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Distributive Education Opens the Door to Careers in

Mississippi. State Dept. of Education

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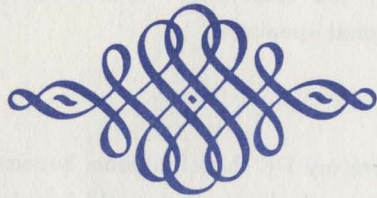
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**WHERE MAY THE STUDENT GO
AFTER COMPLETING HIGH SCHOOL
TRAINING IN
PREPARATORY D. E.?**

TO WORK - in a distribution or marketing occupation using the knowledge and experience gained in high school.

TO POST SECONDARY JR. COLLEGE TRAINING - for continuation of study in distribution and marketing preparing for mid-management and supervisory positions.



**WHERE MAY MORE INFORMATION
ABOUT THE
DISTRIBUTIVE EDUCATION
PREPARATORY PROGRAM
BE OBTAINED?**

The High School Principal or
Guidance Counselor

Distributive Education Division
Box 771
State Office Building
Jackson, Mississippi



The emblem above represents the symbol used by all students in preparatory D. E. who are members of the Distributive Education Clubs of America. Each point has a significant meaning that is vital in the business world of today.

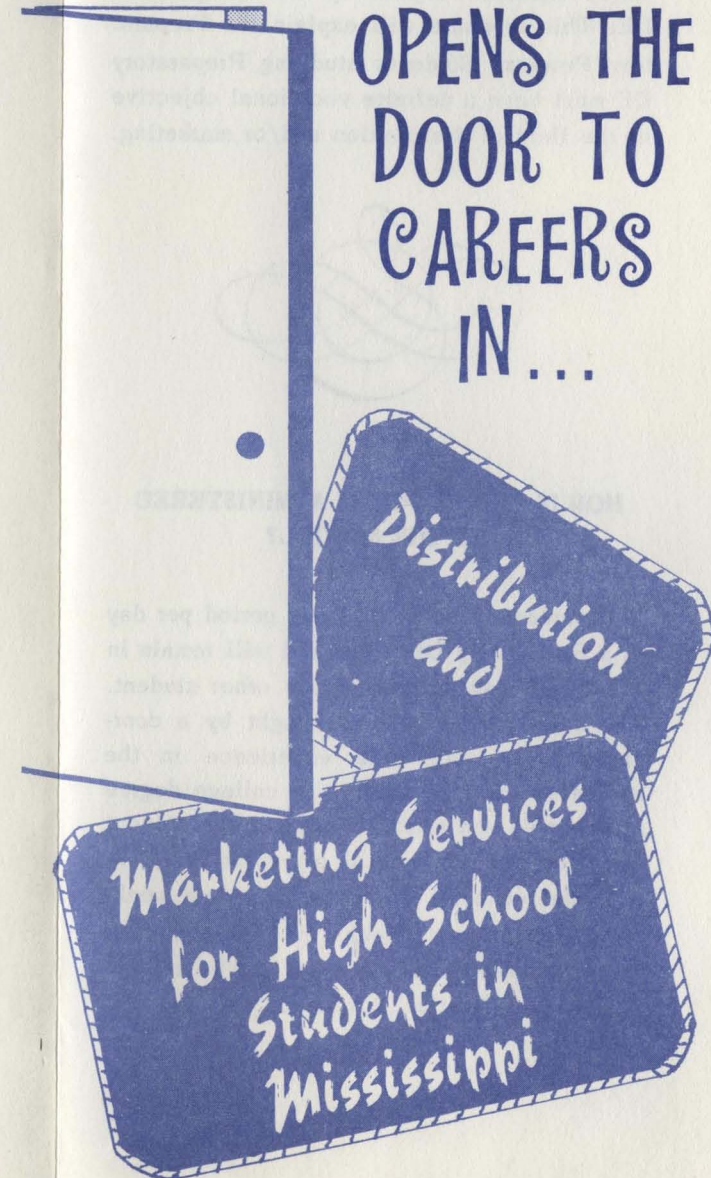
- VOCATIONAL UNDERSTANDING
- CIVIC CONSCIOUSNESS
- SOCIAL INTELLIGENCE
- LEADERSHIP DEVELOPMENT

The wrapped package symbolizes the close cooperation of student, teacher, parent, and merchant in assisting D. E. students to acquire a well-rounded education.

*Developing Future
Leaders for
Marketing and
Distribution*

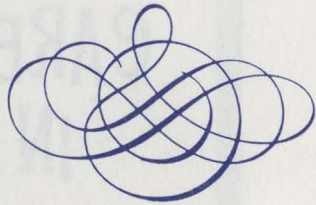
Distributive Education

OPENS THE
DOOR TO
CAREERS
IN...



WHAT IS DISTRIBUTIVE EDUCATION?

Distributive Education or DE identifies a program of instruction in the fields of distribution and marketing. In the high schools of Mississippi two different programs are offered which include Preparatory and Cooperative DE. This brochure will explain the Preparatory Program. Students studying Preparatory DE must have a definite vocational objective in the field of distribution and/or marketing.



HOW IS THE PROGRAM ADMINISTERED BY THE SCHOOL?

The student is scheduled one period per day in a Preparatory DE class and will remain in school all day similar to any other student. The Preparatory class is taught by a coordinator who has work experience in the business world as well as a college degree in business and related courses. The student is not required to work on a regular basis but will receive some work experience on weekends and holidays through the supervision of the coordinator. This course may be offered in the 10th, 11th, or 12th grades.

WHAT ARE THE REQUIREMENTS FOR ENROLLEMENT IN PREPARATORY DE?

- Fourteen years of age or older
- Either a sophomore, junior, or senior
- Satisfactory school grades
- Good citizenship attendance record
- Pleasing personality
- Wholesome attitude toward study and work
- A vocational objective in the field of distribution and/or marketing

WHAT ARE SOME OF THE UNITS TAUGHT IN PREPARATORY DE I AND II?

PREPARATORY DE I

Vocational Orientation
Job Application and Interview
Personality Development
Psychology of Selling
Money Management
Selling Principles and Techniques
Parliamentary Procedure
Sales Supporting Activities
Project Methods

PREPARATORY DE II

Market Analysis
Advanced Advertising
Window Display
Fashion Design
Merchandising
Project Methods
Management

WHAT IS THE PROJECT METHOD IN PREPARATORY DE?

This is a coordination of classroom instruction with a series of individually designed learning activities or projects related to the students' occupational objective.

Students will make occupational, store, sales, and other surveys in the community. Class time will be used for such activities as sales demonstrations, preparation of marketing manuals, job interviews, and business and professional speakers.

In Preparatory DE the classroom becomes the laboratory with the project method giving real experiences. Students should spend time in the business community with the Coordinator in order to be successful in the Preparatory project method. The project method is merely a part of the Preparatory DE class.

