter. Advertisers will be charged by Twitter only if 50% or more of the ad is viewed for at least six seconds

Good news from Target

For anybody worried about threats of a possible recession in the U.S., here's some good consumer-related news: Target exceeded sales expectations for the second quarter and raised its profit guidance for the full year, after Walmart did the same last week, Bloomberg News [reports](#). At Wednesday's close, Target's share price was up 20 percent. Target has stood out, "remodeling 300 stores this year and has introduced about two dozen private and exclusive brands in key categories like apparel, home decor and booze," Bloomberg writes. In other words, it's keeping the "Tar-zhay" spirit alive.

An ad within a Pepsi ad

New Yorkers may have spotted a change to their cityscape. The iconic illuminated Pepsi-Cola billboard along the East River in Long Island City, Queens, will include a JetBlue logo for the next couple months, The Wall Street Journal [reports](#). It's publicity for the news that JetBlue is now serving Pepsi on board. Not everyone is happy about the temporary alteration to the iconic sign, which has been around for 80 years. Someone [tweeted](#), "Wow, classic—corporations ruining my special relationship with other corporations."

Popeyes vs. Chick-fil-A vs. Wendy's

The [chicken sandwich war](#) that has raged on Twitter seems to be winding down, thankfully. There's enough bickering on Twitter as it is; do we really need to watch Popeyes, Chick-fil-A and Wendy's argue about whose chicken sandwich is superior? And why did non-chickeny brands like [Long John Silver's](#) and Clif Bar feel the need [to jump in](#) on this debate? (The snack bar brand tweeted: "[#SaveAChickenEatACLIFBar](#).")

The Twitter spat started after Popeyes introduced a new chicken sandwich, which is reportedly quite tasty. Even The New Yorker [waxed poetic](#) about Popeye's new creation, "an exquisite slab of chicken breast, hefty and juicy and snow-white, in its crenellated armor of that uncommonly crisp fried batter..." Good for Popeyes. But really, it's time now for the fighting to stop. In the wise words of the [R/GA Twitter account](#), "Love is not a finite resource. It is possible to feel love for all the chicken sandwiches."

Facebook gives users (a bit) more privacy

"Facebook is finally starting to roll out a new feature allowing users to see which advertisers have their data and prevent them from using that data to target ads," Garrett Sloane [writes](#) in Ad Age. The tool appeared first in Spain, Ireland and South Korea. The company had promised a "clear history" button over a year ago as it tackled privacy concerns, but referring to it that way gave people the mistaken impression they would be able to erase all their data from the social network. The program has been rebranded, and Facebook now describes it as a way for people to disconnect their accounts from "off-Facebook activity"; that's the user data collected by advertisers and developers and shared with Facebook for ad-targeting purposes. "Off-Facebook activity" doesn't have the same ring to it as "clear history," and it will be interesting to see how many people bother to make the change.

[general public got its first taste of Apple's credit card](#)

Why it matters: Apple's credit card, which was previously available on an invite-only basis, is now available to the general public. The card doesn't offer any particularly outstanding rates or rewards, so the reaction from consumers will be muted. Banks, however, aren't going to like Apple's continued push into financial services. This card is being rolled out in partnership with Goldman Sachs, but it almost feels like Goldman Sachs adopted a "if we can't stop Apple, we might as well partner with Apple" strategy.

[Recommended thermostat settings made people hot](#)

Why it matters: Energy Star, a program that is part of the U.S. Environmental Protection Agency and the U.S. Department of Energy, came out with the following thermostat recommendations (Fahrenheit):

- 85 degrees when out of the house
- 82 degrees when sleeping
- 75 degrees when home and in need of cooling

Those settings seem a little toasty to me.

[James Bond decided it was "No Time To Die"](#)

Why it matters: This will be Daniel Craig's last turn as 007. This teaser trailer is pretty cool because it is a behind-the-scenes look at the filming, so you see all the cameras in the shots and get a feel for how movie magic is made.

Listening to one workout song on repeat rocked people's workouts

Why it matters: Many people who work out on a regular basis have some kind of music playlist that gets them pumped up. But instead of having multiple songs, this article explores the idea of repeating the same song. My favorite workout song is "Lose Yourself" by Eminem. And if you promise not to tell anyone, I'd even confess to having a certain workout affinity for "Good Vibrations" by Marky Mark and the Funky Bunch.

Quotable Quote

A bad attitude is like a flat tire. You can't go anywhere until you change it.