



**MEDIA INFORMATION
FOR IMMEDIATE RELEASE**
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Constitution Day presentation at Career Center is tailored to student interests

JACKSON, Mich. – While special emphasis is placed on U. S. Constitution Day (September 17) to honor the 1787 signing, Jackson Area Career Center students in Andy Haltom’s Sales & Marketing class learned through a career-focused presentation.

“I’m familiar with the U. S. Constitution, but it’s not what I’m trained to teach, so I did some research and came up with a fun, interactive, and relevant lesson plan to help students understand the material,” said Haltom, a first-year instructor.

Haltom’s class explored the Bill of Rights and its 10 components by ranking the components in order of importance to specific target markets. The class was divided into four groups – teenagers, U.S.Congress, small business owners, and parents. Students discussed their choices of importance as a group, while Haltom displayed the findings in a chart for the class to view the data collected.

“I wanted the students to step outside themselves and think like someone else,” said Haltom. “As a marketer, you have to get inside the head of your customer and use data to guide your decisions.”

The data that was gathered brought forth conclusions of how these four groups, or markets, might view their rights. Students determined that three of the four groups would value First Amendment freedom of speech as the most important right.

The student group that was asked to think like “parents” chose the 10th Amendment – the principle of federalism – as the most important with the First Amendment coming in second.

“The key to this exercise was the group representing the small business owners and getting the students to think in business terms and like a business person,” said Haltom. “I was surprised of the thoughtfulness the students put into their responses and how engaged they were.”

For more information on the Sales & Marketing class or any of the Career Center’s 22 other programs, go to www.jacc-mi.net.

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Photo and caption:



Caption: Career Center's Sales & Marketing Instructor, Mr. Haltom, gets students to discuss the ten components of the Bill of Rights during a Constitution Day lesson plan.

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