



# VIRTUAL CASE SIMULATION

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Sponsored by Knowledge Matters



Participants in the Collegiate DECA Virtual Case Simulation competition will take on the role of the Marketing Vice President for the DECA Hawks in this interactive, digital simulation (accessible from any browser or device).

## MARKETING

### EVENT OVERVIEW

The DECA Hawks are a professional football team. They haven't been doing too well on the field or as a business for the last few years. They own their own stadium and often try to generate additional revenue by booking concerts at their venue. Ownership of the team is eager to turn things around and has committed several million in cash to the team.

Students have full control of all the team's marketing functions and team operations. Students will work to build a winning record, good ticket prices, solid promotions, and a mix of hot selling concerts throughout the season.

Participants can retry the simulation competition multiple times as they learn how the simulation works. Only their best score will count.

### AWARDS

1st place will receive \$500.

2nd place will receive \$250.

3rd place will receive \$100.

*Thanks to Knowledge Matters for sponsoring this virtual case simulation.*

### EVENT TIMELINE

Competition Begins	Monday, November 2, 2020
Competition Ends	Friday, November 13, 2020

## 21<sup>st</sup> CENTURY SKILLS

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21<sup>st</sup> Century Skills, in the following categories, desired by today's employers:

- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills