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Cooperative Distributive Education

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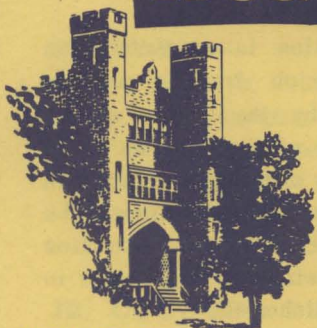
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COOPERATIVE DISTRIBUTIVE EDUCATION



HIGH SCHOOL



DISTRIBUTION
CENTER



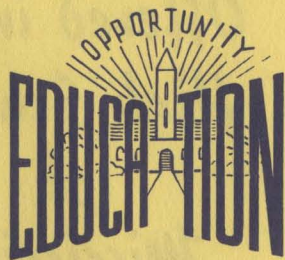
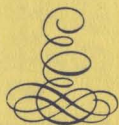
*Offered in the
High Schools
of
Mississippi*

WHAT IS COOPERATIVE DISTRIBUTIVE EDUCATION?

Distributive Education is a combination of study and on-the-job training program which is provided by the public school system. The purpose of the program is to improve the efficiency of persons engaged in distribution and marketing occupations. The students receive classroom instruction directly related to their work experience in the cooperating establishments.

The employer supervises the trainee's on-the-job activities. The students take academic subjects required for graduation and at least one period in Distributive Education. Credit is given for both the work experience training and classroom participation.

This cooperative program may be offered in addition to the Preparatory Distributive Education Program.



SUPERIOR-JACKSON

HOW DOES THIS COOPERATIVE PROGRAM WORK? ON THE JOB

The student is placed in an approved distributive occupation by the coordinator. The training composed of a minimum of 15 hours per week, is supervised by the employer and the local D. E. teacher coordinator.

The student receives a salary for his work experience similar to any beginner's pay. The student is evaluated by the employer at the end of each school term.

Upon completion of his job training, the student should be adequately trained for full time employment in the job for which he is trained.

IN THE CLASSROOM

The Cooperative Distributive Education program includes instruction in many areas of business, such as: courses in advertising display, employer-employee relations, selling, buying, communications and many others. The classroom training is closely correlated with the student's vocational objective in the field of distribution and marketing. Business leaders in the community assist the teacher-coordinator and the students with up-to-date materials on business trends and procedures.

WHAT ARE THE REQUIREMENTS FOR ENROLLMENT IN DISTRIBUTIVE EDUCATION?

14 years of age or older.

Either a Junior or Senior.

Satisfactory school grades.

Good citizenship and attendance records.

A pleasing personality.

A wholesome attitude toward study and work.

A definite vocational objective in the field of distribution and marketing.



WHAT ARE SOME CAREER OPPORTUNITIES THROUGH COOPERATIVE DISTRIBUTIVE EDUCATION?

Merchandising - Banking

Advertising - Communications

Buying - Display

Wholesaling - Insurance

Personnel - Fashion

Business Manager - Business Owner

**WHERE CAN I GO AFTER COMPLETING
HIGH SCHOOL COOPERATIVE
DISTRIBUTIVE EDUCATION
TRAINING?**

TO WORK -

in a distributive 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 supervisory and mid-management positions.

TO COLLEGE -

to continue formal education to prepare for a career in business administration, marketing, sales supporting activities, or teaching in a Distributive Education Program.



**HOW MAY MORE INFORMATION
BE OBTAINED
ABOUT THE COOPERATIVE
DISTRIBUTIVE EDUCATION PROGRAM?**

The High School Principal or Guidance counselor.

*Distributive Education Office,
Vocational Division,
State Department of Education,
P. O. Box 771,
Jackson, Mississippi*



THE DECA EMBLEM

The emblem is diamond shaped with the words "Distributive Education Clubs of America" surrounding a wrapped package. The four diamond points symbolize:

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. Over 50,000 young people are now active in DECA.

**DEVELOPING FUTURE
LEADERS FOR
MARKETING
AND
DISTRIBUTION**

