

# MAKING THE Connection TO Career Technical Education

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WARREN

## Warren Woods Tower marketing students enjoy learning in the school store

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Students enrolled in the Marketing program at Warren Woods Tower High School (WWT) are learning skills that benefit them now and are necessary for life long success. The school store at WWT serves as a canvas for learning these skills.

The Marketing program is one of several programs offered at WWT that is a sponsored Career Technical Education (CTE) class. CTE classes offer first-hand learning and teach students real-world job skills. In CTE classes, students learn to succeed proficiently in the job field. In this program, the students are introduced to many industry professionals guiding and mentoring them in the best practices for business. Many students in this highly-recommended program join because they are interested in business and may be pursuing a career in the field. According to the Department of Technology, Management, and Budget, Michigan can anticipate a 12.8% job growth for Marketing Managers through 2024. However, some students join because they are unsure of what their future holds for them, and they know this program sets them up for success.

Many high school students enjoy and benefit from hands-on learning experiences. The Marketing program at WWT provides a mixture of traditional classroom instruction and real-life applications in the school store, The Campus Corner. The Campus Corner, located in the center of WWT, is a fully operational and student-run store. The Marketing program is under the supervision of teacher, Mrs. Amy Ghattas. Students are eligible to take Marketing I as early as their sophomore year, where they learn the basics of marketing and business management skills. Marketing II places an emphasis on the day to day operations of The Campus Corner. Store Management is offered to students who have successfully completed Marketing I and Marketing II. Students in this course perform store manager responsibilities and gain practical experience in areas such as leadership, budgeting, supervision, and decision making.

Marketing II students run The Campus Corner under the supervision of Store Management students and the guidance of Mrs. Ghattas. The student managers each have specific and shared roles in the store's operation. These responsibilities include scheduling, personnel management, inventory, account-

ing, and financial records. They have a highly organized system that ensures everything runs smoothly even on the craziest and busiest days. The store employees are determined to make sure every team member has what he/she needs while having a good time and obtaining the practical skills they need for their future. Senior Manager Zack Burke expressed, "Being a Store Manager taught me many different life skills like team-building, prioritizing, managing skills and responsibilities. These skills and life lessons will benefit me next year when I go to college." Whether working the cash register, stocking and displaying products, creating a weekly schedule, or floating and making sure everyone is happy, every student employee scheduled plays a key role in the smooth operation of the store.

The store is open before school and during all three lunch periods every school day. The program benefits the students in the class, and others as well. Students and staff can purchase WWT Titan gear, coffee, hot chocolate, and a few snack items. Most impressive, the store has been transformed into a socialization spot for students. Much like college coffee shops, the store boasts an environment with music, games, chairs, and couches. Gwendolyn Yang, Senior Manager explained, "We spent three or four months, just moving everything old out and moving the new things in. We added the new drinks, new clothes, and even added some nicer lights. We also added new couches, and more chairs for a better environment." The students have really improved the store over the past several years. These positive changes provide a safe and fun setting for all students to hang out in and allows all students to connect classroom learning to the real world. Mrs. Ghattas and her students have cultivated The Campus Corner into a place for all students to learn and grow.

The Marketing students have also expanded their role by supporting school fundraising efforts. Student groups/clubs can fundraise with the support of The Campus Corner on pre-arranged dates to sell special items. The proceeds go directly to the group being sponsored. They sell a variety of chips, drinks, light lunch substitutions, and more. This supports and helps foster a community service focus at WWT. Groups such as the Drama Club, WWT Girls Basketball, WWT Dance, French Club and DECA are some of the groups that have taken advantage of this fundraising opportunity thus far. Each student brings his/



PHOTOS BY GRACE FINAZZO WWT SENIOR AND SAMANTHA MORIN WWT SENIOR

Marketing II and Store Management students prepare for a busy day of 'fun'raising. Front row: Colin Charles, Gwendolyn Yang, Zack Burke Back row: Jared Jhons, Bryan Schiedel, Jeremy Rindal, Ginan Jarbo, Romeo Kue, Amanda Kraft, Silas Johnson, Devin Jackson, David Asmar, Hendri Thomaraj, Jake Solis and Courtney Williams.



Maiki Langford and Colin Charles are happy to process a sale for Ginan Jarbo.

her own ideas, passion and personality into the class, transforming the experience into something extremely special. Junior Jasmine Xiong, current Marketing II and Accounting student, shared her thoughts on the class, "I like being able to interact with students of all grades and I feel comfortable around them. I feel more involved with the school and it has helped me decide my path for my future of pursuing a career in the business world." Jasmine plans on taking Store Management and Accounting II at WWT next school year. Taking a classroom setting and changing it into something students love to be a part of not only makes the class more enjoyable but more realistic. In this class, students learn many soft skills such as self-confidence, social competence, strong work ethics, and more. These learned skills will help them be successful in their future. The marketing class teaches them what they need to know while giving enough space for students to make their own decisions and figure things out on their own.

Most recently, a few students earned the opportunity to go to Orlando, Flor-

ida. Through the Distributive Education Clubs of America program (DECA), the students competed locally and at the state level against other DECA high school participants. DECA was added to WWT just last year and is off to a great start. Impressively, they qualified to compete at the National level which will be held in April in Orlando. The competition includes providing sufficient details about the product through visual aid and presentation, generating interest in the product, and persuading customers to purchase the product.



Jasmine Xiong, Zack Burke, Gwendolyn Yang and Mrs. Ghattas proudly display their DECA plaque.

Colin Charles, a Senior Manager shared this about the competition, "It really was a great experience to meet people and to really put yourself out there. To learn how to articulate yourself, to have a proper presentation when talking to somebody." Students are able to showcase their talents and professionalism in real-life situations.

Mrs. Ghattas' dream for the future of the Business program is clear; she wants the program to continue to grow and expand so that more students can realize many facets of the business domain. She is hopeful to introduce a variety of business classes such as Sports Entertainment, Retailing, and Supply Chain Management.

## SMTEC Pathways



SMTEC (Southwest Macomb Technical Education Consortium) participants include Center Line, Fitzgerald, Van Dyke, and Warren Woods Public Schools and offers the following courses in career & technical pathways:

- ARTS & COMMUNICATIONS: Visual Imaging/Graphic Communications, Radio & TV Broadcasting Technology
- BUSINESS, MANAGEMENT, MARKETING & TECHNOLOGY: Accounting/Finance, Business Management, Culinary Services, Marketing
- ENGINEERING, MANUFACTURING AND INDUSTRIAL TECHNOLOGY:

Automotive Technology, Mechanical Drafting/CAD, Manufacturing Technology, Welding

- HEALTH SCIENCES: Anatomy & Physiology for Health Careers, Introduction to Careers in Health, Dental Assistant, Emergency Medical Technician, Medical Assistant, Medical First Responder, Nursing Assistant, Pharmacy Technician, Physical Therapy Aide
- HUMAN SERVICES: Cosmetology, Education/Teacher Cadet, Firefighting, Law Enforcement, JROTC
- EARLY COLLEGE OPPORTUNITY: Medical Assisting

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Armada Area Schools  
Centerline Public Schools  
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Fitzgerald Public Schools  
Fraser Public Schools  
Lake Shore Public Schools  
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L'Anse Creuse Public Schools  
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