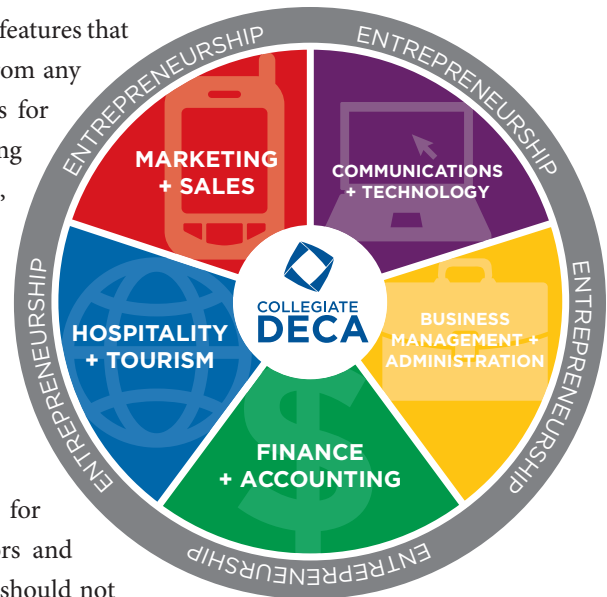


The Collegiate DECA Competitive Events Program is one of the many features that sets membership with this professional student organization apart from any other. Competitive events create experiential learning opportunities for students. Using competitive events as a starting point for developing exploration and career-enhancing activities occurring on your campus, provides a strong foundation for students to learn and demonstrate indicators—students then receive recognition and awards at local, Collegiate DECA's competitive events have been clustered around six Management and Administration; Marketing and Sales; Finance and Tourism; Communications and Technology; Entrepreneurship.



Schedule and Format (2011-12)

This Collegiate DECA Guide publication provides guidance for event participation for state and/or local Collegiate DECA advisors and students for the 2011-12 membership year. Previous year guidelines should not be used for any events.

Sponsorship/Awards

If a competitive event is “sponsored” by an outside organization (companies, foundations, etc.) it will be identified by the organization logo appearing in the guideline pages for that event (event sponsorship is on a year-to-year basis). Any changes in sponsorship (either in addition or a reduction) will be communicated via direct communications to chapters and on the Web site. Further, the exact nature of sponsorship varies from one event/organization to another — sponsorship details are available at www.collegiatedeca.org. For all official events (Business Simulations, Case Studies and Prepared Business Presentations) that are not sponsored by an outside organization, DECA Inc. provides \$100 for each international first place winning individual/team.

International Recognition

During the Preliminary Awards Session, finalists for each event will be recognized. For Business Simulations, recognition is also provided separately for top finishers in the written exam and in the role-play. During the Grand Award Session, approximately the top 10 participants/teams in each competitive event will be recognized.

Resources for Event Preparation

Sample role-plays, case studies, exams and written events are available through the Collegiate DECA Web site or are able to be purchased from DECA Images.

Questions relating to Collegiate DECA's competitive events program should be directed to:

DECA Inc.
 Collegiate DECA Division
 1908 Association Drive
 Reston, VA 20191-1594

Phone: 703-860-5000
 Fax: 703-860-4013
 Web Site: www.collegiatedeca.org
shane_thomas@deca.org or jeff_collins@deca.org