



Durango High School Announces New Marketing Education Program and DECA

Durango, Colo. (February 11, 2014) - Durango High School announces the launch of a new marketing education program and student leadership organization called **DECA**. The school has introduced these courses in response to feedback from members of the Durango business community, who expressed a need for employees who possess enhanced 21st century skills during and following their Durango High School experience.

Marketing education and DECA prepare emerging leaders in marketing, management, finance, hospitality, fashion merchandising and entrepreneurship. DECA takes the classroom instruction one step further by challenging students in more than 40 events related to marketing. Marketing education and DECA serve more than 10,000 high school students within Colorado and more than 200,000 students in all 50 states, Canada and several other international locations.

“We are proud to be providing Durango High School students a chance to find their passion and jumpstart their careers with Marketing Education and DECA,” says Leanne Garcia, principal at Durango High School. “Marketing education and DECA supports our students by improving confidence, increasing college and career focus while growing to be a responsible leader.”

Marketing Education at DHS also features three distinct opportunities for local business owners and managers to become involved. They can serve as guest speakers on topics in which they are experts, such as entrepreneurship; they can volunteer as DECA judges to help evaluate DECA members’ role plays and business proposals; or they can offer to interview and hire students enrolled in the Marketing Work Experience program, where students earn credit for working at a local business.

The DHS marketing courses are designed to meet the needs of local business leaders. Of the nearly 24,000 jobs in the top 20 industries within La Plata County, 44-percent, or close to 10,500, directly use the marketing skills and competencies embedded within the marketing curriculum. All of the remaining jobs utilize some of the competencies embedded within the curriculum, such as the importance of customer service within the healthcare industry.

Local employers stand to gain tremendously from hiring students enrolled in DHS’s marketing education courses. They will be applying skills learned in class on the job including excellent customer service, workplace initiative, “zoning” techniques, professional sales skills, positive attitudes, maximum effort, interviewing skills, useful workplace math, punctuality, visual merchandising techniques, return on investment strategies, writing effective communications, and on-the-job ethics.

“The launch of Marketing Education and DECA marks a new era for Durango High School as marketing complements our efforts to improve workplace skills and citizenry in our students via our school-wide character education initiative,” added Superintendent Dan Snowberger. “We are pleased to have the marketing program as an addition to our great collection of real-world career and technical offerings for students.”

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To find out more about how your business can get involved with Marketing Education and DECA or how a DHS student you know can enroll in marketing coursework, please contact Dave Dillman at DHS at 970-259-1630 Ext 2130 or via email at ddillman@durango.k12.co.us, or visit them online at <http://durangohsmarketing.weebly.com/>

About Durango School District 9-R

The mission of Durango School District 9-R, an innovative educational system committed to excellence, is to ensure each student develops the skills and attributes for lifelong learning. Through leading instructional models, globally minded learning programs and engaging teaching and learning methods, the district aims to instill in each student the ability to compete and contribute in the global community. Furthermore, the district encourages supportive and safe school environments, guaranteeing equitable educational opportunities for each and every student. For more information, visit us online at <http://www.durangoschools.org>, and follow us on [Facebook](#) and on [Twitter](#).

Media Contact:

Julie Snider-Popp

jpoppp@durango.k12.co.us

(970) 247-5411

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