

Market Research Opportunity

DECA produces many exciting conferences every year – for both our teacher-advisors and our student-members. Within our membership, these conferences build excitement for learning more about marketing, management and entrepreneurship – and for pursuing career pathways in these subjects.

These conferences also provide our Business Partners with powerful, local, state, regional, national and international opportunities to test market their companies and products to DECA's 185,000 high school and college members and advisors.

DECA has chapters in 5,000 schools in all 50 States, the U.S. Territories, Canada, Mexico and Germany. Our membership is gender and ethnically balanced – tracking the U.S. Census for high school enrollment. Approximately 60% are employed as part of their classroom experience and over 80% are college bound. Perhaps, most important, however, is the demonstrated interest our Business Partners' companies and products.

From our State Advisors Conference, to our Regional and Specialty Conferences, to our 55 Association Career Development Conferences, to our showcase event, the International Career Development Conference, there are boundless opportunities for you to put your company/product in front of our members and advisors.

Increasingly, our Business Partners are taking advantage of these events to survey members and conduct focus groups for products and concepts. DECA is happy to work with you to develop a survey, focus group or other research opportunity that is right for your company and/or product.

Please contact us for more information on how to develop a Market Research Opportunity that's right for you.