

Question 1: What are you using to teach your marketing curriculum—a textbook, LAPs [instructional modules from MarkED: www.Mark-ED.org] or other resource material?

Allen Gancarz

For first year marketing students (generally 9th and 10th graders) I used the marketing textbook. Learning the core competencies is very important and I always felt that this was a necessity for beginning marketing students. Other materials included LAPs and videos, along with mini project work such as doing sales demonstrations and public speaking in class.

Mike Karpie

The textbook should be used as a basic tool, but the following should be a large part of your classroom activities:

- The Internet
- Your local business Chamber of Commerce
- USA TODAY newspaper
- Working with your area's businesses
- The DECA Guide and the writing of manuals and working with mentors in the community
- Local colleges. We have agreements with three area colleges for credit.

Bill Lind

A combination. Most of the activities we used are teacher-created, borrowed from others, etc. Since we were on block system (90 minute classes) I tried to have at least one activity a block. Textbooks just don't do it for me or for most students. Students learn the most from experiences. It takes time to develop the mix that suits you.

Lucinda Mason

Everything I can get my hands on!! I use textbooks (Marketing Essentials, Intro. to Business, From School to Work, Business and Personal Finance, Entrepreneurship), LAPs (used to supplement textbooks), and other resources (Career World Magazine, the Internet, lots of freebies that I hear about).

Dennis Sweetapple

I use a textbook. Next fall I will have all new textbooks to work with.

Debbie Tixier

I use LAPs from MarkED (couldn't run our program without this resource!), the *Marketing Essentials* textbook from Glencoe/McGraw Hill, the *Marketing Web* from Tara at Custom Resources, and the *DECA Guide* for project guidelines.