

DECA

What is DECA?

DECA is a co-curricular organization of students enrolled or interested in a marketing class. Students learn to apply classroom instruction in everyday business settings through real experience. DECA is about leadership, networking and friendship!

DECA has approximately 5,000 high school chapters across the United States., and boasts over 172,000 high school members across the country.

Who can join DECA?

Any student that is currently enrolled in Marketing Dynamics, Practicum In Marketing Dynamics and Sports Management classes or enrolled in an alternate approved class, is eligible to join DECA.

Who should join DECA?

- College bound students thinking of majoring in Business, Marketing, Advertising, Graphic Design, plus many more
- Students thinking of possibly owning their own business
- Students that want to prepare for college and the real world
- Students interested learning leadership, management and networking skills

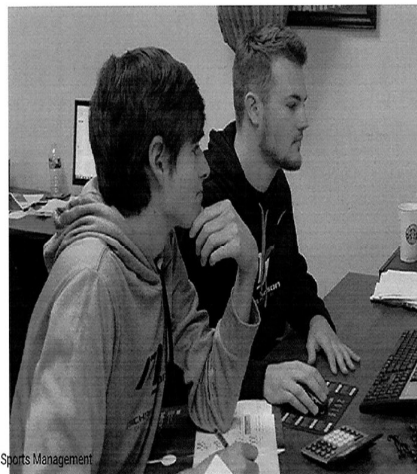
DECA provides students an opportunity to develop their character through:

- Competence
- Integrity
- Innovation
- Teamwork



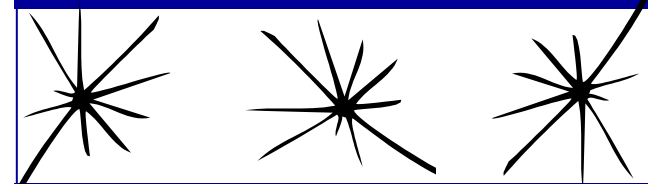
FISD STUDENTS GET REAL-LIFE LOOK AT BUSINESS OF SPORTS

Feb 09, 2015



Students Gain Experience In Sports Management

SPORTS MANAGEMENT & DECA



“Preparing future leaders and entrepreneurs in marketing, finance, hospitality and management.”

Student Successes

CTE Students Help Revive Local Sports Newspaper

Nov 14, 2014

Three students from the Frisco ISD Career and Technical Education Center are getting hands-on experience during an internship with FSpN newspaper, a free publication featuring youth sports in Frisco.

Editor Trent Emmons recently revived the paper with the help of the students, who distributed the November issue to middle and high schools across FISD. The paper, which launched in 1997, had not been published for more than a year.

The students, Cooper Barkwill, Firas Ali and Mordecai Bediako, have been involved in planning coverage and writing for the paper. They have also brought new ideas to give the paper a larger scope, now that Frisco ISD is home to seven high schools.

The internship is part of the CTE Center's new Sports Management course, which debuted for the 2014-2015 school year under teacher Kimberly Anderson.

"The opportunities these young men have been given through the new FISD Sports Management course at the CTE Center have been unbelievable," Emmons said. "They have been able to build connections with some extraordinary people that have been vital to the sports community in Frisco. Not only have they been working diligently on reviving the FSpN newspaper, they've also been helping the community and other seniors like themselves achieve scholarships through the 10th annual FSpN Golf Tournament. I know these young men will have bright futures in whatever they pursue."

Already at least one student says of the internship, "I could see myself doing this in the future."



Sports Management

2 Credits

11th—12th grade

Prerequisite: Sports & Entertainment Marketing; Application Required

The Sports Management course is an Internship Program for second year Sports & Entertainment Marketing students who are serious about pursuing a career in sports and/or entertainment fields.

Work experience will consist of an unpaid internship with one or more businesses over the course of the school year.

Possible areas of work include but are not limited to: Ticket Sales, Customer Service, Facility and Event Operations, Social Media and Web Development, Public Relations and Communications, Athletic Training Center Operations and Marketing Sales and Service.

In addition to the internship experience, time will also provide enrichment opportunities including guest speakers, class and virtual instruction, and on-site visits to venues in Frisco and the Dallas/Fort Worth area pertaining to sports and entertainment. Since students in this class will be functioning directly in a sports/entertainment environment, it is important that they have excellent communication, computer, reading and writing skills.

DECA membership fee is required for this course. Students must provide their own transportation to and from off-campus internship site.

Intern Partners

