



MEDIA CONTACT:
Sonya T. Gordon, APR
Public Information Officer,
Department for
Communications &
Community Engagement
(225) 922-5611 office
(225) 328-4763 cell
sgordon@ebrschools.org

Press Release

FOR IMMEDIATE RELEASE:

March 29, 2010

Scotlandville High Receives Grant for Marketing Education Program

Baton Rouge, La. – The Scotlandville Magnet High School Marketing Program recently received a \$5,250 grant from the Marketing Education Retail Alliance (MERA) to provide materials and equipment for students to improve customer service knowledge and skills and entrepreneurship activities.

MERA was created in 2000 and is administered by the **Louisiana Retailers Association**, and its grants are funded through the **Louisiana Department of Economic Development**.

Under the grant, students work with marketing simulations that improved their abilities to provide better customer service, product knowledge and follow-up procedures. The students then applied what they learned in role-play work scenarios that carried over into real-life experiences in their work places. They maintained customer service portfolios that included details and tips in handling customers and their orders, store merchandise and store procedures. Upon completion, the students took the **National Customer Service Examination**. Most of this is accomplished from a business incubator where students have their own office space.

The significance of the National Professional Certification in Customer Service affects the school, students and employers. It validates that learning took place in the classroom and that class objectives meet industry needs, including rigor and relevance because these certification standards are set by the industry. Students leave the class with an industry-developed credential that demonstrates their potential to future employers.

For more information, contact Julia Ware at (225) 892-5417.

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