

# COMPETITIVE EVENTS GUIDE

Coginchaug DECA 2020-2021

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# COMPETITIVE EVENTS BY CAREER CLUSTER



## BUSINESS MANAGEMENT + ADMINISTRATION

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Business Law and Ethics Team Decision Making  
Business Services Operations Research  
Business Solutions Project  
Career Development Project  
Community Awareness Project  
Community Giving Project  
Financial Literacy Project  
Human Resources Management Series  
Principles of Business Management and Administration  
Sales Project



## ENTREPRENEURSHIP

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Business Growth Plan  
Entrepreneurship Series  
Entrepreneurship Team Decision Making  
Franchise Business Plan  
Independent Business Plan  
Innovation Plan  
International Business Plan  
Start-up Business Plan  
Virtual Business Challenge – Entrepreneurship



## MARKETING

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Apparel and Accessories Marketing Series  
Automotive Services Marketing Series  
Business Services Marketing Series  
Buying and Merchandising Operations Research  
Buying and Merchandising Team Decision Making  
Food Marketing Series  
Integrated Marketing Campaign–Event  
Integrated Marketing Campaign–Product  
Integrated Marketing Campaign–Service  
Marketing Communications Series  
Marketing Management Team Decision Making  
Principles of Marketing  
Professional Selling  
Retail Merchandising Series  
Sports and Entertainment Marketing Operations Research  
Sports and Entertainment Marketing Series  
Sports and Entertainment Marketing Team Decision Making  
Virtual Business Challenge – Fashion  
Virtual Business Challenge – Retail  
Virtual Business Challenge – Sports



## PERSONAL FINANCIAL LITERACY

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Personal Financial Literacy  
Virtual Business Challenge – Personal Finance



## FINANCE

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Accounting Applications Series  
Business Finance Series  
Finance Operations Research  
Financial Consulting  
Financial Services Team Decision Making  
Principles of Finance  
Stock Market Game  
Virtual Business Challenge – Accounting



## HOSPITALITY + TOURISM

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Hospitality Services Team Decision Making  
Hospitality and Tourism Operations Research  
Hospitality and Tourism Professional Selling  
Hotel and Lodging Management Series  
Principles of Hospitality and Tourism  
Quick Serve Restaurant Management Series  
Restaurant and Food Service Management Series  
Travel and Tourism Team Decision Making  
Virtual Business Challenge -Hotel Management  
Virtual Business Challenge – Restaurant

# PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

DECA's Principles of Business Administration Events measure the student's proficiency in those knowledge and skills identified by career practitioners as common academic and technical content across marketing, finance, hospitality, and business management and administration. The Principles of Business Administration Events are designed for first-year DECA members who are enrolled in introductory-level principles of marketing/business courses.

PARTICIPANTS



1 participant

EXAM



Business Administration Core

APPEAR BEFORE A JUDGE



1 role-play; 2nd for finalists

PREPARATION TIME







10 minutes

INTERVIEW TIME



10 minutes

Event	Career Cluster & Acronym	Description	Resources
<b>Principles of Business Management and Administration</b>	 <b>PBM</b>	The business situation will use language associated with careers in Administrative Services, Business Information Management, General Management, Human Resources Management, and Operations Management.	<ul style="list-style-type: none"> <li><a href="#">Guidelines</a></li> <li><a href="#">Performance Indicators</a></li> <li><a href="#">Exam Blueprint</a></li> <li><a href="#">Sample Exams</a></li> <li><a href="#">Sample Role Plays</a></li> </ul>
<b>Principles of Finance</b>	 <b>PFN</b>	The business situation will use language associated with careers in Administrative Services, Business Information Management, General Management, Human Resources Management, and Operations Management.	<ul style="list-style-type: none"> <li><a href="#">Guidelines</a></li> <li><a href="#">Performance Indicators</a></li> <li><a href="#">Exam Blueprint</a></li> <li><a href="#">Sample Exams</a></li> <li><a href="#">Sample Role Plays</a></li> </ul>
<b>Principles of Hospitality and Tourism</b>	 <b>PHT</b>	The business situation will use language associated with careers in Hotels, Restaurants, and Tourism and Travel.	<ul style="list-style-type: none"> <li><a href="#">Guidelines</a></li> <li><a href="#">Performance Indicators</a></li> <li><a href="#">Exam Blueprint</a></li> <li><a href="#">Sample Exams</a></li> <li><a href="#">Sample Role Plays</a></li> </ul>
<b>Principles of Marketing</b>	 <b>PMK</b>	The business situation will use language associated with careers in Marketing Communications, Marketing Management, Marketing Research, Merchandising and Professional Selling.	<ul style="list-style-type: none"> <li><a href="#">Guidelines</a></li> <li><a href="#">Performance Indicators</a></li> <li><a href="#">Exam Blueprint</a></li> <li><a href="#">Sample Exams</a></li> <li><a href="#">Sample Role Plays</a></li> </ul>

# TEAM DECISION MAKING EVENTS


DECA's Team Decision Making Events provide an opportunity for participants to analyze one or a combination of elements essential to the effective operation of a business in the specific career area. The business situation to be analyzed will be presented as a case study.

PARTICIPANTS




2 participants

EXAM



Career Cluster Exam

APPEAR BEFORE A JUDGE




1 case study; 2nd for finalists

PREPARATION TIME







30 minutes





INTERVIEW TIME



15 minutes

Event	Career Cluster & Acronym	Description	Resources
<b>Business Law and Ethics</b>	 <b>BLTDM</b>	For the purposes of this event, business law is U.S. law and will include contracts, product liability, employment and types of business ownership. The ethics component involves evaluating competing social values that may reasonably be argued from either side.	<ul style="list-style-type: none"> <li><a href="#">Guidelines</a></li> <li><a href="#">Performance Indicators</a></li> <li><a href="#">Exam Blueprint</a></li> <li><a href="#">Sample Exams</a></li> <li><a href="#">Sample Role Plays</a></li> </ul>
<b>Buying and Merchandising</b>	 <b>BTDM</b>	Employees in buying and merchandising positions get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service.	<ul style="list-style-type: none"> <li><a href="#">Guidelines</a></li> <li><a href="#">Performance Indicators</a></li> <li><a href="#">Exam Blueprint</a></li> <li><a href="#">Sample Exams</a></li> <li><a href="#">Sample Role Plays</a></li> </ul>
<b>Entrepreneurship</b>	 <b>ETDM</b>	Entrepreneurship includes the ability to recognize opportunities and to act on them, determine needs, identify markets, utilize marketing research, identify sources of capital and use management skills.	<ul style="list-style-type: none"> <li><a href="#">Guidelines</a></li> <li><a href="#">Performance Indicators</a></li> <li><a href="#">Exam Blueprint</a></li> <li><a href="#">Sample Exams</a></li> <li><a href="#">Sample Role Plays</a></li> </ul>
<b>Financial Services</b>	 <b>FTDM</b>	Financial services refer to services offered in the finance industry by financial institutions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for planning purposes.	<ul style="list-style-type: none"> <li><a href="#">Guidelines</a></li> <li><a href="#">Performance Indicators</a></li> <li><a href="#">Exam Blueprint</a></li> <li><a href="#">Sample Exams</a></li> <li><a href="#">Sample Role Plays</a></li> </ul>

# TEAM DECISION MAKING EVENTS (CONTINUED)

Event	Career Cluster & Acronym	Description	Resources
Hospitality Services	 <b>HTDM</b>	Hospitality services include marketing and management functions and tasks that can be applied in hotels, motels, lodging services, related convention services, and related food and beverage services.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Exam Blueprint</a></li> <li>• <a href="#">Sample Exams</a></li> <li>• <a href="#">Sample Role Plays</a></li> </ul>
Marketing Management	 <b>MTDM</b>	Marketing management includes marketing and management functions and tasks that can be applied broadly in a non-retail marketing environment.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Exam Blueprint</a></li> <li>• <a href="#">Sample Exams</a></li> <li>• <a href="#">Sample Role Plays</a></li> </ul>
Sports and Entertainment Marketing	 <b>STDM</b>	Sports and entertainment marketing includes marketing functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Exam Blueprint</a></li> <li>• <a href="#">Sample Exams</a></li> <li>• <a href="#">Sample Role Plays</a></li> </ul>
Travel and Tourism	 <b>TTDM</b>	Travel and tourism includes marketing and management functions and tasks that can be applied in enterprises engaged in passenger transportation, travel service, attracting and serving the traveling public, arranging tours or acting as independent ticket agencies, and other services incidental to the travel or tourism industry.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Exam Blueprint</a></li> <li>• <a href="#">Sample Exams</a></li> <li>• <a href="#">Sample Role Plays</a></li> </ul>

# INDIVIDUAL SERIES EVENTS

DECA's Individual Series Events effectively measure students' proficiency in the knowledge and skills identified by occupational practitioners as essential to success in a given career. Participants receive recognition for achievement in each role-play scenario and in the series as a whole.

PARTICIPANTS



1 participant

EXAM



Career Cluster Exam

APPEAR BEFORE A JUDGE



2 role-plays; 3rd for finalists

PREPARATION TIME







10 minutes






INTERVIEW TIME



10 minutes






Event	Career Cluster & Acronym	Description	Resources
<b>Accounting Applications</b>	 <b>ACT</b>	Students will be challenged to perform management functions and tasks focusing on the application of financial data to business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for planning purposes.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Exam Blueprint</a></li> <li>• <a href="#">Sample Exams</a></li> <li>• <a href="#">Sample Role Plays</a></li> </ul>
<b>Apparel and Accessories Marketing</b>	 <b>AAM</b>	Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and/or manufacturing firms primarily engaged in the marketing of clothing and related articles for personal wear and adornment.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Exam Blueprint</a></li> <li>• <a href="#">Sample Exams</a></li> <li>• <a href="#">Sample Role Plays</a></li> </ul>
<b>Automotive Services Marketing</b>	 <b>ASM</b>	Students will be challenged to perform marketing and management functions and tasks related to auto dealers, service stations and related businesses or auto parts stores.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Exam Blueprint</a></li> <li>• <a href="#">Sample Exams</a></li> <li>• <a href="#">Sample Role Plays</a></li> </ul>
<b>Business Finance</b>	 <b>BFS</b>	Students will be challenged to perform management functions and tasks focusing on high-level financial and business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for corporate planning purposes.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Exam Blueprint</a></li> <li>• <a href="#">Sample Exams</a></li> <li>• <a href="#">Sample Role Plays</a></li> </ul>

# INDIVIDUAL SERIES EVENTS (CONTINUED)

Event	Career Cluster & Acronym	Description	Resources
<b>Business Services Marketing</b>	 <b>BSM</b>	Students will be challenged to perform marketing functions and tasks involved in providing services to businesses on a fee or contract basis or providing services to consumers.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Exam Blueprint</a></li> <li>• <a href="#">Sample Exams</a></li> <li>• <a href="#">Sample Role Plays</a></li> </ul>
<b>Entrepreneurship</b>	 <b>ENT</b>	Students will be challenged to perform the ability to recognize opportunities and to act on them, determine needs, identify markets, utilize marketing research, identify sources of capital and use management skills.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Exam Blueprint</a></li> <li>• <a href="#">Sample Exams</a></li> <li>• <a href="#">Sample Role Plays</a></li> </ul>
<b>Food Marketing</b>	 <b>FMS</b>	Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing firms resulting in the sale of food.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Exam Blueprint</a></li> <li>• <a href="#">Sample Exams</a></li> <li>• <a href="#">Sample Role Plays</a></li> </ul>
<b>Hotel and Lodging Management</b>	 <b>HLM</b>	Students will be challenged to perform marketing and management functions and tasks in hotels, motels, lodging services, convention services, and food and beverage services.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Exam Blueprint</a></li> <li>• <a href="#">Sample Exams</a></li> <li>• <a href="#">Sample Role Plays</a></li> </ul>
<b>Human Resources Management</b>	 <b>HRM</b>	Students will be challenged to perform management functions and tasks focusing on staffing, recruitment, selection, training, performance appraisal, compensation and safety training.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Exam Blueprint</a></li> <li>• <a href="#">Sample Exams</a></li> <li>• <a href="#">Sample Role Plays</a></li> </ul>



# INDIVIDUAL SERIES EVENTS (CONTINUED)

Event	Career Cluster & Acronym	Description	Resources
<b>Marketing Communications</b>	 <b>MCS</b>	Students will be challenged to perform marketing communications and functions and tasks that inform, persuade, or remind a target market of ideas, experiences, goods or services.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Exam Blueprint</a></li> <li>• <a href="#">Sample Exams</a></li> <li>• <a href="#">Sample Role Plays</a></li> </ul>
<b>Quick Serve Restaurant Management</b>	 <b>QSRM</b>	Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing firms primarily engaged in the quick-serve restaurant industry.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Exam Blueprint</a></li> <li>• <a href="#">Sample Exams</a></li> <li>• <a href="#">Sample Role Plays</a></li> </ul>
<b>Restaurant and Food Service Management</b>	 <b>RMS</b>	Students will be challenged to perform marketing and management functions and tasks in a full-service restaurant or a food-service business.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Exam Blueprint</a></li> <li>• <a href="#">Sample Exams</a></li> <li>• <a href="#">Sample Role Plays</a></li> </ul>
<b>Retail Merchandising</b>	 <b>RMS</b>	Students will be challenged to perform marketing and management functions and tasks that can be applied in any retail establishment.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Exam Blueprint</a></li> <li>• <a href="#">Sample Exams</a></li> <li>• <a href="#">Sample Role Plays</a></li> </ul>
<b>Sports and Entertainment Marketing</b>	 <b>SEM</b>	Students will be challenged to perform marketing and management functions and tasks related to amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Exam Blueprint</a></li> <li>• <a href="#">Sample Exams</a></li> <li>• <a href="#">Sample Role Plays</a></li> </ul>

# PERSONAL FINANCIAL LITERACY

DECA's Personal Financial Literacy Event measures the personal finance knowledge and skills that K-12 students should possess. The Personal Financial Literacy Event is designed to measure the student's ability to apply reliable information and systematic decision making to personal financial decisions. The Personal Financial Literacy Event is designed for DECA members who are enrolled in personal finance and financial literacy courses.

## PARTICIPANTS



1 participant

## EXAM



Financial Literacy

## APPEAR BEFORE A JUDGE



1 role-play; 2nd for finalists

## PREPARATION TIME




10 minutes

## INTERVIEW TIME



10 minutes

Event	Career Cluster & Acronym	Description	Resources
<b>Personal Financial Literacy</b>	 <b>PFL</b>	Students will be assessed on their knowledge of areas such as: financial responsibility and decision making, income and careers, planning and money management, credit and debt, risk management and insurance, and saving and investing.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Exam Blueprint</a></li> <li>• <a href="#">Sample Exams</a></li> <li>• <a href="#">Sample Role Plays</a></li> </ul>

# BUSINESS OPERATIONS RESEARCH EVENTS

DECA's Business Operations Research Events provide opportunities for participants to demonstrate the knowledge and skills needed by management personnel. Students conduct actual research studies in their communities.

PARTICIPANTS



1 to 3 participants

WRITTEN ENTRY PAGES ALLOWED



20 pages

APPEAR BEFORE A JUDGE






Present research and plan

PRESENTATION TIME



15 minutes

Event	Career Cluster & Acronym	Description	Resources
<b>Business Services Operations</b>	 <b>BOR</b>	Providing services to businesses on a fee or contract basis or providing services to consumers. Examples may include: human resources companies, information technology companies, legal services firms, training and development organizations, health care service providers, libraries, construction companies, landscaping companies, beauty salons, car washes, automotive repair companies, interior decorating, child care services, photography and tutoring services.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Sample Event</a></li> <li>• <a href="#">Penalty Point Checklist</a></li> <li>• <a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>
<b>Buying and Merchandising Operations</b>	 <b>BMOR</b>	Getting the product into the hands of the customer through forecasting, planning, buying, displaying, selling and providing customer service. Examples may include any retail or wholesale business that provides consumer goods: specialty stores, department stores, shopping malls, grocery stores, convenience stores, pharmacies, discount stores, farmers markets and car dealerships.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Sample Event</a></li> <li>• <a href="#">Penalty Point Checklist</a></li> <li>• <a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>
<b>Finance Operations</b>	 <b>FOR</b>	Providing financial services to commercial and retail customers. Examples may include: banks, credit unions, accounting firms, investment companies, insurance companies and real estate firms.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Sample Event</a></li> <li>• <a href="#">Penalty Point Checklist</a></li> <li>• <a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>

# BUSINESS OPERATIONS RESEARCH EVENTS (CONTINUED)

Event	Career Cluster & Acronym	Description	Resources
<b>Hospitality and Tourism Operations</b>	 <b>HTOR</b>	<p>Providing products and services related to event management, lodging, restaurant management and travel and tourism industries. Examples may include: hotels, lodging services, convention services, food and beverage services, restaurants, museums, amusement parks, zoos and other tourism-related businesses.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Sample Event</a></li> <li>• <a href="#">Penalty Point Checklist</a></li> <li>• <a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>
<b>Sports and Entertainment Marketing Operations</b>	 <b>SEOR</b>	<p>Providing products, services or experiences relating to amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes or products and services related to hobbies, leisure or cultural events. Examples may include: sports teams, movie theatres, waterparks, music venues, concerts, festivals, amateur practice facilities, tournaments, summer camps, outdoor adventure companies and craft/music classes.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Sample Event</a></li> <li>• <a href="#">Penalty Point Checklist</a></li> <li>• <a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>

# PROJECT MANAGEMENT EVENTS

DECA's Project Management Events require participants to use project management skills to initiate, plan, execute, monitor and control and close a project.

PARTICIPANTS



1 to 3 chapter representatives

WRITTEN ENTRY PAGES ALLOWED



20 pages

APPEAR BEFORE A JUDGE






Present project




PRESENTATION TIME



15 minutes

Event	Career Cluster & Acronym	Description	Resources
<b>Business Solutions Project</b>	 <b>PMBS</b>	The Business Solutions Project uses the project management process to work with a local business or organization to identify a specific problem with the current business operations and implement a solution. Examples include talent acquisition, employee on-boarding, policies and procedures, technology integration, customer service improvement, safety operations, marketing and promotion activities, and productivity and output enhancement.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Sample Event</a></li> <li>• <a href="#">Penalty Point Checklist</a></li> <li>• <a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>
<b>Career Development Project</b>	 <b>PMCD</b>	The Career Development Project uses the project management process to promote/educate the knowledge and skills needed for careers in marketing, finance, hospitality, management and entrepreneurship. Examples include career fairs, summer boot camps, professional dress seminars, résumé development workshops, career exploration initiatives, mock interviews, educational paths, career paths, workplace re-entry and mentor programs.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Sample Event</a></li> <li>• <a href="#">Penalty Point Checklist</a></li> <li>• <a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>
<b>Community Awareness Project</b>	 <b>PMCA</b>	The Community Awareness Project uses the project management process to raise awareness for a community issue or cause. Examples include day of service, distracted driving, driving under the influence, bullying, disease awareness, mental health awareness, drug awareness, ethics, environmental and green issues, and vaping.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Sample Event</a></li> <li>• <a href="#">Penalty Point Checklist</a></li> <li>• <a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>

# PROJECT MANAGEMENT EVENTS (CONTINUED)

Event	Career Cluster & Acronym	Description	Resources
Community Giving Project	 <b>PMCG</b>	The Community Giving Project uses the project management process to raise funds or collect donations to be given to a cause/charity. Examples include food bank donations, homeless shelter donations, 5K's, sports tournaments, auctions, banquets, item collections, holiday drives, adopt-a-families, etc.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Sample Event</a></li> <li>• <a href="#">Penalty Point Checklist</a></li> <li>• <a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>
Financial Literacy Project	 <b>PMFL</b>	The Financial Literacy Project uses the project management process to promote the importance of financial literacy, including spending and saving, credit and debt, employment and income, investing, risk and insurance and financial decision making. Examples include organizing and implementing seminars for students (elementary, middle, high and post-secondary), tax preparation assistance, retirement planning, and student loan workshops.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Sample Event</a></li> <li>• <a href="#">Penalty Point Checklist</a></li> <li>• <a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>
Sales Project	 <b>PMSP</b>	The Sales Project uses the project management process to raise funds for the local DECA chapter. Examples include sports tournaments, t-shirt sales, 5K's, school merchandise sales, catalog sales, sponsorship development initiatives, fashion shows, pageants, restaurant nights, value cards, and yearbook sales.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Sample Event</a></li> <li>• <a href="#">Penalty Point Checklist</a></li> <li>• <a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>

# ENTREPRENEURSHIP EVENTS

DECA's Entrepreneurship Events provide opportunities to explore entrepreneurial concepts from idea generation, business planning, to growing an existing business.

PARTICIPANTS



1 to 3 participants

WRITTEN ENTRY PAGES  
ALLOWED



10 pages

APPEAR BEFORE A JUDGE





Present plan

PRESENTATION TIME



15 minutes

Event	Career Cluster & Acronym	Description	Resources
<b>Innovation Plan</b>	 <b>EIP</b>	The Innovation Plan Event involves the idea generation and opportunity recognition needed to take advantage of market opportunities to introduce a new business, product or service. Any type of business, product or service may be used.	<ul style="list-style-type: none"> <li><a href="#">Guidelines</a></li> <li><a href="#">Sample Event</a></li> <li><a href="#">Penalty Point Checklist</a></li> <li><a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>
<b>Start-Up Business Plan</b>	 <b>ESB</b>	The purpose of the Start-Up Business Plan Event is to provide an opportunity for the participant to develop and present a proposal to form a business. The event provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity.	<ul style="list-style-type: none"> <li><a href="#">Guidelines</a></li> <li><a href="#">Sample Event</a></li> <li><a href="#">Penalty Point Checklist</a></li> <li><a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>

# ENTREPRENEURSHIP EVENTS (CONTINUED)

PARTICIPANTS



1 to 3 participants

WRITTEN ENTRY PAGES ALLOWED



20 pages

APPEAR BEFORE A JUDGE







Present plan

PRESENTATION TIME



15 minutes

Event	Career Cluster & Acronym	Description	Resources
<b>Independent Business Plan</b>	 <b>EIB</b>	The Independent Business Plan Event involves the development of a comprehensive proposal to start a new business. Any type of business may be used.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Sample Event</a></li> <li>• <a href="#">Penalty Point Checklist</a></li> <li>• <a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>
<b>International Business Plan</b>	 <b>IBP</b>	The International Business Plan Event involves the development of a proposal to start a new business venture in an international setting. Any type of business may be used.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Sample Event</a></li> <li>• <a href="#">Penalty Point Checklist</a></li> <li>• <a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>
<b>Business Growth Plan</b>	 <b>EBP</b>	The Business Growth Plan involves the idea generation and strategy development needed to grow an existing business. Participants in the Business Growth Plan will analyze their current business operations and identify opportunities to grow and expand the business.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Sample Event</a></li> <li>• <a href="#">Penalty Point Checklist</a></li> <li>• <a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>
<b>Franchise Business Plan</b>	 <b>EFB</b>	The purpose of the Franchise Business Plan Event is designed for participants to present a comprehensive business plan proposal to buy into an existing franchise. The participant seeks to become a franchisee.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Sample Event</a></li> <li>• <a href="#">Penalty Point Checklist</a></li> <li>• <a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>



# INTEGRATED MARKETING CAMPAIGN EVENTS

DECA's Integrated Marketing Campaign Events provide opportunities for members to develop an integrated marketing campaign of no more than 45 days in length for a real event, product or service and present the campaign in a role-play situation.

PARTICIPANTS



1 to 3 participants

EXAM



Marketing Exam

WRITTEN ENTRY PAGES  
ALLOWED



10 pages

APPEAR BEFORE A JUDGE






Present campaign

PRESENTATION TIME



15 minutes

Event	Career Cluster & Acronym	Description	Resources
<b>Integrated Marketing Campaign—Event</b>	 <b>IMCE</b>	Integrated Marketing Campaign—Event includes a campaign that is related to any sports and entertainment event and/or company event. Examples include concerts, festivals, fairs, tournaments, pet adoption day, charity events, etc.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Sample Exam</a></li> <li>• <a href="#">Sample Event</a></li> <li>• <a href="#">Penalty Point Checklist</a></li> <li>• <a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>
<b>Integrated Marketing Campaign—Product</b>	 <b>IMCP</b>	Integrated Marketing Campaign—Product includes a campaign that is related to any hard/soft line retail products including e-commerce. Examples include apparel and accessories, retail products, etc.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Sample Exam</a></li> <li>• <a href="#">Sample Event</a></li> <li>• <a href="#">Penalty Point Checklist</a></li> <li>• <a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>
<b>Integrated Marketing Campaign—Service</b>	 <b>IMCS</b>	Integrated Marketing Campaign—Service includes a campaign that is related to any service or intangible product. Examples may include pet services, golf lessons, health care services, salons, restaurants, amusement parks, etc.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Sample Exam</a></li> <li>• <a href="#">Sample Event</a></li> <li>• <a href="#">Penalty Point Checklist</a></li> <li>• <a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>

# PROFESSIONAL SELLING AND CONSULTING EVENTS

DECA's Professional Selling and Consulting Events provide an opportunity for participants to demonstrate skills needed for a career in sales and/or consulting. Participants will organize and deliver a sales presentation or consultation for one or more products/services/customers.

PARTICIPANTS



1 participant

EXAM



Career Cluster Exam

APPEAR BEFORE A JUDGE






Consultation or sales presentation

PRESENTATION TIME



15 minutes

Event	Career Cluster & Acronym	Description	Resources
<b>Financial Consulting</b>	 <b>FCE</b>	<p>For 2020-2021, you will assume the role of a financial consultant. A millennial client has scheduled a meeting with you for advice on debt consolidation. The millennial, who was recently furloughed from his/her professional job, already had credit card bills, private student loans, medical bills and personal loans, but now with minimal income, his/her debt continues to grow. The client would like you to explain the benefits of consolidating debt and give recommendations on how he/she can do so, as well as provide consultation on short-term and long-term strategies to deal with the loss of income.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Sample Exam</a></li> </ul>
<b>Hospitality and Tourism Professional Selling</b>	 <b>HTPS</b>	<p>For 2020-2021, you will assume the role of a sales representative of a hospitality and tourism marketing agency. The director of sales and marketing of a recently re-opened 595 luxury guest room resort is interested in your digital marketing services to promote the features of the resort to drive online bookings. The resort features an infinity pool, water park, golf course, spa, six food and beverage outlets including two exquisite restaurants, movie theatre and 100,000 square feet of meeting space. You have a meeting scheduled with the director of sales and marketing to present your company's hospitality-specific products and services and price points.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Sample Exam</a></li> </ul>
<b>Professional Selling</b>	 <b>PSE</b>	<p>For 2020-2021, you will assume the role of a sales representative of a virtual tour software company. The director of admissions for a local college has scheduled a meeting with you because he/she has a desire to utilize virtual tours as a recruitment tool for incoming freshmen. He/she wants to learn how your company's products and services can be beneficial to his/her college and how your company can stand out amongst the rest.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Performance Indicators</a></li> <li>• <a href="#">Sample Exam</a></li> </ul>

# ONLINE EVENTS

DECA's Online Events provide opportunities for students to participate in online simulations to learn how to invest in the stock market, manage personal finances, or operate a business venture.

PARTICIPANTS



1 to 3 participants

WRITTEN ENTRY PAGES  
ALLOWED



10 pages

APPEAR BEFORE A JUDGE



Present portfolio

PRESENTATION TIME



15 minutes

Event	Career Cluster & Acronym	Description	Resources
<b>Stock Market Game</b>	 <b>SMG</b>	<p>Participants in the Stock Market Game develop and manage an investment portfolio. Each participating team manages all aspects of the portfolio including stock selection, buying and selling. The goal of the competition is to increase the value of the beginning portfolio.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Register</a></li> <li>• <a href="#">Sample Event</a></li> <li>• <a href="#">Penalty Point Checklist</a></li> <li>• <a href="#">Statement of Assurances &amp; Integrity</a></li> </ul>




# VIRTUAL BUSINESS EVENTS

Virtual business events challenge teams of up to three participants on their ability to manage or operate different businesses or business projects. Teams compete to optimize profitability through online virtual activities.




## PARTICIPANTS



1 to 3 participants

Event	Career Cluster & Acronym	Description	Resources
<b>Virtual Business Challenge-Accounting</b>	 <b>VBCAC</b>	In the VBC Accounting track, participants will use forensic accounting to identify fraud & errors and use managerial accounting techniques to maximize profits. Participants will analyze accounting documents such as T-accounts, worksheets, journals & the general ledger as well as source documents such as time sheets, customer invoices, pay records and more in order to identify issues.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Register</a></li> </ul>
<b>Virtual Business Challenge-Entrepreneurship</b>	 <b>VBCEN</b>	In the VBC Entrepreneurship track, participants will conduct market research, spot new business opportunities and take the plunge by embarking on their very own entrepreneurial venture with 20 different businesses to choose from. Participants will implement new business strategies via requesting financing, building their team, acquiring resources, setting prices, developing their marketing and more. Participants will analyze market data, interpret financial reports and apply critical thinking and decision making skills in order to make their entrepreneurial venture as successful as possible.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Register</a></li> </ul>
<b>Virtual Business Challenge-Fashion</b>	 <b>VBCFA</b>	In the VBC Fashion track, participants will scour runway and street blogs for emerging and viral fashion trends; manage marketing, business and fashion-specific concepts such as design, buying, pricing and markdowns, social media promotion, window display and merchandising within their own fashion design business; and interpret actions, charts and reports, such as the Income Statement and the "Instatrend" report in order to make strategic marketing decisions for their fashion business to optimize profitability.	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Register</a></li> </ul>

# VIRTUAL BUSINESS EVENTS (CONTINUED)

Event	Career Cluster & Acronym	Description	Resources
<b>Virtual Business Challenge-Hotel Management</b>	 <b>VBCHM</b>	<p>In the VBC Hotel Management track, participants will manage various aspects of a hotel such as determining room rates, making bids on group sales and setting front desk and housekeeping staffing schedules. Participants will monitor their competitors, analyze various reports and financial information as well as keep a close watch on ratings and social media feedback.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Register</a></li> </ul>
<b>Virtual Business Challenge-Personal Finance</b>	 <b>VBCPF</b>	<p>In the VBC Personal Finance track, participants will manage bank accounts, credit and debit cards, bills, credit scores, taxes, insurance and investing. Participants will interpret actions, charts and graphs to make strategic financial decisions and optimize net worth.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Register</a></li> </ul>
<b>Virtual Business Challenge-Restaurant</b>	 <b>VBCRS</b>	<p>In the VBC Restaurant track, participants will manage specific marketing and business concepts such as market research, menu design and pricing, advertising strategies and purchasing within a restaurant. Participants will interpret actions, reports and financial information in order to make strategic marketing decisions for their restaurant to optimize profitability.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Register</a></li> </ul>
<b>Virtual Business Challenge-Retail</b>	 <b>VBCRT</b>	<p>In the VBC Retailing track, participants will manage specific marketing concepts such as pricing, purchasing and promotion within a convenience store. Participants will interpret actions, charts and graphs in order to make strategic marketing decisions for their store to optimize profitability.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Register</a></li> </ul>
<b>Virtual Business Challenge-Sports</b>	 <b>VBCSP</b>	<p>In the VBC Sports track, participants will manage specific marketing concepts such as ticket pricing, media planning and sponsorships within a football franchise. Participants will interpret actions, charts and graphs in order to make strategic marketing decisions for their franchise to optimize profitability.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Guidelines</a></li> <li>• <a href="#">Register</a></li> </ul>