



Name \_\_\_\_\_

September/October 2009

As you read the September/October 2009 issue of *Dimensions*, answer the following questions.

1. What is the difference between LinkedIn and Facebook?
2. If you are interested in a career in marketing, what are some suggested competitive events?
3. List two benefits of participating in internships.
4. When selecting a competitive event, what are four questions you should ask yourself when looking at your experiences and interests?
5. When preparing for a DECA exam or role-play, what should you study and practice?
6. Which DECA conference from pages 13-15 would you most like to attend? Provide two reasons why attending the conference would help you achieve your career goals.
7. List two suggestions you should follow when asking for a letter of recommendation to accompany your scholarship applications.
8. What are three goals of Team 64, your national officer team?
9. What is the first step in succeeding in branding?
10. List the three brand elements and explain the function of each.

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1. What is the difference between LinkedIn and Facebook?  
*LinkedIn is a more professional networking site that allows you to post your resume and search for career opportunities. (page 2)*
2. If you are interested in a career in marketing, what are some suggested competitive events?  
*Advertising Campaign, Buying and Merchandising Team Decision Making, Fashion Merchandising Promotion Plan, Principles of Marketing, Sports and Entertainment Marketing (page 7)*
3. List two benefits of participating in internships.  
*Internships provide you with realistic experience and can help bring your classroom learning to life. They also allow you to explore career paths so you can determine which one best fits your interests and skills. (page 8)*
4. When selecting a competitive event, what are four questions you should ask yourself when looking at your experiences and interests?  
*Where have you worked? What courses have you taken? What do you like to do in your leisure time? What is your career objective? (page 9)*
5. When preparing for a DECA exam or role-play, what should you study and practice?  
*performance indicators (page 11)*
6. Which DECA conference from pages 13-15 would you most like to attend? Provide two reasons about how attending the conference would help you achieve your career goals.  
*Accept appropriate answers.*
7. List two suggestions you should follow when asking for a letter of recommendation to accompany your scholarship applications.  
*Provide at least two weeks of time. Make their deadline earlier than the application's postmark deadline. (page 16)*
8. What are three goals of Team 64, your national officer team?  
*Increase communication, develop membership and participation and promote the spirit of community service. (page 19)*
9. What is the first step in succeeding in branding?  
*You must first understand the needs and wants of your customers and prospects. (page 23)*
10. List the three brand elements and explain the function of each.  
*brand name - represent the product or service and be memorable.  
logo - depicts and reinforces the name and the product  
positioning - characterizing the company's image to occupy a distinctive place and value in the customer's mind (page 24)*