

# DECA's International Career Development Conference

## Competitive Events List

### High School Division

#### Individual Series Events

1. Accounting Applications Series—ACT
2. Apparel and Accessories Marketing Series—AAM
3. Automotive Services Marketing Series—ASM
4. Business Services Marketing Series—BSM
5. Food Marketing Series—FMS
6. Hotel and Lodging Management Series—HLM
7. Marketing Management Series—MMS
8. Quick Serve Restaurant Management Series—QSRM
9. Restaurant and Food Service Management Series—RFSM
10. Retail Merchandising Series—RMS
11. Sports and Entertainment Marketing Series—SEM

#### Management Team Decision Making Events

1. Business Law and Ethics Management Team Decision Making Event—BLMDM
2. Buying and Merchandising Management Team Decision Making Event—BMDM
3. Financial Analysis Management Team Decision Making Event—FMDM
4. Hospitality Services Management Team Decision Making Event—HMDM
5. Internet Marketing Management Team Decision Making Event—IMDM
6. Sports and Entertainment Marketing Management Team Decision Making Event—SMDM
7. Travel and Tourism Marketing Management Team Decision Making Event—TMDM

#### Marketing Research Events

1. Business and Financial Services Marketing Research Event—BFR
2. General Marketing Research Event—GMR
3. Hospitality and Recreation Marketing Research Event—HRR
4. Retail Marketing Research Event—RMR

#### Chapter Team Events

1. Community Service Project—CSP
2. Creative Marketing Project—CMP
3. Entrepreneurship Promotion Project—EPP
4. Financial Literacy Promotion Project—FLPP
5. Learn and Earn Project—LEP
6. Public Relations Project—PRP

#### Business Management and Entrepreneurship Events

1. Entrepreneurship Written Event—ENW
2. International Business Plan Event—IBP
3. Internet Marketing Plan—IMP
4. Entrepreneurship Participating Event (Creating an Independent Business—ENPI or Franchising Business—ENPF)

#### Marketing Representative Events

1. Advertising Campaign Event—ADC
2. Fashion Merchandising Promotion Plan Event—FMP
3. Technical Sales Event—TSE

#### Online Events

1. Stock Market Game—SMG
2. Virtual Business Challenge Retail—VBCR
3. Virtual Business Challenge Sports—VBCS

#### Special Event

1. DECA Quiz Bowl—DQB