



2011-2012

Marketing Educators of Texas

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Professional Development

Marketing Educators of Texas has partnered with CTAT to plan and host the 2011 Summer Professional Development Conference in Dallas on July 17-22, 2011. The 2010 Professional Development Conference was stated as one of the best in years, with over 1,000 in attendance. All business and marketing educators of Texas must make plans to participate. The information gained at this conference ensures that teachers are equipped with current resources to deliver a quality education to their students.

Scholarship Opportunities

Marketing Educators of Texas has partnered with Texas DECA to provide students with an opportunity for scholarships. Each year a \$1,000 scholarship is awarded to two deserving seniors. This year one of the scholarships will be awarded in memory of Rebecca Cernoch. Mrs. Cernoch was a Marketing Educator, DECA Advisor and MET member for over 30 years. It was a tragic loss to Marketing Education when she passed away November 2009.

Competitive Events

Marketing Educators of Texas offers opportunities for students to apply marketing concepts to activities that can be submitted for competition. Winners will receive recognition at the State Career Development Conference and will have earned a spot in the Leadership Development Academy at the International Career Development Academy. **The events include: Branding Strategy Event, Display Event and Job Interview**

HOW DO YOU JOIN ?
VISIT

WWW.METEXAS.ORG/JOIN_MET.HTML



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Facts about MET

Mission Statement

The mission of Marketing Education at the Pre-Baccalaureate level is:

To develop competent workers for marketing occupations through instructional programs that provide participants with the necessary skills and knowledge to continue their Marketing Education beyond high school and/or to enter career level positions in marketing. To assist Marketing Teachers in the improvement of marketing practices. To build an understanding of the wide range of social and economic responsibilities that accompanies the right to engage in marketing in the United States economic system..



MET Service Awards

Each year Marketing Educators of Texas honor teachers for their years of service (5 year increments) in Education by awarding them a certificate at the professional development conference. We appreciate your efforts in Marketing Education in Texas.

Marketing



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Purpose

MET promotes marketing education and to afford all who are interested opportunities for the presentation and discussion of various problems related to Marketing Education. To work in cooperation with other agencies for the advancement of Marketing Education in the State and in the United States, for which purpose it shall affiliate itself with the Association of Career & Technical Education as well as with the Marketing Education Association.

- *To encourage and to aid the organization of local and area units within the Association.*
- *To work toward, and to encourage others to work for a sound, effective system of education in Texas.*

To encourage members in the use of high ethical standards in the Association and in the profession of Marketing Education.



MET Teacher Award

Marketing Educators of Texas recognize individuals that go beyond the classroom with exemplary programs. Marketing Teachers, whose program has made a difference in their students' lives, as well as their community, may be nominated for the Marketing Education Teacher of the Year award.