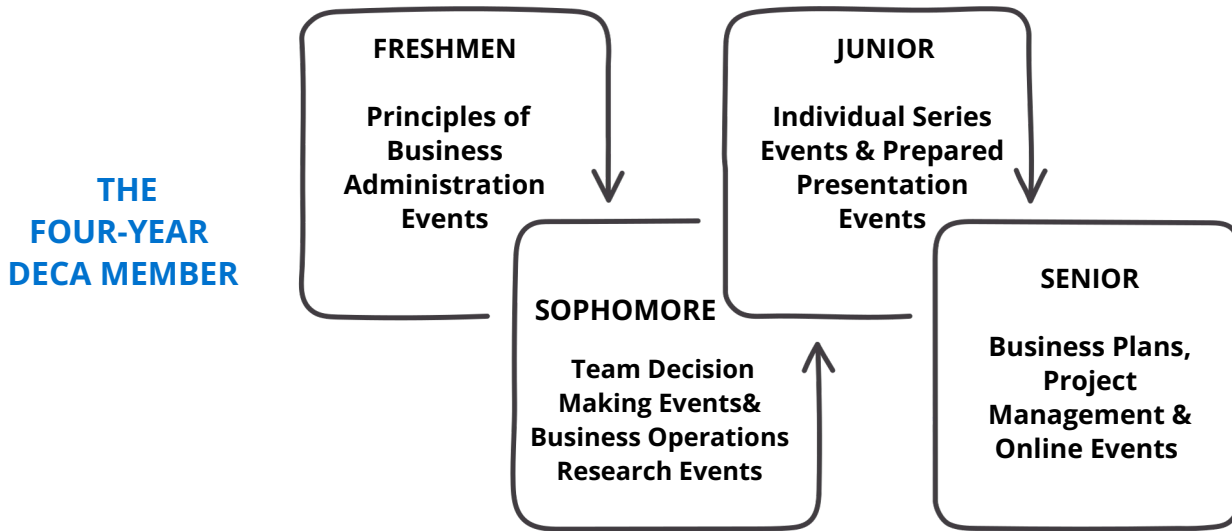


DECA's industry-validated competitive events are an integral part of the classroom curriculum and are aligned with the National Curriculum Standards within the career clusters of marketing, business management and administration, finance, and hospitality and tourism.

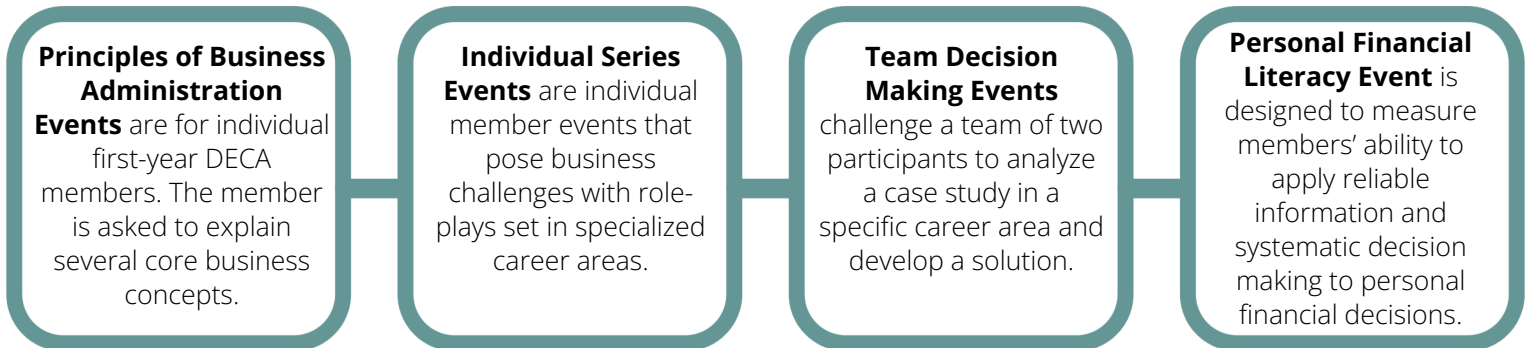
EXPLANATION OF COMPETENCY-BASED COMPETITIVE EVENTS

Current Virginia DECA student members are eligible for DECA's Competitive Event Program. It is suggested that advisors assist students in the selection of an occupational area they believe will provide the most benefit for their students. Competitive events are not restricted to specific courses but to student career interests and investigation. Students are limited to participation in one competitive event at each conference.

The following model can be used to place students in appropriate competitive 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.



Performance Indicators: Performance indicators are used to define the parameters of the comprehensive written career cluster exam and other activities that are part of the overall competition. The following diagram illustrates where performance indicators are used.

Business Administration Core: Used in all exams; Used in content interviews for PBA Events; Used in case studies for Team Decision Making Events; Used in role-plays for Individual Series Events.

Cluster Core: Used only in the cluster exams (not used for PBA Events exam); Used in case studies for Team Decision Making Events; Used in role-plays for Individual Series Events.

Pathways: Not used in any exams; Used only in role-plays for Individual Series Events

2026- 2027 VA DECA SLC COMPETITION ELIGIBILITY LIST

Category 1: Individual Role Play Events | Begins at District Leadership Conference

Individual Series Events

ACT|AAM|ASM|BFS|BSM|FMS|ENT|HLM|
HRM|MCS|QSRM|RFSM|RMS|SEM

Principles Events

***1st Year DECA Members Only**

PBM|PEN|PFN|PHT|PMK

Personal Financial Literacy

PFL

VA Only Events - Freshmen Only

VA-JI|VA-SEL

REVISED NUMBERS 26-27 SY

1st Place: Districts with 11-350 total members

1st & 2nd Place: Districts with 351-599 total members

1st, 2nd & 3rd Place: Districts with 600-849 total members

1st, 2nd, 3rd, & 4th Place: Districts with 850+ total members

Category 2: Team Decision Making Events | Begins at State Leadership Conference

*Updated for 26-27 SY: NO Districts will offer these events at DLC.

Team Decision Making Events:

BLTDM|BTDM|ETDM|FTDM|

MTDM|HTDM|STDM|TTDM

Each chapter is permitted a limited number of entries:

REVISED NUMBERS 26-27 SY

Chapters with 11 - 150 total members: 4 teams

Chapters with 151-300 total members: 6 teams total

Chapters with 301-450 total members: 8 teams total

Chapters with 405+ total members: 10 teams total

There is a limit of two entries in a single category.

Chapters may decide where teams may be submitted

Category 3: Prepared Events | Begins at State Leadership Conference

Business Operations Research Events

BOR|BMOR|FOR|HTOR|SEOR

Entrepreneurship Events

EBG|EFB|EIB|EIP|IBP|ESB

Project Management Events

PMBS|PMCD|PMCA|PMCG|PMFL|PMSP

Integrated Marketing Events

IMCE|IMCP|IMCS

Professional Selling/Consulting Events

FCE|HTPS|PSE

Each chapter is permitted a limited number of entries:

REVISED NUMBERS 26-27 SY

Chapters with 11-150 total members: 2 entries in each event

Chapters with 151 - 350: 3 entries in each event

Chapters with 351 - 550: 4 entries in each event

Chapters with 551 - 800: 5 entries in each event

Chapters with 801+: 6 entries in each event

Category 4: School-Based Enterprise| Begins at State Leadership Conference

*These events do not advance to ICDC from SLC. This is a practice round for SBE at ICDC

SBE Retail

(1) Team of 1-2 Members

SBE Food

(1) Team of 1-2 Members

2026-2027 Competitive Event Overview

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS - 1ST YEAR DECA MEMBERS ONLY

INDIVIDUAL EVENT | 10 MINUTE PREP | 10 MINUTE ROLE PLAY

(Begins at the District Level; winners move on to the State Level; winners move onto the International level)

Event	Event Code	Cluster Exam	Summary
Principles of Business Management and Administration	PBM	Business Admin Core	The business situation will use language associated with careers in Administrative Services, Business Information Management, General Management, Human Resources Management and Operations Management.
Principles of Entrepreneurship	PEN	Business Admin Core	This business situation will use language important to business owners & entrepreneurs.
Principles of Finance	PFN	Business Admin Core	The business situation will use language associated with careers in Accounting, Banking Services, Business Finance, Insurance and Securities, and Investments.
Principles of Hospitality and Tourism	PHT	Business Admin Core	The business situation will use language associated with careers in Hotels, Restaurants, and Tourism and Travel.
Principles of Marketing	PMK	Business Admin Core	The business situation will use language associated with careers in Marketing Communications, Marketing Management, Marketing Research, Merchandising and Professional Selling.

VIRGINIA ONLY - FRESHMEN EVENTS: JOB INTERVIEW & SELLING

INDIVIDUAL EVENT | 10 MINUTE PREP | 10 MINUTE ROLE PLAY

Begins at the District Level; winners move on to the State Level; 1st-3rd place winners at States attends ICDC in Emerging Leaders Series Slots (no ICDC competition due to VA ONLY)

Event	Event Code	Cluster Exam	Summary
Job Interview	VA-JI	Job Application DURING event prep time	The business situation is a mock interview for a position as presented in the role play.
Selling	VA-SE	No Exam	The business situation involves the Seven Steps of Selling. Competitors will be asked to role play selling a particular product to the judge in a setting as outlined in the role play.

2026-2027 Competitive Event Overview

INTERACTIVE ROLE PLAY SITUATION

INDIVIDUAL SERIES EVENTS | 10 MINUTE PREP | 10 MINUTE ROLE PLAY

(Begins at the District Level; winners move on to the State Level; winners move onto the International level)

Event	Event Code	Cluster Exam	Summary
<u>Accounting Applications Series</u>	ACT	Finance	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.
<u>Apparel and Accessories Marketing Series</u>	AAM	Marketing	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.
<u>Automotive Services Marketing Series</u>	ASM	Marketing	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.
<u>Business Finance Series</u>	BFS	Finance	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.
<u>Business Services Marketing Series</u>	BSM	Marketing	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.
<u>Entrepreneurship Series</u>	ENT	Entrepreneurship	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.

Event	Event Code	Cluster Exam	Summary
<u>Food Marketing Series</u>	FMS	Marketing	Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing forms resulting in the sale of food.
<u>Hotel and Lodging Management Series</u>	HLM	Hospitality and Tourism	Students will be challenged to perform marketing and management functions and tasks in hotels, motels, lodging services, convention services, and food and beverage services.
<u>Human Resources Management Series</u>	HRM	Business Mgmt and Admin	Students will be challenged to perform management functions and tasks focusing on staffing, recruitment, selection, training, performance appraisal, compensation and safety training.
<u>Marketing Communications Series</u>	MCS	Marketing	Students will be challenged to perform marketing communications and functions and tasks that inform, persuade, or remind a target marketing of ideas, experiences, goods or services.
<u>Quick Serve Restaurant Management Series</u>	QSRM	Hospitality and Tourism	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.
<u>Restaurant and Food Service Management Series</u>	RFSM	Hospitality and Tourism	Students will be challenged to perform marketing and management functions and tasks in a full-service restaurant or a food-service business.
<u>Retail Merchandising Series</u>	RMS	Marketing	Students will be challenged to perform marketing and management functions and tasks that can be applied in any retail establishment.
<u>Sports and Entertainment Marketing Series</u>	SEM	Marketing	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.

TEAM DECISION MAKING EVENTS - CASE STUDY ANALYSIS
TEAMS OF TWO | 30 MINUTE PREP | 15 MINUTE ROLE PLAY

(Begins at the State Level; winners move onto the International level)

Event	Event Code	Cluster Exam	Summary
<u>Business Law and Ethics Team Decision Making</u>	BLTDM	Business Mgmt and Admin	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.
<u>Buying and Merchandising Team Decision Making</u>	BTDM	Marketing	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.
<u>Entrepreneurship Team Decision Making</u>	ETDM	Entrepreneurship	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.
<u>Financial Services Team Decision Making</u>	FTDM	Finance	Financial services refers 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.
<u>Hospitality Team Decision Making</u>	HTDM	Hospitality and Tourism	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.
<u>Marketing Management Team Decision Making</u>	MTDM	Marketing	Marketing management includes marketing and management functions and tasks that can be applied broadly in a non-retail marketing environment.
<u>Sports and Entertainment Marketing Team Decision Making</u>	STDM	Marketing	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.
<u>Travel and Tourism Team Decision Making</u>	TTDM	Hospitality and Tourism	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.

PERSONAL FINANCIAL LITERACY EVENT
ROLE PLAYS ARE BASED AROUND MAKING PERSONAL FINANCIAL DECISIONS

INDIVIDUAL EVENT | 10 MINUTE PREP | 10 MINUTE ROLE PLAY

(Begins at the District Level; winners move on to the State Level; winners move onto the International level)

Event	Event Code	Cluster Exam	Summary
Personal Financial Literacy	PFL	Personal Financial Literacy	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.

BUSINESS OPERATIONS RESEARCH EVENTS: STUDENTS CONDUCT RESEARCH STUDIES

20 PAGE PAPER | 15 MINUTE PRESENTATION | TEAMS OF 1-3 MEMBERS

(Begins at the State Level; winners move onto the International level)

The **2026-2027 topic** for each career category is for participants to collaborate with a local business or organization to research what drives customer loyalty and repeat engagement. Using the research findings, participants will develop a strategic plan to strengthen customer retention through loyalty programs, personalized experiences or relationship-building initiatives.

Event	Event Code	Cluster Exam	Summary
Business Services Operations Research	BOR	No Exam	Business Services includes human resources, information technology and personal and contracted services businesses.
Buying and Merchandising Operations Research	BMOR	No Exam	Buying and Merchandising includes retail and wholesale businesses that provide consumer goods.
Finance Operations Research	FOR	No Exam	Finance includes banks, credit unions, accounting, investments and other financial businesses.
Hospitality and Tourism Operations Research	HTOR	No Exam	Hospitality and Tourism includes hotels, restaurants and tourism-related businesses.
Sports and Entertainment Marketing Operations Research	SEOR	No Exam	Sports and Entertainment Marketing includes businesses that conduct sporting and/or entertainment events.

PROJECT MANAGEMENT EVENTS

USE PROJECT MANAGEMENT SKILLS TO SUCCESSFULLY COMPLETE A PROJECT.

20 PAGE PAPER | 15 MINUTE PRESENTATION | TEAMS OF 1-3 MEMBERS

(Begins at the State Level; winners move onto the International level)

Event	Event Code	Cluster Exam	Summary
<u>Business Solutions Project</u>	PMBS	No Exam	The Business Solutions Project uses the project management process to work with a local business to identify a specific problem with the current business operations and implement a solution. Examples include talent inquisition, employee on-boarding, policies and procedures, technology integration, customer service improvement, safety operations, marketing and promotion activities, and productivity and output enhancement.
<u>Career Development Project</u>	PMCD	No Exam	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, resume development workshops, career exploration initiatives, mock interviews, educational paths, workplace re-entry and mentor programs.
<u>Community Awareness Project</u>	PMCA	No Exam	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 illness awareness, drug awareness, ethics, environmental and green issues, and vaping.
<u>Community Giving Project</u>	PMCG	No Exam	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 shelters, 5K's, sports tournaments, auctions, banquets, item collections, holiday drives, adopt families, etc.
<u>Financial Literacy Project</u>	PMFL	No Exam	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.
<u>Sales Project</u>	PMSP	No Exam	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.

ENTREPRENEURSHIP EVENTS - EXPLORE ENTREPRENEURIAL CONCEPTS FROM IDEA GENERATION TO GROWING A BUSINESS

SLIDE DECK OR PAPER | 15 MINUTE PRESENTATION | TEAMS OF 1-3 MEMBERS

(Begins at the State Level; winners move onto the International level)

Event	Event Code	Cluster Exam	Summary
<u>Innovation Plan</u> (20 Slide Pitch Deck)	EIP	No Exam	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.
<u>Start-Up Business Plan</u> (20 Slide Pitch Deck)	ESB	No Exam	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.
<u>Independent Business Plan</u> (20 pages)	EIB	No Exam	The Independent Business Plan Event involves the development of a comprehensive proposal to start a new business. Any type of business may be used.
<u>International Business Plan</u> (20 pages)	IBP	No Exam	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.
<u>Business Growth Plan</u> (20 pages)	EBG	No Exam	The Business Growth Plan involves the idea generation and strategy development needed to grow an existing business. Participants in this event will analyze their current business operations and identify opportunities to grow and expand the business. Options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the internet, etc.
<u>Franchise Business Plan</u> (20 pages)	EFB	No Exam	In the Franchise Business Plan event participants present a comprehensive business plan proposal to buy into an existing franchise, seeking to become a franchisee. This event includes the development and presentation of various aspects of a plan to form a business. It 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, the development of a marketing/promotion plan and the development of a financial plan.

INTEGRATED MARKETING CAMPAIGNS

20 SLIDES PITCH DECK | 15 MINUTE PRESENTATION | TEAMS OF 1-3 MEMBERS

(Begins at the State Level; winners move onto the International level)

Event	Event Code	Cluster Exam	Summary
<u>Integrated Marketing Campaign - Product</u>	IMCP	Marketing	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.
<u>Integrated Marketing Campaign - Service</u>	IMCS	Marketing	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.
<u>Integrated Marketing Campaign - Event</u>	IMCE	Marketing	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.

PROFESSIONAL SELLING AND CONSULTING EVENTS - ORGANIZE AND PRESENT A SALES PRESENTATION OR CONSULTATION | 15 MINUTE PRESENTATION | INDIVIDUAL EVENT

(Begins at the State Level; winners move onto the International level)

Event	Event Code	Cluster Exam	Summary
<u>Financial Consulting</u>	FCE	Finance	Check back for the 2026-2027 topic description. https://www.deca.org/compete/financial-consulting
<u>Hospitality and Tourism Professional Selling</u>	HTPS	Hospitality and Tourism	Check back for the 2026-2027 topic description. https://www.deca.org/compete/hospitality-and-tourism-professional-selling
<u>Professional Selling</u>	PSE	Marketing	Check back for the 2026-2027 topic description. https://www.deca.org/compete/professional-selling

ONLINE EVENTS ARE A SEPARATE CATEGORY AND ARE NOT HELD AT THE DISTRICT OR STATE LEVEL.

These are all online with top competitors being invited to the International Level

Event	Event Code	Summary
<u>Stock Market Game</u>	SMG	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.
<u>Virtual Business Challenge - Accounting</u>	VBCAC	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.
<u>Virtual Business Challenge - Entrepreneurship</u>	VBCEN	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.
<u>Virtual Business Challenge - Fashion</u>	VBCFA	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.
<u>Virtual Business Challenge - Hotel Mgt</u>	VBCHM	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.
<u>Virtual Business Challenge - Personal Finance</u>	VBCPF	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.
<u>Virtual Business Challenge - Restaurant</u>	VBCRS	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.
<u>Virtual Business Challenge - Retail</u>	VBCRT	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.
<u>Virtual Business Challenge - Sports</u>	VBCSP	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.