

# 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 # HSG007 on page 30.*

## 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 1<sup>st</sup> place winners will receive a minimum of \$100. Several events provide larger awards based on company sponsorship.

## **The New Dress Code follows:**

### **When Appearing before Judges**

#### Females

Official DECA blazer with dress skirt or dress slacks and a dress blouse or official blazer with a dress; dress shoes and hosiery/trouser socks

#### Males

Official DECA blazer with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

### **DECA General Sessions, Meal Functions**

#### Females

Business suit or blazer with dress blouse and dress skirt or dress slacks or business dress; dress shoes and hosiery/trouser socks

#### Males

Business suit or sport coat with dress slacks, collared dress shirt and necktie; dress shoes and dress socks

**An official DECA blazer is required to receive recognition/an award on stage.**

### **Event Briefing, Manual Registration and Testing**

#### Females

Dress blouse or dress sweater with dress skirt or dress slacks (blazer optional) or business dress; dress shoes, hosiery/trouser socks

#### Males

Collared dress shirt and necktie with dress slacks (blazer optional); dress shoes and dress socks

### **DECA Business Casual**

Casual slacks (e.g., Dockers), blouse or shirt, socks and casual shoes

Jeans, t-shirts and athletic shoes are not included in business casual attire.

### **Dance Attire**

Casual slacks or jeans with blouse, shirt or t-shirt. Shoes are required.

***The following are unacceptable during DECA activities:***

- Skin-tight or revealing clothing
- Midriff-baring clothing
- Clothing with printing that is suggestive, obscene or promotes illegal substances
- Athletic clothing
- Swimwear

# Competitive Event Guideline Changes for 2006–2007

## New events, new names

The Apparel and Accessories Marketing Series Event areas and the Retail Merchandising Series Event areas will have only one level of competition. There will no longer be an associate level and a management level. (AAM) (RMS)

New series events on tap for next year are Sports and Entertainment Marketing (SEM) and Hotel and Lodging Management (HLM). In response to the changes in Apparel and Accessories and Retail Merchandising, a new Buying and Merchandising Management Team Decision Making Event has been added (BMDM).

The Vehicles and Petroleum Series Event will get a name change and now be called the Automotive Services Marketing Series Event (ASM). The Civic Consciousness Project will now be called the Community Service Project (CSP).

Acronym changes include Business Law and Ethics MDM (BLMDM) and General Marketing Research (GMR).

The 7 UP Challenge (7UP) will now be called the Sunkist Challenge (SKC). See guidelines for specific changes to the event.

Item No. 10 on the Competitive Event Checklist will now read as follows:

***Entry follows the sequence outlined in the guidelines. No sections or subsections may be added.***

Item No. 11 on the Competitive Event Checklist will now read as follows:

***The Roman numeral of each section, the section title and the page number of the section must appear in the table of contents.***

## Qualifications for Entering International Conference Competitive Events General Rules and Regulations

1. All participants must be active members of DECA with the current year's dues on file with DECA Inc. prior to March 1 of the current school year.
2. All participants and written entries must be approved and authorized for entering competition by their state/provincial association through official competitive events registration forms.
3. All participants and written entries must meet the specifications set forth for each activity.
4. All participants must have participated in state/provincial, district and/or local competition.
5. All entry forms and creative entries must be submitted by the state/provincial advisor or designee according to announced deadlines.
6. A participant may enter only one of the competitive events with a participatory component during DECA's international conference.
7. No additions or substitutions may be registered for competition after the deadline set forth by DECA Inc.
8. A written entry may not be entered in more than one international conference competitive event during a given year.
9. Once a written entry is entered in international conference competition, the identical content material may not be entered in international conference competition again.
10. All participants must attend the briefing sessions scheduled for their competitive event during the international conference.
11. Participants are required to follow the official DECA dress code, which requires that they wear an official DECA blazer for all phases of competition during which they come in contact with a judge or judges. See a complete statement of the dress code on the following page.
12. All written entries must include a signed copy of DECA's Written Event Statement of Assurances.

(Continued on next page)

# DECA's International Career Development Conference

## Competitive Events List

### High School Division

AL: Associate Level    ML: Management Level

#### 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, AL—FMAL
6. Food Marketing Series, ML—FMML
7. Hotel and Lodging Management Series—HLM
8. Marketing Management Series—MMS
9. Quick Serve Restaurant Management Series—QSRM
10. Restaurant and Food Service Management Series—RFSM
11. Retail Merchandising Series—RMS
12. 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. E-commerce Management Team Decision Making Event—EMDM
4. Financial Analysis Management Team Decision Making Event—FMDM
5. Hospitality Services Management Team Decision Making Event—HMDM
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. Learn and Earn Project—LEP
5. Public Relations Project—PRP

#### Business Management and Entrepreneurship Events

1. E-commerce Business Plan—EBP
2. Entrepreneurship Written Event—ENW
3. International Business Plan Event—IBP
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. Sunkist Challenge—SKC
2. Stock Market Game—SMG
3. Virtual Business Challenge—VBC

#### Special Event

1. DECA Quiz Bowl—DQB