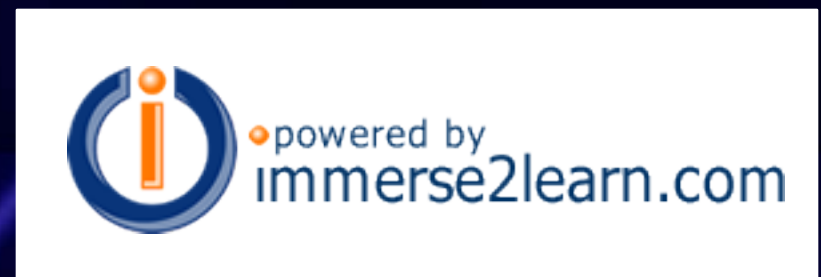


**Welcome**  
**to**  
**America's**  
**Marketing High**  
**School**

# Presented by



# Podcasts

- Weekly 10-15 minute podcasts
- Teacher Materials:
  - Worksheet
  - Answer Key
- Sample Topics:
  - **It was a Blockbuster Summer**
  - **The Amazing NFL**
  - **A 'Hollow' een & A \$ilent Night?**
  - **Black Friday, Cyber Monday, Super Saturday**
  - **The Auto Industry Bailout**
  - **The Obama Budget**
  - **The Auto Industry History**

# Under the Mike-roscope Newsletter

- The '**Scope** is an advertising and marketing newsletter published by Professor Bernacchi.
- Between 65-80 issues are available yearly.

# America's High School Poll

## 2009-2010

- (1) Summer Blockbuster Movie Survey – September
- (1) Halloween Survey - October

## 2008-2009

- (2) Presidential Surveys - October
- (1) Auto Industry Bailout Survey – November
- (1) Holiday Shopping Survey – December
- (1) The Super Bowl Preview Survey – January
- (1) The Super Bowl Commercial Survey – February
- (1) St. Patrick's Day Survey – March
- (1) The Environmental Monitor Survey - April

These surveys provide  
a “Voice”  
for America's  
High School Students.

# Curriculum Components

## Economic and Advertising Modules

Lectures by Professor Bernacchi

- The Domestic Marketplace
- The Global Marketplace
- The Advertising Marketplace
- The Relationship Between Market Share and Ad Spending
- The Marketplace of Religion

# Curriculum Components

## Newly Created Modules

Lectures by Professor Bernacchi

- Drink Irresponsibly?
- The 2010 Winter Olympics
- Chinda (China, India & United States)
- The Ads of the Academy Awards
- The Marketing Starter Kit
  - Module A: "How it Works"
  - Module B: "The Marketing Mix"

# Curriculum Components

## Super Bowl Ad Nauseam Modules

Lectures by Professor Bernacchi

- A Brief and Asymmetrical History of the Super Bowl
- The Socio-Cultural and Economic Impact of the Super Bowl
- A Brief and Asymmetrical History of the Super Bowl Ads
- The Super Bowl AdFlation Chart
- The Super Bowl Bibliography
- The Ad Tutorial

# Super Bowl Survey

- Students watch the Super Bowl and rate the network ads.
  - Sunday, February 7, 2010 (CBS)
- Results are entered into an on-line survey at [www.americasmarketinghighschool.org](http://www.americasmarketinghighschool.org)

# America's Marketing High School UDM College Road Show

- Monday, February 8, 2010
  - 9:00-11:30 a.m.
  - The University of Detroit Mercy
- Students and teachers from Metropolitan Detroit will tour the UDM Campus

# Pizza, Pop, Pretzel & Press Party

- “Water Cooler” Monday
  - February 8, 2010
  - Noon to 1:00 p.m. at the University of Detroit Mercy
- Super Bowl Ad Nauseam Survey results are compared to USA Today’s “Ad Meter” results.

# Research Paper Contest

- Create your own contest regarding the Super Bowl by using America's Marketing High School's topic and grading rubric.

# Teacher Resource Materials

- Each lecture & podcast are accompanied by a teacher resource guide based on national education standards.
- Each lecture guide includes:
  - Bell Work
  - Student Worksheet
  - Quiz
  - Teacher Answer Key

# America's Marketing High School on iTunes U (K-12)

- Michigan is one of only 8 states involved in the iTunes U (K-12) initiative
- AMHS was the **FIRST** project that had curriculum available to high school students and faculty on iTunes U (K-12)
- Goal: Offer great learning opportunities for students, educators and community – anytime and anywhere!

# AMHS Scholarship

The University of Detroit Mercy is offering competitive scholarships to support and advance the career aspirations of business students in the fields of marketing/advertising, entrepreneurship, and other like professions. The AMHS Scholarship is worth up to \$1,500 per year and is awarded to outstanding students pursuing their undergraduate education at UDM.

# Contact Information

**America's Marketing High School**

[www.americasmarketinghighschool.org](http://www.americasmarketinghighschool.org)

## Contact Information:

**Mike Bernacchi, PhD, JD**

University of Detroit Mercy

313.993.1116 - office

[mbernacchi@americasmarketinghighschool.org](mailto:mbernacchi@americasmarketinghighschool.org)

**Paul Galbenski, Instructor**

Oakland Schools Technical Campus Southeast

248.288.4236 - office

[pgalbenski@americasmarketinghighschool.org](mailto:pgalbenski@americasmarketinghighschool.org)