

# DECA's Program of Competitive Events

## Introduction

DECA offers a comprehensive program of competitive events based on the occupational goals of its student membership and on the activities of chapters in high schools and postsecondary institutions. Competitive events offered by DECA Inc. are replicated at the state or provincial association level as well as at the chapter level.

This section of the DECA GUIDE provides:

- a. the purposes and rationale for DECA's Competitive Events Program
- b. the official list of international conference competitive events for the High School Division
- c. the general qualifications for entering international conference competitive events
- d. updated guidelines for the High School Division competitive events

A complete set of the Competitive Events Guidelines is available for purchase from

**DECA IMAGES, 1908 Association Drive, Reston, VA 20191-1594**

*To order refer to item # HSG009 on page 37.*

## Purposes and Rationale

The purposes of DECA's competitive events are:

1. to contribute to the development of skills necessary for careers in marketing, merchandising, management and entrepreneurship
2. to evaluate student achievement of the skills through careful measurement devices (performance indicators)
3. to provide opportunities for student and team recognition
4. to provide constructive avenues for individual or team expression, initiative and creativity
5. to motivate students to assume responsibility for self-improvement and self-discipline
6. to provide a vehicle for students to demonstrate (via performance indicators) their acquired skills through individual or team activities
7. to assist students in acquiring a realistic self-concept through individual or team activities
8. to help students participate in an environment of cooperation and competition
9. to provide visibility for the educational goals and objectives of marketing education

It should be emphasized that competitive events are only one of the many phases of the total DECA program of student activities and that DECA competitive events are only one of the strategies used in assisting students to develop the skills necessary to prepare for and advance in marketing, management and entrepreneurship careers.

It is believed that competitive events are congruent with sound educational practices and enhance educational purposes. Therefore, DECA competitive events are learning activities designed to evaluate students' development of essential skills necessary for entry or advancement in the field of marketing. The DECA Competency Based Competitive Events Program facilitates effective integration of DECA as an integral component of the total marketing education instructional program.

To do this, competitive events are designed to enable students to engage in activities that will extend their interests and skills for careers in marketing and measure via performance indicators the degree to which skills have already been acquired. In effect, the competitive events meet the goals of the marketing education curriculum by demonstrating occupational proficiency in specific areas of marketing, management and entrepreneurship.

## Comprehensive Tests

Comprehensive written tests for International CDC will consist of 15% questions on foundations (business, management, entrepreneurship; communication, interpersonal skills; economics; professional development), 35% questions on functions (distribution, financing, marketing-information management, pricing, product/service management, promotion, selling) and 50% questions on the specialized occupational area of the event.

## Awards

All international conference finalists will receive competitive event medallions. First, second and third place winners will receive trophies recognizing their accomplishments. All competitive event 1st place winners will receive a minimum of \$100. Several events provide larger awards based on company sponsorship.