

GLOBAL TRENDS

JAN
2018

DIGITAL AROUND THE WORLD IN 2018

KEY STATISTICAL INDICATORS FOR THE WORLD'S INTERNET, MOBILE, AND SOCIAL MEDIA USERS

TOTAL
POPULATION



7.593
BILLION

URBANISATION:
55%

INTERNET
USERS



4.021
BILLION

PENETRATION:
53%

ACTIVE SOCIAL
MEDIA USERS



3.196
BILLION

PENETRATION:
42%

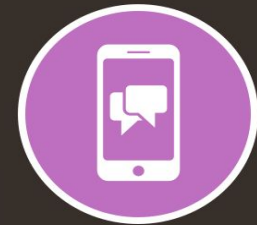
UNIQUE
MOBILE USERS



5.135
BILLION

PENETRATION:
68%

ACTIVE MOBILE
SOCIAL USERS



2.958
BILLION

PENETRATION:
39%

we
are
social



we
are
social





Welcome

Back-to-School Night

Grade(s) 9-12 – Room B102

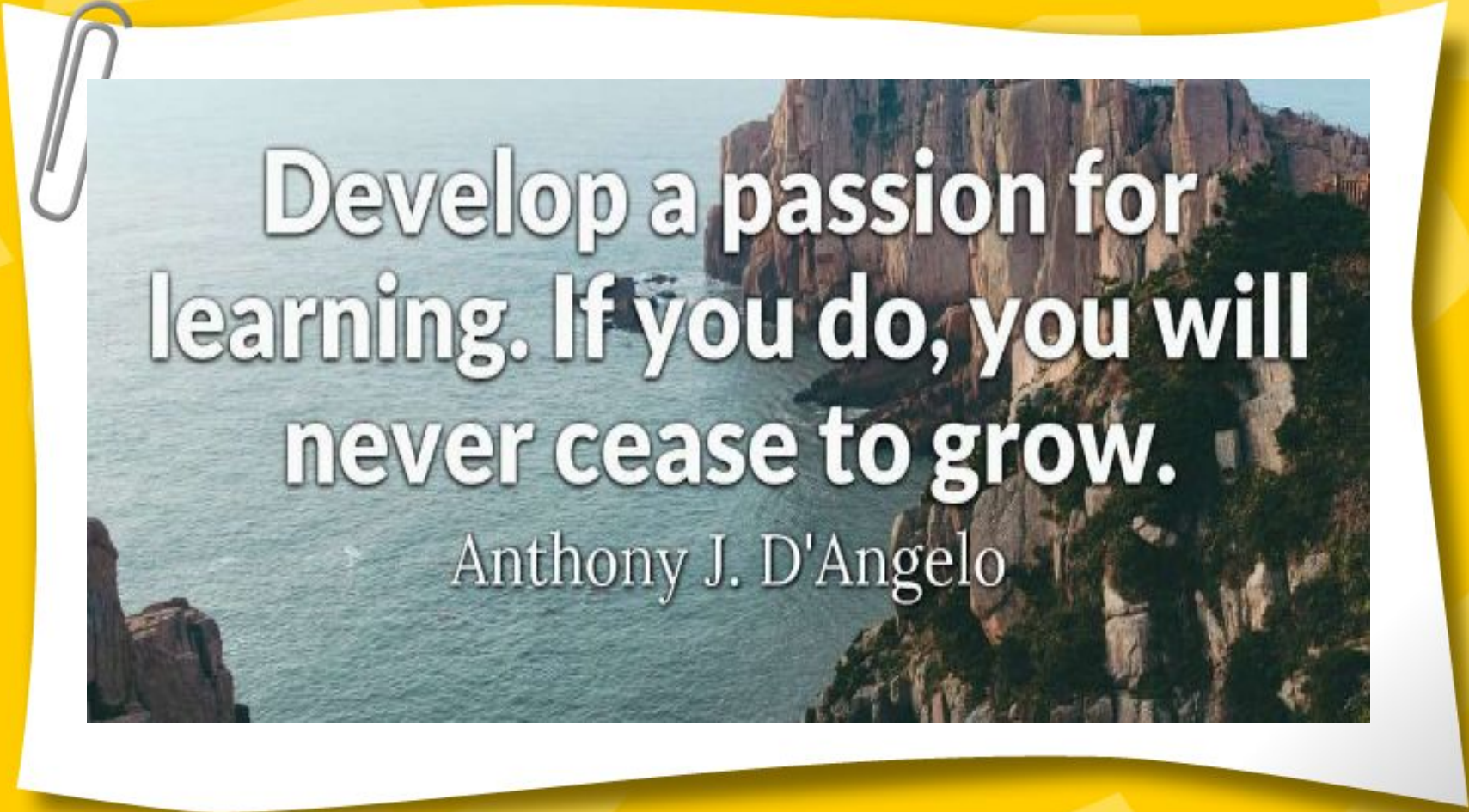
Mrs. Streever

corinne.streever@wcsdny.org

(845)298-5100 ext. 31046/31077



LIFELONG LEARNING



Develop a passion for learning. If you do, you will never cease to grow.

Anthony J. D'Angelo



COURSES THAT I TEACH

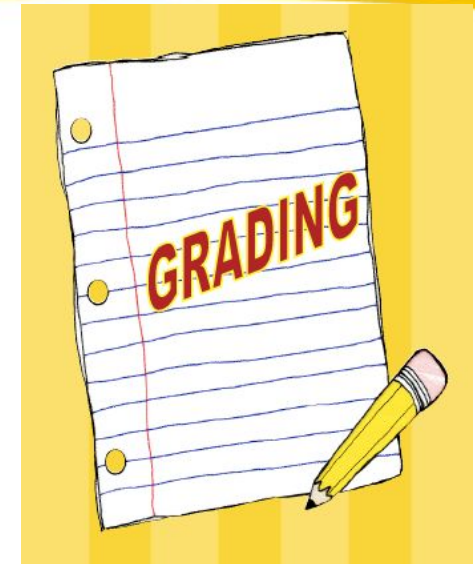
- Sports & Entertainment Marketing:
 - Grades 9-12
 - Periods 2 & 7
- DCC Economics:
 - Grade 12
 - Periods 3, 4 & 6



Grading

Sports & Entertainment Marketing

- Homework = 10%
- Class Participation = 15%
- Tests/Quizzes = 40%
- Projects = 35%
- Extra Credit is Available to All Students

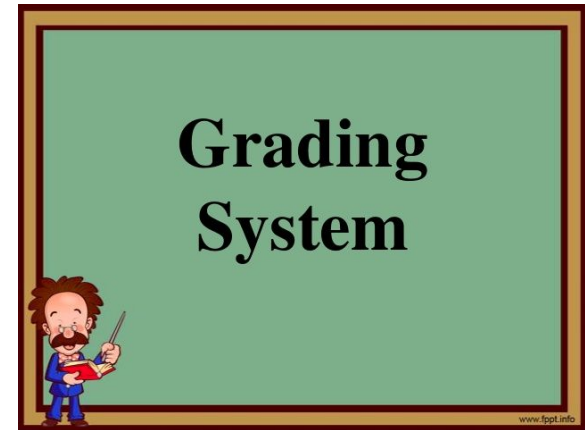


Progress reports keep you informed of your child's quarterly progress.



DCC Economics Grading

- Homework=10%
- Tests/Quizzes=40%
- Notebook=15%
- Class Participation=10%
- Project=25%
- [Extra Credit](#) is Available to All Students



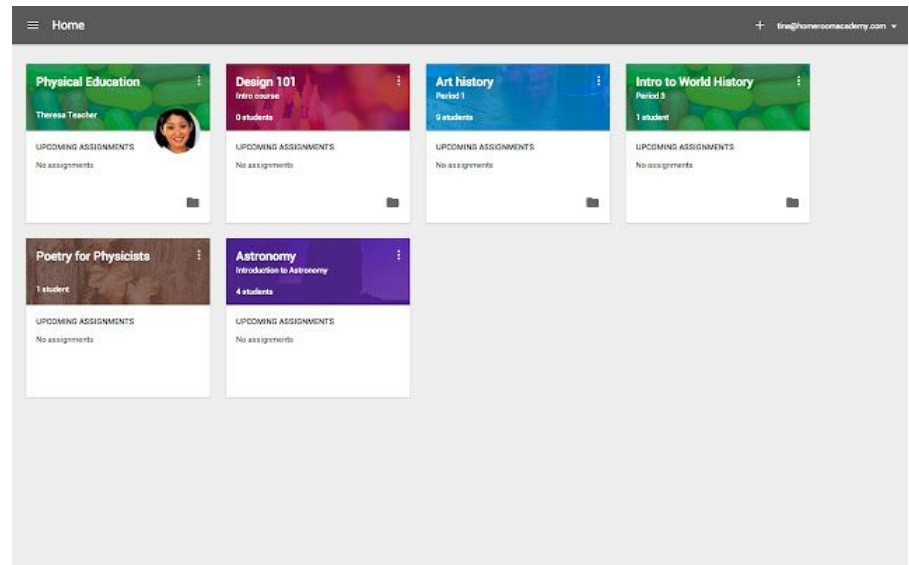
Progress reports keep you informed of your child's quarterly progress.

GOOGLE CLASSROOM & TEACHER WEBSITE

- Course Syllabus & Extended Course Syllabus
- Assignments
- Announcements



Google Classroom™



Why Study Economics?

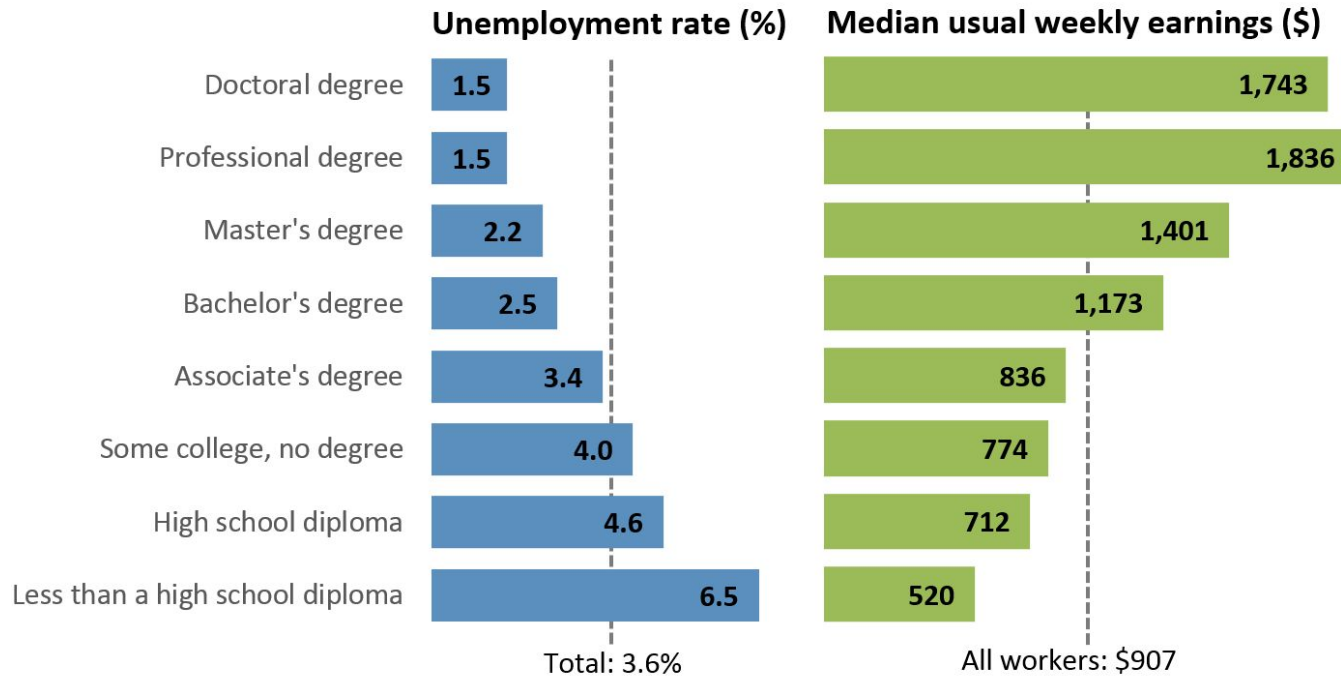
- It Touches Every Part of Life
- To Be an Informed Citizen
- To Understand the World Better
- To Understand Society
- To Achieve Social Change
- To Help Prepare for Other Careers
- To Understand How the Economy Works





TO LEARN ABOUT REAL-WORLD ISSUES

Unemployment rates and earnings by educational attainment, 2017



Note: Data are for persons age 25 and over. Earnings are for full-time wage and salary workers.

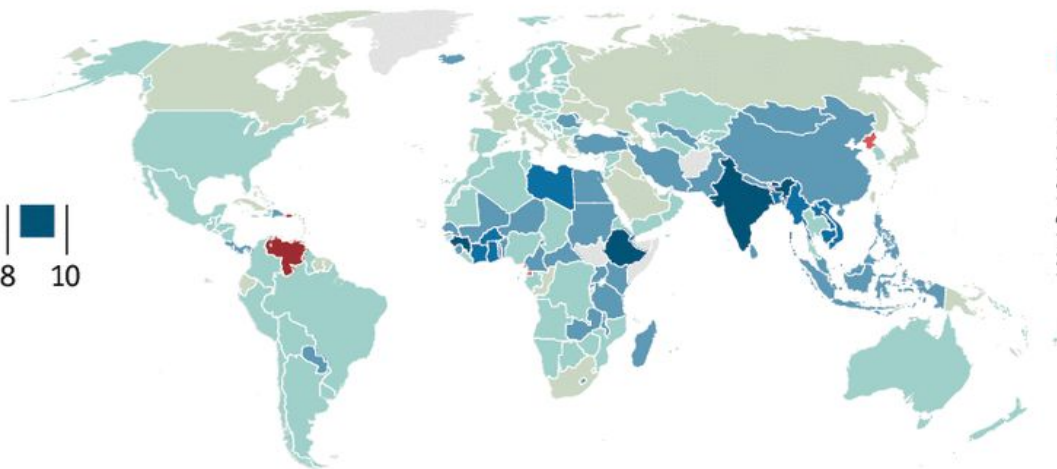
Source: U.S. Bureau of Labor Statistics, Current Population Survey.

On the rise

GDP forecasts
2018, % change
on a year earlier

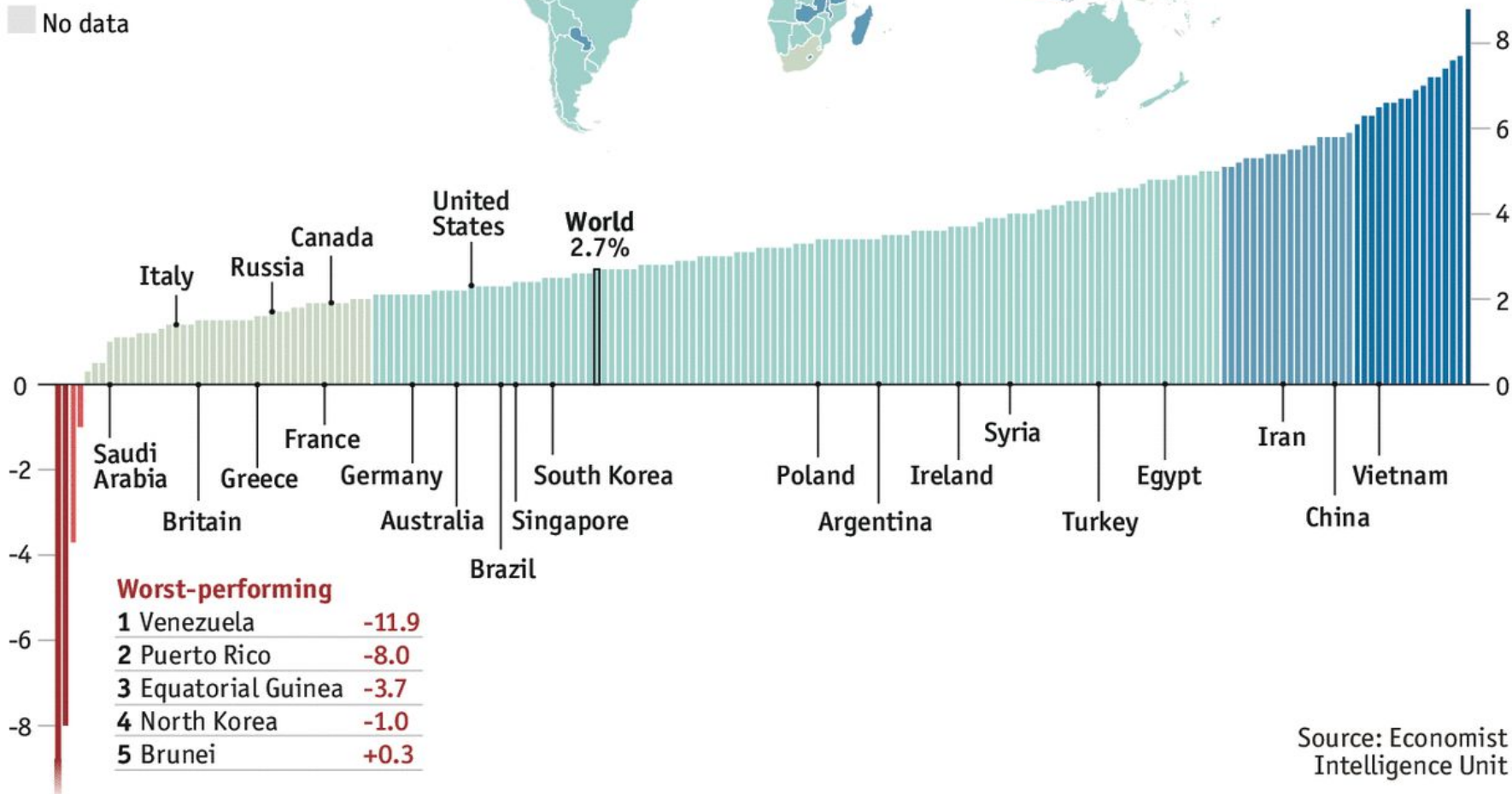


No data



Best-performing

1	Dominica	+8.8
2	India	+7.7
3	Bhutan	+7.6
4	Anguilla	+7.4
5	Ethiopia	+7.2



Worst-performing

1	Venezuela	-11.9
2	Puerto Rico	-8.0
3	Equatorial Guinea	-3.7
4	North Korea	-1.0
5	Brunei	+0.3

Source: Economist Intelligence Unit



Why Study Marketing?

Important
to
Society

Important
to
Business

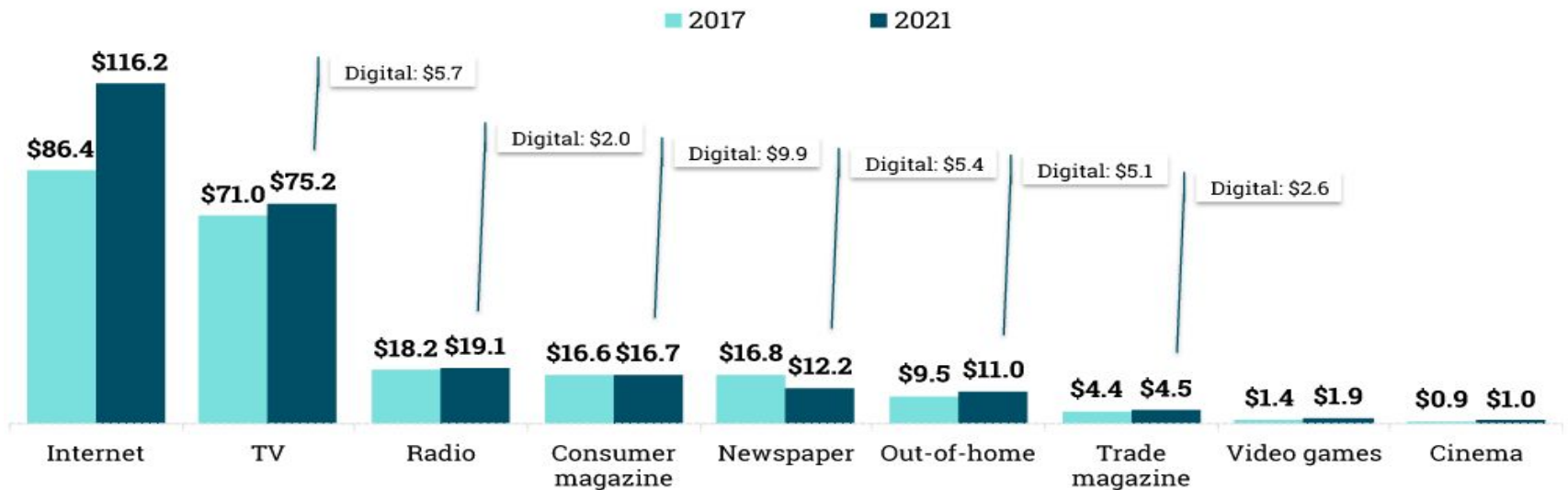
Great
Career
Opportunities

Role in
Everyday
Life



TO LEARN ABOUT ADVERTISING MEDIA

US Advertising Media Market Sizes (\$B) 2017 v. 2021



Published on MarketingCharts.com in July 2017 | Data Source: PwC

in US\$ billions

Traditional media figures include online equivalents (e.g. \$11.0B in OOH advertising includes \$5.1B in digital OOH)

Interesting Statistics

SHARE MORE VIDEOS

79%
of internet traffic
will be **video**
content by 2018.



INCLUDE VIDEO ON WEBSITES

Viewers are **85%** more likely to **purchase** a product after watching a product video.

USE VIDEO ADS

Online video revenue is growing at 110% annually, **more than** any other form of advertising.

SHARE ON SOCIAL

Posts with videos attract **3X more** inbound links than plain text posts.

Roger Federer Is the King of Athlete Endorsements

Athletes with the highest endorsement income between June 1, 2017 and June 1, 2018*



@StatistaCharts

* endorsement income estimates include sponsorship deals, appearance fees and licensing income

Source: Forbes

Digital Advertising



US Digital Ad Spending Forecast, by Device

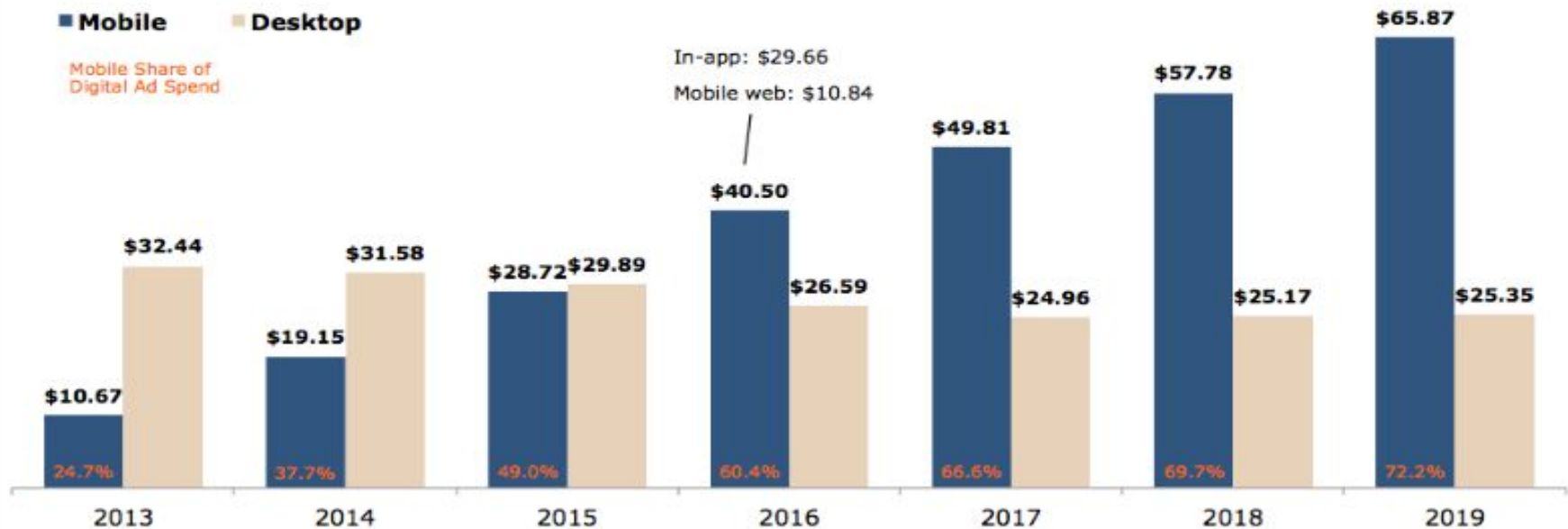
in US\$ billions / includes classifieds, display (banners and other, rich media and video), email, lead generation, messaging-based and search advertising

2013-2019

■ Mobile ■ Desktop

Mobile Share of Digital Ad Spend

In-app: \$29.66
Mobile web: \$10.84

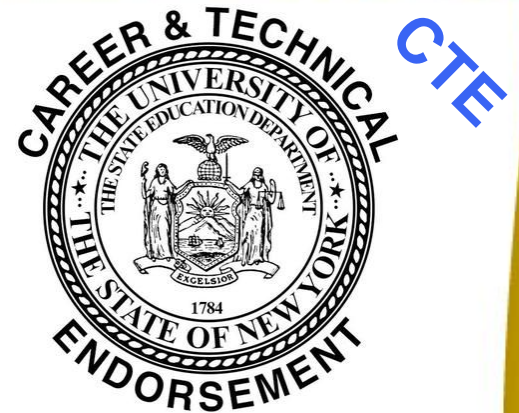




Business Education Teaches Students Skills to Use in Future Careers

- Microsoft Office
- Business Ownership
- Accounting 1 & DCC Accounting
- Career & Financial Management
- Virtual Enterprise International
- Business Law, Sports Law, Entertainment Law
- Sports & Entertainment Marketing
- Business Co-op/Work-based Learning/Diversified
- Financial Math
- Money Management
- Corporate Communications
- CTE Business Pathway Endorsement
- DCC Economics

**Business
Honor
Society**



FBLA





What Other Information Would You Like to Know?

- I Am Available for Students

- Before & After School
- Periods 1,5,8
- (845) 298-5100 ext. 31046
- Via Email

- corinne.streever@wcsdny.org

