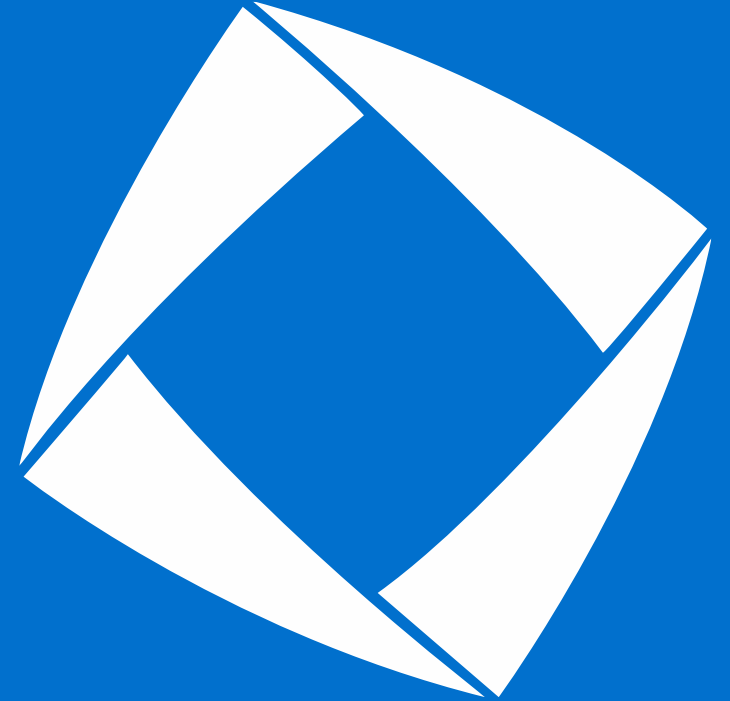


DECA

COMPETITIVE EVENTS 101





Competitive Events Resources

- DECA Guide
- Career Cluster Poster
- Competitive Events Poster
- deca.org/compete
- deca.org/resources
- decadirect.org/compete

DECA Connects

- **Content Knowledge**
 - National Curriculum Standards
 - Career Clusters®
 - Career Pathways
 - Instructional Areas
 - Performance Indicators
- **21st Century Skills**
- **Academic Integration**





MARKETING

Apparel and Accessories Marketing Series **AAM**
 Automotive Services Marketing Series **ASM**
 Business Services Marketing Series **BSM**
 Buying and Merchandising Operations Research **BMOR**
 Buying and Merchandising Team Decision Making **BTDM**
 Food Marketing Series **FMS**
 Integrated Marketing Campaign-Event **IMCE**
 Integrated Marketing Campaign-Product **IMCP**
 Integrated Marketing Campaign-Service **IMCS**
 Marketing Communications Series **MCS**
 Marketing Management Team Decision Making **MTDM**
 Principles of Marketing **PMK**
 Professional Selling **PSE**
 Retail Merchandising Series **RMS**
 Sports and Entertainment Marketing Series **SEM**
 Sports and Entertainment Marketing Operations Research **SEOR**
 Sports and Entertainment Marketing Team Decision Making **STDM**
 Virtual Business Challenge-Fashion **VBCFA**
 Virtual Business Challenge-Retail **VBCRT**
 Virtual Business Challenge-Sports **VBCSP**



HOSPITALITY + TOURISM

Hospitality and Tourism Operations Research **HTOR**
 Hospitality and Tourism Professional Selling **HTPS**
 Hospitality Services Team Decision Making **HTDM**
 Hotel and Lodging Management Series **HLM**
 Principles of Hospitality and Tourism **PHT**
 Quick Serve Restaurant Management Series **QSRM**
 Restaurant and Food Service Management Series **RFSM**
 Travel and Tourism Team Decision Making **TTDM**
 Virtual Business Challenge-Hotel Management **VBCHEM**
 Virtual Business Challenge-Restaurant **VBCRS**

BUSINESS MANAGEMENT + ADMINISTRATION



Business Law and Ethics Team Decision Making **BLTDM**
 Business Services Operations Research **BOR**
 Business Solutions Project **PMBS**
 Career Development Project **PMCD**
 Community Awareness Project **PMCA**
 Community Giving Project **PMCG**
 Financial Literacy Project **PMFL**
 Human Resources Management Series **HRM**
 Principles of Business Management and Administration **PBM**
 Sales Project **PMSP**

ENTREPRENEURSHIP

Business Growth Plan **EBG**
 Entrepreneurship Series **ENT**
 Entrepreneurship Team Decision Making **ETDM**
 Franchise Business Plan **EFB**
 Independent Business Plan **EIB**
 Innovation Plan **EIP**
 International Business Plan **IBP**
 Principles of Entrepreneurship **PEN**
 Start-Up Business Plan **ESB**
 Virtual Business Challenge-Entrepreneurship

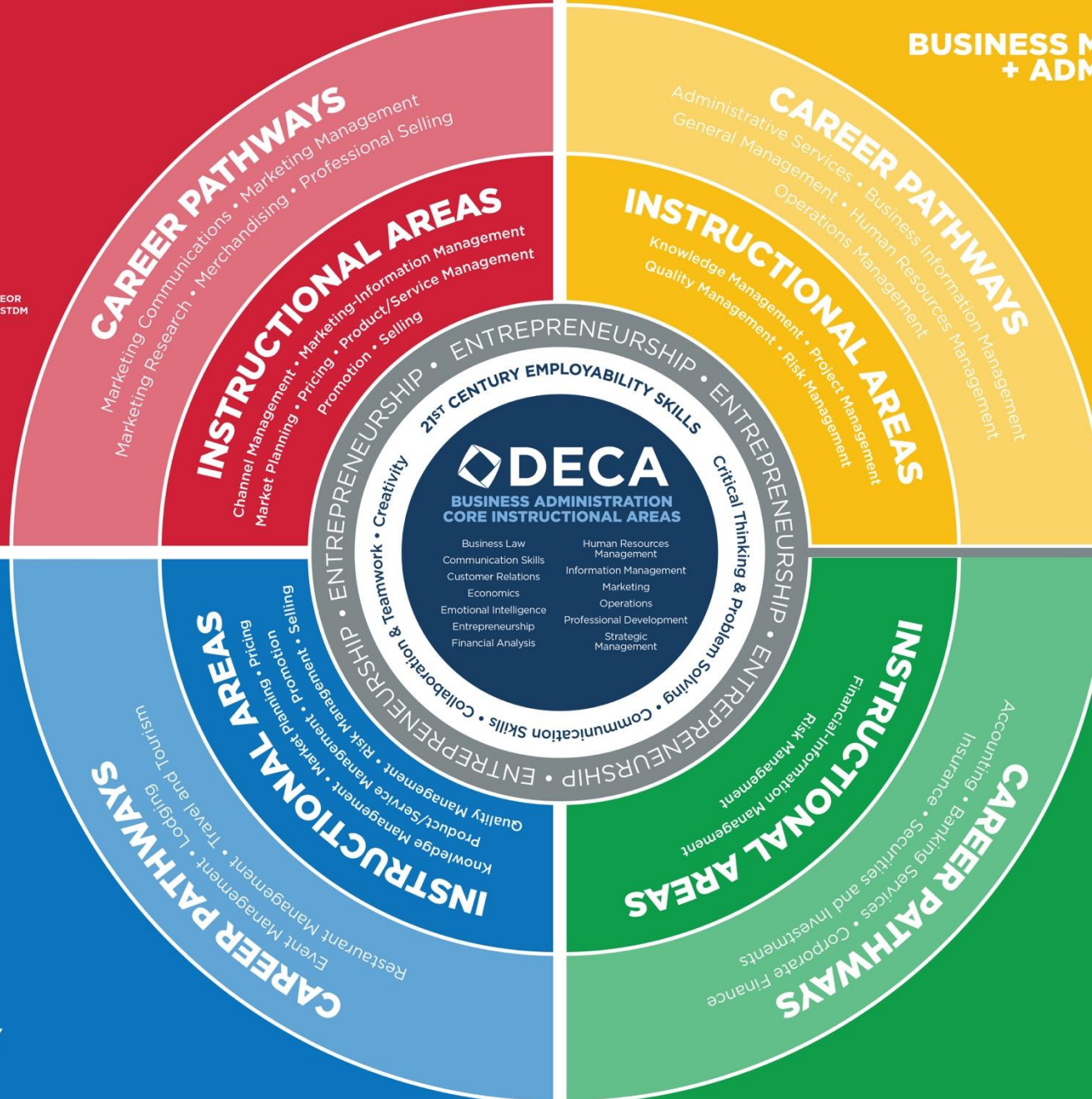
PERSONAL FINANCIAL LITERACY

Personal Financial Literacy **PFL**
 Virtual Business Challenge-Personal Finance **VBCPF**

FINANCE



Accounting Applications Series **ACT**
 Business Finance Series **BFS**
 Financial Consulting **FCE**
 Finance Operations Research **FOR**
 Financial Services Team Decision Making **FTDM**
 Principles of Finance **PFN**
 Stock Market Game **SMG**
 Virtual Business Challenge-Accounting **VBCAC**

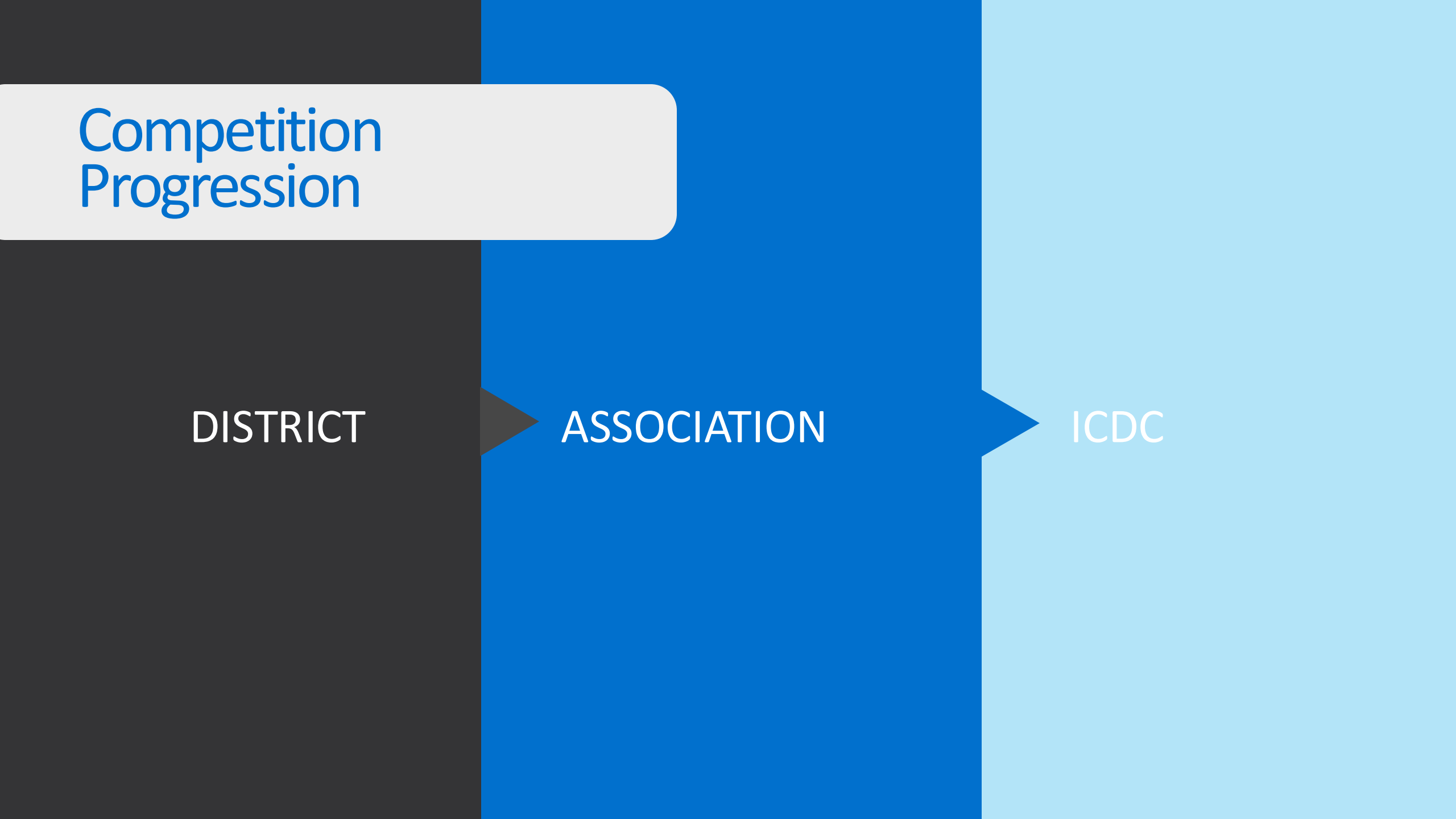


Competition Progression

DISTRICT

ASSOCIATION

ICDC



Categories of Competitive Events



CASE STUDY EVENTS

- Principles of Business Administration Events
- Team Decision Making Events
- Individual Series Events
- Personal Financial Literacy

PREPARED EVENTS

- Business Operations Research Events
- Project Management Events
- Entrepreneurship Events
- Integrated Marketing Campaign Events
- Professional Selling and Consulting Events

ONLINE EVENTS

- Stock Market Game
- Virtual Business Challenges



DECA Role-Play Events

- DECA's role-play and case study events involve a multiple-choice career cluster exam and a role-play or case study provided on-site with a judge.
- They are classified by industry and career cluster.
- See the DECA Guide for exact offerings and guidelines.



What is a Role-Play?

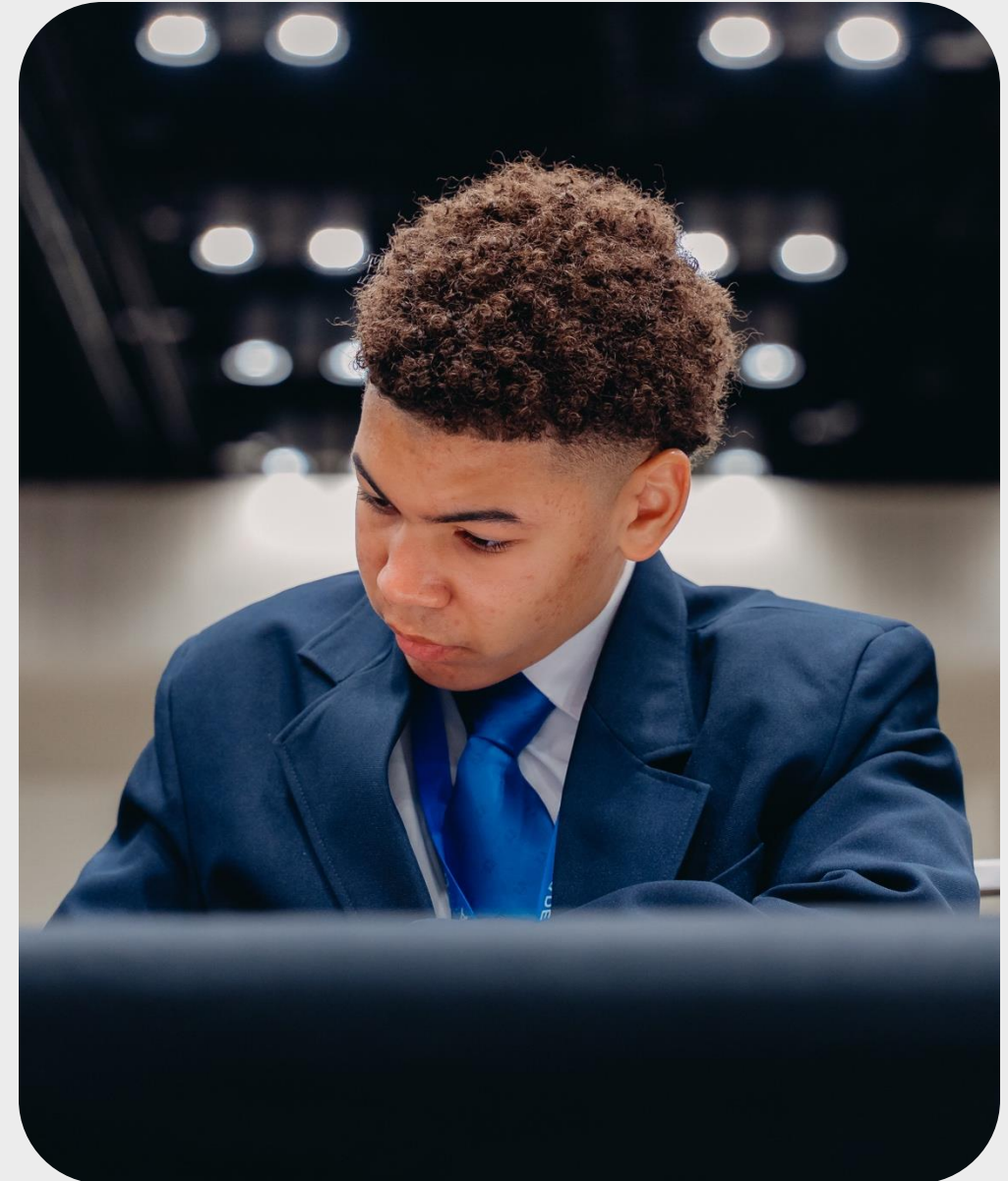
Role-Play Events

- A real-world scenario
- Based on a possible situation
- Usually relevant to current business trends
- Includes a problem that needs to be solved or a plan that needs to be prepared

As teaching tools, DECA's role-plays and case studies provide relevant, meaningful problems for members to solve, provide a standards-based evaluation, increase the rigor of instruction, result in evidence of learning and expose members to DECA-all as part of the classroom.

Scenario Examples

- Creating a promotional plan for a new product
- Developing a plan to conduct marketing research to solve a problem
- Proposing a new target market or channel of distribution
- Evaluating the ethical concerns in a given situation
- Planning a project and calculating a budget
- Hiring, training or terminating an employee
- Improving store quality or employee safety
- Correcting an issue resulting in a sales loss





How To Use Role-plays In The Classroom

- Warm-up activities at the beginning of classes
- Writing exercises that require students to write their ideas for solving the problem presented in the role-play or case study
- Public speaking exercises that require students to deliver an oral report or recorded video that presents their ideas for solving the problem presented in the role-play or case study
- Assessment tools in place of a multiple-choice quiz/test



Use Case Studies + Role-plays In The Classroom

- Resources to assist in using case studies in the classroom including lesson plans, instructional methods and an on-demand video
- Case Study Guide – Classroom Guide with ideas and strategies including samples of case studies

Instructional Areas

- Business Law
- Communications
- Customer Relations
- Economics
- Emotional Intelligence
- Entrepreneurship
- Financial Analysis
- Human Resources Management
- Information Management
- Marketing
- Operations
- Professional Development
- Strategic Management



District Instructional Areas

- Each year, DECA provides the primary instructional area(s) assessed in each district-level scenario to help advisors and members more effectively prepare for district competitions.
- DECA members are encouraged to focus on the instructional areas on which they'll be assessed in the role-play or case study at their first level of competition each school year.
- DECA members must know the content in all instructional areas for the exam.
- Instructional areas for state/provincial and the DECA International Career Development Conference competition will not be announced prior to those competitions.

Performance Indicators

Performance Indicators:

- Are specific knowledge and skills that students are expected to address and perform through competition.
- Represent the current, actual skills and knowledge needed by employees in the workplace. Members who can demonstrate these performance indicators are sought after by employers.

For example, one performance indicator is “Write professional emails.”

- Employers expect their employees to be able to communicate via e-mail in a professional manner and according to the company’s standards.



Role-play Overview

Prep Time /
Present Time

Performance
Indicators

HLM-21
Association Event #1 - Virtual

CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Marketing

HOTEL AND LODGING MANAGEMENT SERIES EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21st Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

21st CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

- Describe services offered by the hospitality and tourism industry.
- Establish relationship with hospitality and tourism customer/guest.
- Identify factors that influence guest experiences throughout the guest life cycle.
- Discuss actions employees can take to achieve the company's desired results.
- Demonstrate connections between company actions and results.

- Career Cluster
- Career Pathway
- Instructional Area

21st Century
Skills

Role-play Overview

- Student Role
- Company
- Judge Role
- Deliverable
- Meeting Location

HLM-21
Association Event #1 - Virtual

EVENT SITUATION

You are to assume the role of the **general manager** at **SHORE LINE INN**, an independent hotel property located in a city favored by vacationers. The **owner of the property** (judge) has asked you to **recommend innovative guest benefits** since SHORE LINE INN does not have a loyalty program.

SHORE LINE INN is a relatively small hotel property on the waterfront that is surrounded by dozens of other lodging properties. While SHORE LINE INN is not the only independent property, it is the smallest independent property, with only 125 guest rooms.

The vast majority of guests that stay at SHORE LINE INN are vacationers. Many SHORE LINE INN guests return year after year, favoring the smaller property due to its value and family feel. SHORE LINE INN offers an outdoor pool, hot tub, a fire pit and many lounge chairs on the waterfront. A free continental breakfast is offered to guests in the hotel lobby, along with free lemonade all day and discounted attraction tickets.

The **owner of the property** (judge) considered starting a SHORE LINE INN loyalty program, but it was found to be too costly to begin and implement. While SHORE LINE INN guests tend to be loyal, the **owner** (judge) does not know how to reward them for their continued business.

The **owner** (judge) has asked you to **recommend innovative guest benefits to offer to loyal customers that will reward them for their continued business**.

You will **present your ideas** to the **owner** (judge) in a role-play to take place in the **owner's (judge's) office**. The **owner** (judge) will begin the role-play by greeting you and asking to hear your ideas. After you have presented ideas and have answered the **owner's** (judge's) questions, the **owner** (judge) will conclude the role-play by thanking you for your work.

Role-play Overview



HOTEL AND LODGING MANAGEMENT SERIES 2021

JUDGE'S EVALUATION FORM
ASSOCIATION EVENT #1

Participant: _____

INSTRUCTIONAL AREA:
Marketing

ID Number: _____

Instructional
Area

Performance
Indicators

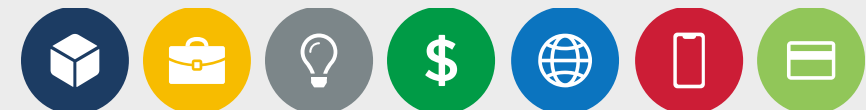
21st Century
Skills

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Describe services offered by the hospitality and tourism industry?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Establish relationship with hospitality and tourism customer/guest?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Identify factors that influence guest experiences throughout the guest life cycle?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Discuss actions employees can take to achieve the company's desired results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Demonstrate connections between company actions and results?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
21st CENTURY SKILLS						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						



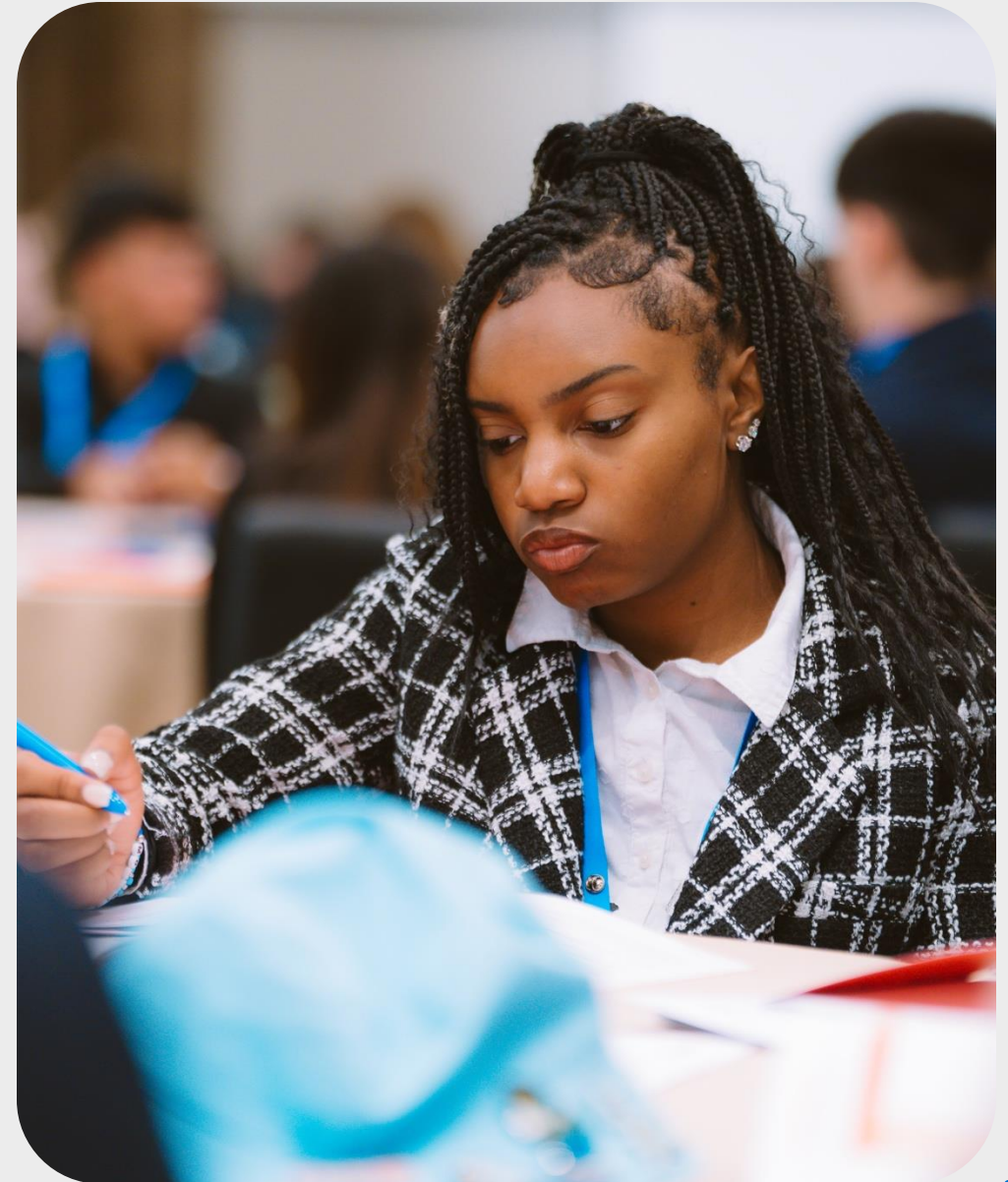
DECA Exams

- There are 7 Exams
 - Business Administration Core
 - Business Management + Administration
 - Entrepreneurship
 - Finance
 - Hospitality + Tourism
 - Marketing
 - Personal Financial Literacy



DECA Exam Basics

- 100 Questions
- Multiple choice
 - True/False and combination items are generally not used.
- Blueprints are provided.
 - By instructional area.
 - By content in each tier.
- Testing is objective – it's up to DECA Members.
- In Team Events, test scores are averaged.
- Online or In Person



Exam Blueprints

- Show items by instructional areas

The Walt Disney Company promoted Pocahontas by giving away free vacations to Walt Disney World through sign-ups in Target stores. This is an example of what kind of promotional tool?

- Publicity
- Sales promotion
- Advertising
- Personal Selling

Test 1283

MARKETING CLUSTER EXAM—KEY

9. B

Sales promotion. Sales promotion activities include contests, couponing, displays, free samples, or rebates used to stimulate purchases. The Disney contest is, therefore, sales promotion. Publicity is any nonpersonal presentation of ideas, goods, or services that is not paid for by the company or individual which receives it. Advertising is any paid presentation of ideas, goods, or services. Personal selling involves planned personalized communication.

SOURCE: PR:001 Explain the role of promotion as a marketing function

SOURCE: LAP-PR-901—Razzle Dazzle (Nature of Promotion)

EXAM BLUEPRINTS
DECA's exams are rigorous, industry-validated, multiple-choice, 100-item exams based on National Curriculum Standards. These charts show the blueprint of items by instructional area for the 2024-2025 exams used at the district level, chartered association level and at the International Career Development Conference.

BUSINESS ADMINISTRATION CORE			
	DISTRICT	ASSOCIATION	ICDC
Business Law			
Communications			
Customer Relations	1	1	4
Economics	15	15	11
Emotional Intelligence	5	5	4
Entrepreneurship	7	7	12
Financial Analysis	22	22	19
Human Resources Management	0	0	1
Information Management	16	16	13
Marketing	1	1	1
Operations	10	10	11
Professional Development	1	1	1
Risk Management	11	11	13
Strategic Management	11	11	9

BUSINESS MANAGEMENT + ADMINISTRATION			
	DISTRICT	ASSOCIATION	ICDC
Business Law			
Communications			
Customer Relations	5	5	5
Economics	7	6	6
Emotional Intelligence	2	2	1
Entrepreneurship	6	5	4
Financial Analysis	9	8	6
Human Resources Management	1	0	0
Information Management	7	6	5
Knowledge Management	1	0	0
Marketing	7	6	6
Operations	6	6	9
Professional Development	1	7	1
Project Management	21	1	9
Quality Management	6	24	26
Risk Management	6	5	4
Strategic Management	6	7	8

\$ FINANCE			
	DISTRICT	ASSOCIATION	ICDC
Business Law			
Communications			
Customer Relations	7	8	7
Economics	5	4	3
Emotional Intelligence	5	5	4
Entrepreneurship	6	5	4
Financial Analysis	9	8	4
Financial-Information Management	1	0	6
Human Resources Management	24	0	0
Information Management	9	28	30
Marketing	1	10	12
Operations	6	0	0
Professional Development	1	5	5
Risk Management	6	1	1
Strategic Management	13	5	4
	6	14	15
	1	7	9
		0	0

HOSPITALITY + TOURISM			
	DISTRICT	ASSOCIATION	ICDC
Business Law			
Communications			
Customer Relations	3	3	2
Economics	5	4	3
Emotional Intelligence	8	9	9
Entrepreneurship	6	6	5
Financial Analysis	9	9	7
Human Resources Management	1	0	0
Information Management	8	7	0
Knowledge Management	2	1	7
Market Planning	14	1	1
Marketing	0	15	15
Operations	1	1	1
Pricing	1	1	2
Product/Service Management	13	1	2
Professional Development	1	13	2
Promotion	6	1	13
Quality Management	8	7	9
Risk Management	2	7	6
Selling	1	3	3
Strategic Management	1	1	1
	7	1	1
	3	8	2
		2	2

MARKETING			
	DISTRICT	ASSOCIATION	ICDC
Business Law			
Channel Management			
Communications	2	2	1
Customer Relations	5	6	7
Economics	5	4	3
Emotional Intelligence	2	2	1
Entrepreneurship	6	5	4
Financial Analysis	9	8	6
Human Resources Management	1	0	0
Information Management	6	5	4
Market Planning	1	0	0
Marketing	5	0	0
Marketing-Information Management	4	4	3
Operations	1	4	5
Pricing	11	1	1
Product/Service Management	6	14	16
Professional Development	3	5	4
Promotion	11	4	4
Selling	6	13	4
Strategic Management	9	5	15
	6	11	5
	6	7	13
	1	0	8
		0	0

PERSONAL FINANCIAL LITERACY			
	DISTRICT	ASSOCIATION	ICDC
Earning Income			
Spending			
Saving	25	20	16
Investing	14	14	14
Managing Credit	15	14	14
Managing Risk	15	14	14

Principles of Business Administration Events

Principles of Business Administration Events are for individual first-year DECA members. The member is asked to explain several core business concepts.

 1 participant

 1 role-play
2nd role-play for finals

 10 minutes
preparation time

 10 minutes
interview time



Principles of Business Management and Administration PBM

Business Administration Core Exam



Principles of Entrepreneurship PEN

Business Administration Core Exam



Principles of Finance PFN

Business Administration Core Exam



Principles of Hospitality and Tourism PHT

Business Administration Core Exam



Principles of Marketing PMK

Business Administration Core Exam

Team Decision Making Events

Team Decision Making Events challenge a team of two participants to analyze a case study in a specific career area and develop a solution.



2 participants



1 case study
2nd case study for finals



30 minutes
preparation time



15 minutes
interview time



Business Law and Ethics BLTDM

Business Management and Administration Exam



Buying and Merchandising BTDM

Marketing Exam



Entrepreneurship ETDM

Entrepreneurship Exam



Financial Services FTDM

Finance Exam



Hospitality Services HTDM

Hospitality and Tourism Exam



Marketing Management MTDM

Marketing Exam



Sports and Entertainment Marketing STDM

Marketing Exam



Travel and Tourism TTDM

Hospitality and Tourism Exam

Individual Series Events

Individual Series Events are individual member events that pose business challenges with role-plays set in specialized career areas.

 1 participant

 2 role-plays
3rd role-play for finals

 10 minutes
preparation time

 10 minutes
interview time

 **Accounting Applications** ACT
Finance Exam

 **Apparel and Accessories Marketing** AAM
Marketing Exam

 **Automotive Services Marketing** ASM
Marketing Exam

 **Business Finance** BFS
Finance Exam

 **Business Services Marketing** BSM
Marketing Exam

 **Entrepreneurship** ENT
Entrepreneurship Exam

 **Food Marketing** FMS
Marketing Exam

 **Hotel and Lodging Management** HLM
Hospitality and Tourism Exam

 **Human Resources Management** HRM
Business Management and Administration Exam

 **Marketing Communications** MCS
Marketing Exam

 **Quick Serve Restaurant Management** QSRM
Hospitality and Tourism Exam

 **Restaurant and Food Service Management** RFSM
Hospitality and Tourism Exam

 **Retail Merchandising** RMS
Marketing Exam

 **Sports and Entertainment Marketing** SEM
Marketing Exam

Personal Financial Literacy Event

The Personal Financial Literacy Event is designed to measure members' ability to apply reliable information and systematic decision making to personal financial decisions.

 1 participant

 1 role-play
2nd role-play for finals

 10 minutes
preparation time

 10 minutes
interview time



Personal Financial Literacy PFL

Personal Financial Literacy Exam



DECA Prepared Events

- DECA's prepared events require a prepared project as well as a prepared presentation, and some require participants to take a career cluster exam.
- All of these events should be started early in the school year because of the preparation involved.
- See the DECA Guide for exact offerings and guidelines.

Business Operations Research

Business Operations Research Events challenge members (individually or in teams of up to three) to design and conduct research to present findings and a strategic plan.

The topic changes annually and is included in the DECA Guide.



1-3 participants



Present research and strategic plan



20 pages allowed



15 minutes interview time



Business Services Operations BOR



Buying and Merchandising Operations BMOR



Finance Operations FOR



Hospitality and Tourism Operations HTOR



Sports and Entertainment Marketing Operations SEOR

Project Management Events

Project Management Events encourage members (individually or in teams of up to three) to use project management skills to initiate, plan, execute, monitor and control, and close a project.

 1-3 participants

 Present project

 20 pages allowed

 15 minutes interview time



Business Solutions Project PMBS



Career Development Project PMCD



Community Awareness Project PMCA



Community Giving Project PMCG



Financial Literacy Project PMFL



Sales Project PMSP

Entrepreneurship Events

Entrepreneurship Events allow members (individually or in teams of up to three) to explore entrepreneurship at a variety of stages.



1-3 participants



Present project



20 slide
pitch deck



15 minutes
interview time



Innovation Plan EIP



Start-Up Business Plan ESB



20 pages
allowed



Franchise Business Plan EFB



Independent Business Plan EIB



Business Growth Plan EBG



International Business Plan IBP

Integrated Marketing Campaign Events

Integrated Marketing Campaign Events challenge members (individually or in teams of up to three) to develop an integrated marketing campaign in a specific category.



1-3 participants



Present campaign



20 slide
pitch deck



15 minutes
interview time



Integrated Marketing Campaign-Event IMCE

Marketing Exam



Integrated Marketing Campaign-Product IMCP

Marketing Exam



Integrated Marketing Campaign-Service IMCS

Marketing Exam

Professional Selling and Consulting Events

Professional Selling and Consulting Events allow individual participants to demonstrate knowledge and skills needed for a career in sales or consulting.

The topics change annually and are included in the DECA Guide.



1 participant



Consultation or
Sales presentation



15 minutes
interview time



Financial Consulting FCE

Finance Exam



Hospitality and Tourism Professional Selling HTPS

Hospitality and Tourism Exam



Professional Selling PSE

Marketing Exam

Key Considerations

- Include the **Prepared Event Statement of Assurances and Academic Integrity Form**
 - Only physical signatures or digital signatures will be accepted. Typed names in a font will not be accepted as signatures.
- Be sure to use the current year's guidelines.
- Include the main sections in the body of the prepared entry.
- Stay within your page count!
- Review the entry against the **Penalty Point Checklist**.





Penalty Points

Points will be deducted if there are infractions to the Penalty Points Checklist.

Most Common Penalty Points

1. Page size is larger than 8.5x11 inches for written papers or not a 16:9 ratio for pitch deck slides
2. Prepared Event Statement of Assurances is missing or not signed
3. Entry doesn't follow the guidelines
4. Entry exceeds the page limit

Submitting the Prepared Entry

- Identify the due date for the prepared entry – in many cases, this is before the competition.
- Identify the process for submitting the prepared entry.
- Processes may vary from district to association to ICDC.





DECA Online Events

DECA's online events challenge members in online business simulations. Using an online program, members compete against other members in their region from their seats in the classroom to earn the opportunity to compete at the international level.

Stock Market Game

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.

IMPORTANT DATES

- **Competition Begins:**
Monday, September 8, 2025, 9:30 a.m. ET
- **Student Name Submission:**
Friday, October 17, 2025, 4 p.m. ET
- **Asset Diversification:**
Friday, October 24, 2025, 4 p.m. ET — Friday, December 5, 2025, 4 p.m. ET
- **Competition Ends:**
Friday, December 5, 2025, 4 p.m. ET
- **Portfolio Deletion:**
Monday, May 11, 2026



1-3 participants



Present portfolio



20 slide
pitch deck



15 minutes
interview time



Stock Market Game SMG

Virtual Business Challenge

Participants in the DECA Virtual Business Challenge (VBC) operate a web-based business simulation utilizing a competition version of the Virtual Business software. The VBC qualifying rounds are conducted via the internet, where participants will vie for chartered association, regional and overall rankings.

IMPORTANT DATES

The Virtual Business Challenge will contain two (2) International Career Development Conference qualifying rounds.

- **Challenge 1:** Tuesday, October 14, 2025, 10:00 a.m. EDT through Friday, October 24, 2025, 5:00 p.m. EDT.
- **Challenge 2:** Tuesday, January 13, 2026, 10:00 a.m. EST through Friday, January 23, 2026, 5:00 p.m. EST.

 1-3 participants

 Online simulation

 **Virtual Business Challenge-Accounting** VBCAC

 **Virtual Business Challenge-Entrepreneurship** VBCEN

 **Virtual Business Challenge-Fashion** VBCFA

 **Virtual Business Challenge-Hotel Management** VBCHM

 **Virtual Business Challenge-Personal Finance** VBCPF

 **Virtual Business Challenge-Restaurant** VBCRS

 **Virtual Business Challenge-Retail** VBCRT

 **Virtual Business Challenge-Sports** VBCSP

Strategies for Getting Started

- Offer events in one or two categories – for example, Individual Series Events or Team Decision Making Events
- Offer events in one or two career clusters – for example, only Marketing events.
- Start with the 20-slide prepared entry events.
- Use the Integrated Marketing Campaign event as a classroom project.

