

Division/Pathway	Format of Session	Day of Session	Start Time of Session	End Time of Session	Session Title	Session Description
GMEA	Lecture Presentation	Monday, July 16	12:45 p.m.	2:00 p.m.	GMEA Division Luncheon	All Marketing and Hospitality, Recreation and Tourism teachers are invited to attend the Georgia Marketing Education Association (GMEA) Luncheon. GMEA Award Winners and this year's Industry Certified/Re-Certified Award Winners will be recognized and presented with plaques. Pictures will be made directly after the luncheon for posting on the American Marketing Association, Atlanta Chapter, Web site, the GMEA Web site and local Web sites.
GMEA	Roundtable/Discussion	Monday, July 16	3:00 p.m.	5:00 p.m.	New Unit Lesson Plans: Marketing, Entrepreneurship, Management and Professional Sales and Promotion	You will receive twelve or more NEW unit lesson plans! These lesson plans address standards in the 2nd and/or 3rd courses in the following pathways: "Marketing and Entrepreneurship," "Marketing and Management," "Promotion and Professional Sales" and "Marketing Communications Essentials." Do not fret if you teach Fashion Merchandising and/or Sports and Entertainment Marketing. New lesson plans in these areas will be available later in the conference. Remember, the marketing concepts deepen but do not change from one pathway to another. The differences are mainly due to the specific industry. Therefore, you will be able to use the lessons (even if minor tweaking is required) regardless of your pathway.
Marketing and Hospitality, Recreation and Tourism	Roundtable/Discussion	Monday, July 16	3:00 p.m.	5:00 p.m.	Hospitality, Recreation and Tourism: New Lesson Plans, Industry Trends and Partnership Opportunities	Hospitality, Recreation and Tourism (HRT) teachers will receive NEW lesson plans that satisfy standards in the 2nd and 3rd courses. The session will be led by the Director of Hospitality at Georgia State University who is an expert in the Hospitality industry. A discussion will ensue in relation to national and state industry trends. Teachers will be given local contacts, along with ideas for business partnerships. Best of all, HRT teachers will be able to ask questions, share resources and perhaps develop plans for student projects with local businesses.
Marketing	Roundtable/Discussion	Tuesday, July 17	10:45 a.m.	12:45 p.m.	New Lesson Plans: Fashion Merchandising and Sports and Entertainment Marketing	You will receive eight or more NEW unit lesson plans! These lesson plans address standards in the following 2nd and/or 3rd courses in both pathways: "Fashion Merchandising and Retailing Essentials," "Advanced Fashion, Merchandising and Retailing," "Introduction to Sports and Entertainment Marketing" and "Advanced Sports and Entertainment Marketing." Each presenter will have an hour to preview their lessons and actually engage the audience in their activities. The presenters will have one or more business people on hand to substantiate the lessons and/or talk with you about partnership opportunities.
Marketing and Hospitality, Recreation and Tourism	Roundtable/Discussion	Tuesday, July 17	10:45 a.m.	12:45 p.m.	REAL Project-Based Learning Lessons in Marketing and Hospitality, Recreation and Tourism	All CTAE teachers say they offer Project-Based Learning (PBL), but do they really? Often, any activity that is part of a lesson is called a project and assumed to be the student-centered pedagogy known as Project-Based Learning. However, PBL is much broader and deeper than the usual activities used to teach/reinforce concepts. PBL is more like the problems solved or challenges addressed in a DECA Written Event than in a brief activity incorporated in most lessons. Learn to distinguish between the two by looking at marketing classroom examples. Walk away with a REAL PBL assignment that you can implement.

DECA Update	Lecture Presentation	Tuesday, July 17	2:15 p.m.	3:15 p.m.	DECA Update	Get the latest DECA information for the 2018 - 2019 school year by attending this session. Lisa Cline, Georgia DECA President Elect, North Forsyth High School, will head the session with the assistance of the Georgia DECA Board. Learn about important dates, deadlines, competitive event changes and conference information. Use this session as a time to ask questions and/or seek assistance.
-------------	----------------------	------------------	-----------	-----------	-------------	--