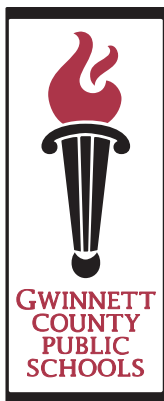


NEWS RELEASE



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FOR IMMEDIATE RELEASE: March 13, 2012

News Media Contact: Communication and Media Relations, 678-301-6020

Brookwood HS, North Gwinnett HS, & Peachtree Ridge HS: Marketing Education programs earn industry certification

Gwinnett students at three of the districts traditional high schools now are able to enroll in industry-certified Marketing classes. **Brookwood High, North Gwinnett High, and Peachtree Ridge High** all earned industry certification for their Marketing Education programs from the American Marketing Association. Industry certification is designed to promote high-quality instruction for students wishing to pursue postsecondary education and qualify for entry-level positions in industry.

Industry certification is a formal process that strengthens Marketing programs through a rigorous review conducted by leaders from the American Marketing Association along with business and industry. During this process, curriculum and instruction are carefully aligned with current industry standards to help provide better career opportunities for students. In addition to curriculum and instructional alignment, the following program components also are evaluated and strengthened during the review process: lab areas, equipment, industry and community involvement, work-based learning opportunities, instructor qualifications, and program safety.

The State Legislature and the Georgia Department of Education are committed to the industry certification process as a part of efforts to strengthen technical and academic standards for all Career, Technical and Agricultural Education (CTAE) programs. Grants of \$5,000 to \$10,000 are provided to assist schools with the industry certification process.

The teachers for these industry-certified programs are **Cindy Bazzell** of **Brookwood High**; **Dr. Jacqueline Huffman** of **North Gwinnett High** who in 2007 was named the Georgia Marketing Teacher of the Year; and **Yalanda Bell** and **Nicole Lassiter** of **Peachtree Ridge High**.

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