

## **Carver's DECA Marketing Program**

Carver's marketing education mission is to help develop responsible individuals to enter into the world of Marketing and Business careers by providing meaningful and rigorous academic and career studies through the integration of the co-curriculum student organization DECA, guest speakers, and community experiences.

Carver's Marketing Program embraces and tries to instill within the marketing students, the following principles and philosophies:

*"Both desire and imagination are stored in the mind of the individual and when stretched, both have the potential to position a person for greatness."* – Eric Thomas

*"To create something exceptional, your mindset must be relentlessly focused on the smallest detail."*  
– Giorgio Armani

*"It is by education that we become prepared for our duties and responsibilities in life."*  
- Marcus Garvey

### **Georgia DECA MISSION**

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

### **GUIDING PRINCIPLES**

Our guiding principles explain how we fulfill our mission by addressing what we do and the outcomes we expect. DECA enhances the preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, applying learning in the context of business, connecting to business and the community and promoting competition. Our student members leverage their DECA experience to become academically prepared, community oriented, professionally responsible, experienced leaders.

### **ATTRIBUTES AND VALUES**

Our attributes and values describe DECA's priorities and standards. We value competence, innovation, integrity and teamwork.