

DECA's Competitive Events Program

Our Mission

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

Introduction

DECA's competitive events program directly supports our mission. As an integral part of the classroom curriculum, DECA's industry-validated competitive events are aligned with the National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. Using time-tested techniques that apply learning, connect to business and promote competition, DECA's competitive events directly contribute to every student being college and career ready when they graduate from high school by focusing on the following outcomes.

Academically Prepared

DECA's competitive events provide a vehicle for members to demonstrate National Curriculum Standards through individual or team activities and to develop and employ the key skills of analysis, application of knowledge, creative problem solving and logical presentation.

Community Oriented

DECA's competitive events help members explore their communities, participate in an environment of cooperation and recognize their responsibility to the community.

Professionally Responsible

DECA's competitive events encourage members to develop ethics, integrity and high standards while assuming responsibility for self-improvement and self-discipline.

Experienced Leaders

DECA's competitive events provide constructive avenues for team expression, initiative and creativity.

DECA's competitive events program promotes competence, innovation, integrity and teamwork.

This section of the DECA Guide provides the general qualifications for entering international conference competitive events; information on career clusters, instructional areas and performance indicators addressed by the competitive events; the official list of competitive events offered by DECA Inc. and updated guidelines for the High School Division competitive events.

A complete set of the competitive events guidelines is available online at www.deca.org as well as for purchase from DECA Images, 1908 Association Drive, Reston, VA 20191-1594.

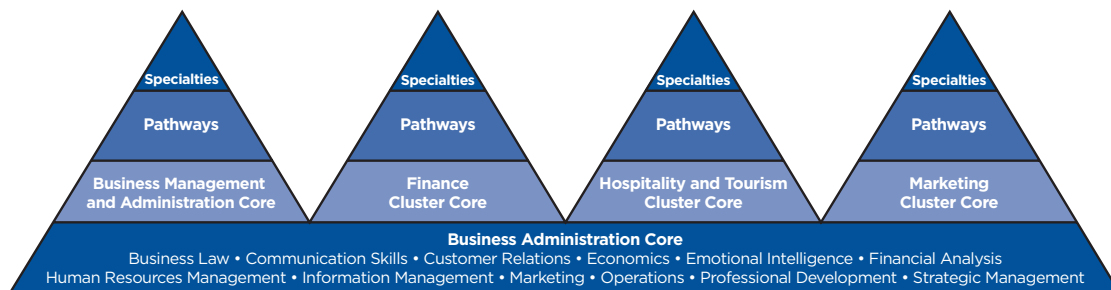
Qualifications for Entering International Conference Competitive Events

1. All participants must be active members of DECA with the current year's dues on file with DECA Inc. prior to March 1 of the current school year.
2. All participants and written entries must be approved and authorized for entering competition by their chartered association through official competitive events registration forms.
3. All participants and written entries must meet the specifications set forth for each activity.
4. All participants must have participated in chartered association, district and/or local competition, or qualified through online competition.
5. All entry forms and creative entries must be submitted by the chartered association advisor or designee according to announced deadlines.
6. A participant may enter only one of the competitive events with a participatory component during DECA's international conference.
7. No additions or substitutions may be registered for competition after the deadline set forth by DECA Inc.
8. A written entry may not be entered in more than one international conference competitive event during a given year.
9. Once a written entry is entered in international conference competition, the identical content material may not be entered in international conference competition again.
10. All participants must attend the briefing sessions scheduled for their competitive event during the international conference.
11. Participants are required to follow the official DECA dress code. See a complete statement of the dress code on page 61.
12. All written entries must include a signed copy of DECA's Written Event Statement of Assurances (page 75).
13. Participants **must** bring a photo ID to all event briefings, testing sessions and presentations. If a photo ID is not available, an advisor must verify the participant's identity.

Career Clusters and Instructional Areas

DECA's Competitive Events Program is aligned with National Curriculum Standards in the Marketing, Business Management and Administration, Finance, and Hospitality and Tourism career clusters.

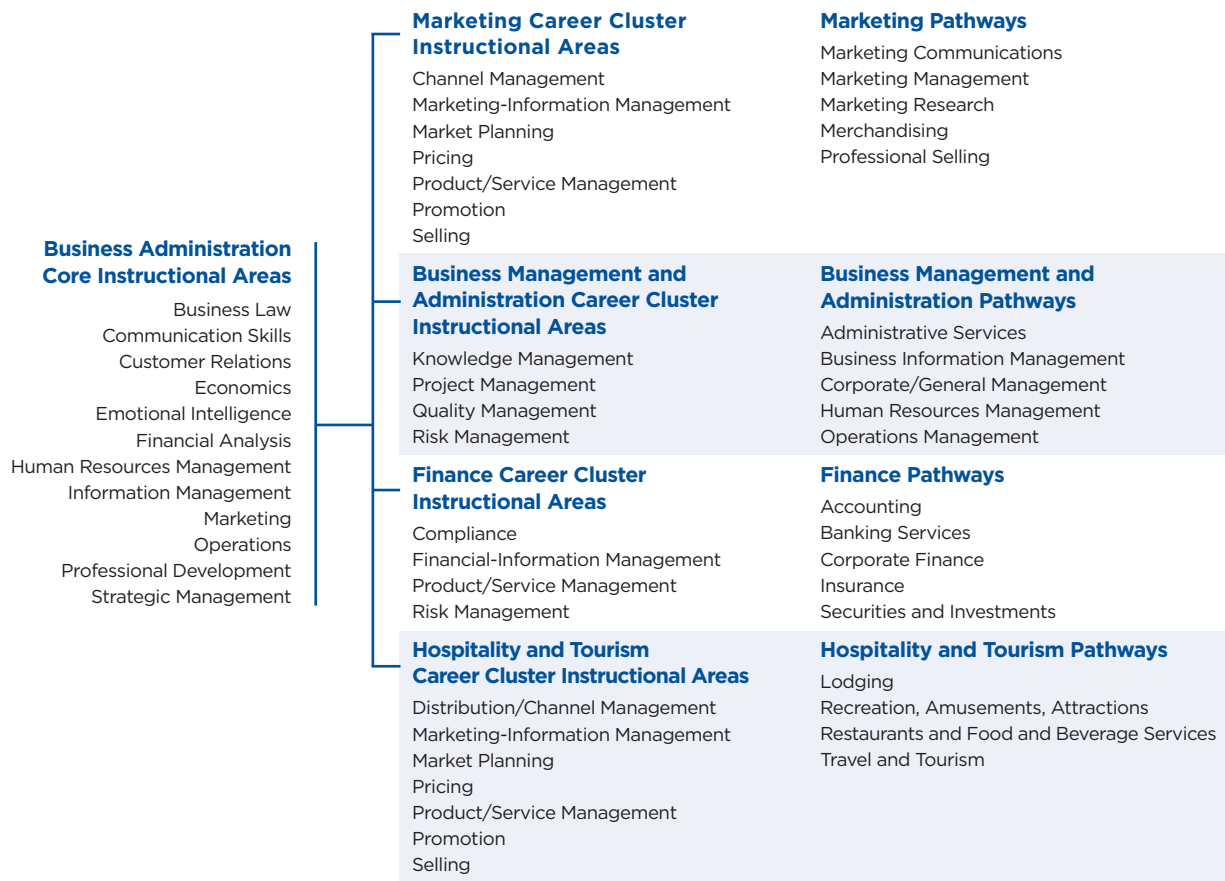
Performance indicators are the basis of the content of the cluster exams and content interviews, case studies and role-plays. Performance indicators are specific knowledge/skills categorized by instructional area.



The Business Administration Core has twelve instructional areas with performance indicators. This core is the foundation for all of DECA's competitive events.

As events become more specialized, they are associated with a specific career cluster and then possibly a career pathway. At each level, content becomes more specialized. Each career cluster has its own unique instructional areas, each with performance indicators. Each pathway has specific performance indicators that represent groups of careers within a specific career cluster.

The chart below shows instructional areas in the Business Administration Core and for each of the four Career Clusters, and career pathways within each of the four career clusters. Please refer to page 59 for the relationship between specific competitive events and the Business Administration Core, Career Cluster and Pathways.



Performance Indicators

Content Interviews, Role-plays and Case Studies

- Performance indicators for **Principles of Business Administration** content interviews will be selected from the business administration core.
- Performance indicators for **Team Decision Making** case studies will be selected from the appropriate career cluster and the business administration core.
- Performance indicators for **Individual Series** role-plays will be selected from the appropriate pathway, the appropriate career cluster and the business administration core.

Career Cluster Exams

- Performance indicators for the **Principles of Business Administration** exams will be selected from the business administration core.
- Performance indicators for the four cluster exams used for **Team Decision Making Events**, **Individual Series Events**, **Marketing Representative Events** and **Professional Selling Events** will be selected from the appropriate career cluster and the business administration core.
- Pathway performance indicators will not be used to develop any exam questions.

Competitive Event	Business Admin. Core	Career Cluster Exam	Pathway
Principles of Business Administration Events			
Principles of Business Administration	Exam		
Principles of Finance	Exam		
Principles of Hospitality and Tourism	Exam		
Principles of Marketing	Exam		
Team Decision Making Events			
Business Law and Ethics	•	Business Management and Administration	
Buying and Merchandising	•	Marketing	
Financial Services	•	Finance	
Hospitality Services	•	Hospitality and Tourism	
Marketing Communications	•	Marketing	
Sports and Entertainment Marketing	•	Marketing	
Travel and Tourism	•	Hospitality and Tourism	
Individual Series Events			
Accounting Applications	•	Finance	Accounting
Apparel and Accessories Marketing	•	Marketing	Merchandising
Automotive Services Marketing	•	Marketing	Marketing Management
Business Finance	•	Finance	Corporate Finance
Business Services Marketing	•	Marketing	Marketing Management
Food Marketing	•	Marketing	Marketing Management
Hotel and Lodging Management	•	Hospitality and Tourism	Lodging
Human Resources Management	•	Business Management and Administration	Human Resources Management
Marketing Management	•	Marketing	Marketing Management
Quick Serve Restaurant Management	•	Hospitality and Tourism	Restaurant and Food and Beverage Service
Restaurant and Food Service Management	•	Hospitality and Tourism	Restaurant and Food and Beverage Service
Retail Merchandising	•	Marketing	Merchandising
Sports and Entertainment Marketing	•	Marketing	Marketing Management
Marketing Representative Events			
Advertising Campaign	•	Marketing	
Fashion Merchandising Promotion Plan	•	Marketing	
Sports and Entertainment Promotion Plan	•	Marketing	
Professional Selling Events			
Hospitality and Tourism Professional Selling	•	Hospitality and Tourism	
Professional Selling	•	Marketing	

Specific performance indicator lists are available at www.deca.org/competitions/highschool/.

Project Originality

In many written events, chapters have settled on a strategy that uses the same well-developed projects year after year. Succeeding chapter teams often take the previous year's successful project and seek to improve it. If that strategy works in achieving a chapter's goals and the experience teaches the principles of DECA, the strategy serves the chapter, the community and DECA well.

Chapters submitting entries for chapter team events, however, should be challenged to do more than update the previous year's written project. Project committees should avoid even reviewing the previous year's entry. Judges (whose assignment is to evaluate a project according to established guidelines) will be impressed by the originality of a chapter's project. *Plagiarism of projects judged previously will automatically disqualify a chapter from competition and eligibility for awards.*

Judge Scoring

Role-play Scoring. The judge will become familiar with all of the event guidelines before starting to evaluate the presentation. A list of performance indicators specific to the scenario is included in the evaluation. These are distinct tasks the participants must accomplish during the content interview, role-play or case study. The judge will evaluate the participants' performance on these tasks and on several follow-up questions. The judge will complete the Presentation Evaluation Form.

Written Event Scoring. The judge will become familiar with all of the event guidelines before starting to evaluate the written entry. Penalty points (see Written Entry Checklist) will have already been assessed. The Written Entry Evaluation Form follows the outline shown in the section entitled Format Guidelines for the Written Entry, which explains in greater detail what should be discussed/included in each section. The judge will complete the Written Entry Evaluation Form.

A maximum score of "Exceeds Expectations" in any category means that, in the judge's opinion, the information is presented effectively and creatively; nothing more could be expected of a participant.

A "Meets Expectations" rating means that the information is presented well. Though there may be a few minor problems or omissions, they are not significant. Creativity, however, is not shown to any great degree.

A "Below Expectations" score means that the information presented does not meet minimum standards of acceptability.

A "Little/No Value" score means either that some major flaw has been noted that damages the effectiveness of the information (this may be a major omission, a serious misstatement, poor writing or any other major flaw) or that the information presented is of no value (does not address the problem at all).

A combined total score of 70 or better on the written and presentation sections will earn the participant/team DECA's Certificate of Excellence at the international conference.

Awards

DECA's competitive events provide recognition for competitors in a number of different areas. The following list describes the recognition provided:

Certificate of Achievement: All competitors will receive a Certificate of Achievement recognizing the achievement necessary to qualify to participate in the International Career Development Conference.

Certificate of Excellence: Competitors scoring a combined total score of 70 or better on the competitive event components will earn a Certificate of Excellence.

Mini-Awards: For each event with career cluster exams, the highest ten individual scores on the career cluster exam will receive a gold-ribbon medallion. For each Principles of Business Administration Event, Team Decision Making Event, Individual Series Event, Marketing Representative Event and Professional Selling Event, participants with top scores in each section of the interview component will each receive a gold-ribbon medallion. In all events, the top two overall scores in each section will be considered finalists and receive blue-ribbon medallions.

Grand Awards: The top ten finalists will be called to the stage with first, second and third places receiving trophies and all ten receiving red-white-blue ribboned medallions.

Cash Awards: All competitive event first place winners will receive a minimum of \$100. Several events provide larger awards based on company sponsorship.