

# DECA's Competitive Events Listing

## I Individual Oral and Principle Events must qualify at Regionals

- ACT ACCOUNTING APPLICATIONS: (FINANCE CLUSTER, ACCOUNTING PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in accounting applications. 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. Roles in these events are those of supervisors, managers or entrepreneurs.
- AAM APPAREL AND ACCESSORIES MARKETING: (MARKETING CLUSTER, MERCHANDISING PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in apparel and accessories marketing or marketing management. 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. Roles in these events are those of customers, employees, supervisors and managers.
- ASM AUTOMOTIVE SERVICES MARKETING: (MARKETING CLUSTER, MARKETING MANAGEMENT PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in automotive services 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. Roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.
- BFS BUSINESS FINANCE: (FINANCE CLUSTER, CORPORATE FINANCE PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in business 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. Roles in these events are those of supervisors, managers, financial experts or entrepreneurs.
- BSM BUSINESS SERVICES MARKETING: (MARKETING CLUSTER, MARKETING MANAGEMENT PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in business services 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. Roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.
- ENT ENTREPRENEURSHIP: (ENTREPRENEURSHIP CLUSTER)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in entrepreneurship or leadership development.
- FMS FOOD MARKETING: (MARKETING CLUSTER, MARKETING MANAGEMENT PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in food marketing or marketing management. 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. Roles in these events are those of customers, employees, supervisors and managers.
- HLM HOTEL AND LODGING MANAGEMENT: (HOSPITALITY AND TOURISM CLUSTER, LODGING PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in hotel and lodging marketing or marketing management. Students will be challenged to perform marketing and management functions and tasks in hotels, motels, lodging services, convention services, and food and beverage services. Roles in these events are those of customers, employees, supervisors and managers.
- HRM HUMAN RESOURCES MANAGEMENT: (BUSINESS MANAGEMENT AND ADMINISTRATION CLUSTER, HUMAN RESOURCES MANAGEMENT PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in human resources management. Students will be challenged to perform management functions and tasks focusing on staffing, recruitment, selection, training, performance appraisal, compensation and safety training. Roles in these events are those of supervisors, managers, human resource experts or entrepreneurs.
- MCS MARKETING COMMUNICATIONS: (MARKETING CLUSTER, MARKETING MANAGEMENT PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in marketing management. Students will be challenged to perform marketing and management functions and tasks that can be applied broadly in a non-retail marketing environment. Roles in these events are those of clients, employees, supervisors, managers and entrepreneurs.
- PFL PERSONAL FINANCIAL LITERACY: (FINANCIAL LITERACY EXAM)** 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.

**RFSM RESTAURANT AND FOOD SERVICE MANAGEMENT: (HOSPITALITY AND TOURISM CLUSTER, RESTAURANTS AND FOOD AND BEVERAGE SERVICES PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in restaurant and food service management. Students will be challenged to perform marketing and management functions and tasks in a full-service restaurant or a food-service business. Roles in these events are those of supervisors, managers and entrepreneurs.

**RMS RETAIL MERCHANDISING: (MARKETING CLUSTER, MERCHANDISING PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in retail merchandising management. Students will be challenged to perform marketing and management functions and tasks that can be applied in any retail establishment. Roles in these events are those of customers, employees, supervisors and managers.

**SEM SPORTS AND ENTERTAINMENT MARKETING: (MARKETING CLUSTER, MARKETING MANAGEMENT PATHWAY)** The student is given a description of a specific situation that measures skills, knowledge and attitudes in sports and entertainment 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. Roles in these events are those of supervisors and managers.

**PBM Principles of Business Management and Administration:** The events will use language associated with careers in Administrative Services, Business Information Management, General Management, Human Resources Management, and Operations Management. (First year in DECA).

**PFN Principles of Finance:** The events will use language associated with careers in Accounting, Banking Services, Business Finance, Insurance and Securities, and Investments. (First year in DECA).

**PHT Principles of Hospitality and Tourism:** The events will use language associated with careers in Hotels, Restaurants, and Tourism and Travel. (First year in DECA).

**PMK Principles of Marketing:** The events will use language associated with careers in Marketing Communications, Marketing Management, Marketing Research, Merchandising and Professional Selling. Restricted to grade 9 students only.

## **II Team Oral Events must qualify at Regionals**

**BLTDM BUSINESS LAW AND ETHICS: (BUSINESS MANAGEMENT AND ADMINISTRATION CLUSTER)** 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.

**BTDM BUYING AND MERCHANDISING: (MARKETING CLUSTER)** 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.

**ETDM ENTREPRENEURSHIP: (ENTREPRENEURSHIP CLUSTER)** The student teams will be given a description of a specific situation that measures skills, knowledge and attitudes in entrepreneurship or leadership development.

**FTDM FINANCIAL SERVICES: (FINANCE CLUSTER)** 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.

**HTDM HOSPITALITY SERVICES: (HOSPITALITY AND TOURISM CLUSTER)** 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.

**MTDM MARKETING COMMUNICATIONS: (MARKETING CLUSTER)** Marketing communications are marketing functions and tasks that inform, remind, and/or persuade a target market of ideas, experiences, goods/services, and/or images.

**STDM SPORTS AND ENTERTAINMENT MARKETING: (MARKETING CLUSTER)** 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.

**TTDM TRAVEL AND TOURISM: (HOSPITALITY AND TOURISM CLUSTER)** 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.

### **III Business Management and Entrepreneurship Events**

**must qualify at Regionals (online Entrepreneurship exam)**

EIB	Independent Business Plan
EIP	Innovation Plan
IBP	International Business Plan
ESB	Start-Up Business Plan
EFB	Franchise Business Plan
GRIT	The GRIT Tank

### **IV Marketing Representative Events**

**must qualify at Regionals (online Marketing cluster exam;  
weighted average exam scores)**

ADC	Advertising Campaign Event
FMP	Fashion Merchandising Promotion Plan Event
SEPP	Sports and Entertainment Promotion Plan

### **V Professional Selling and Consulting Events**

**must qualify at Regionals (online exam in either Finance/Hospitality/Marketing)**

FCE	Financial Consulting Event
HTPS	Hospitality and Tourism Professional Sales Event
PSE	Professional Selling Event

#### **FINANCIAL CONSULTING      FCE**

For 2017-2018 you will assume the role of a financial consultant. A recent college graduate has scheduled a meeting with you because he/she is interested in investing in a retirement plan. The college graduate would like you to make recommendations that will have the most positive financial impact. The college graduate is interested in how much to save, retirement plans available and how long to save.

#### **HOSPITALITY AND TOURISM PROFESSIONAL SELLING EVENT      HTPS**

For 2017-2018 you will assume the role of a catering sales manager for a hotel. A potential client is interested in holding a three-day conference for 750 attendees at the hotel and is meeting with you to determine unique and creative catering options. Each conference attendee's registration includes two breaks, a seated dinner, a reception and two lunches during the three-day conference.

#### **PROFESSIONAL SELLING EVENT      PSE**

For 2017-2018 you will assume the role of a sales representative of a virtual reality technologies firm. A human resources director of a major company has scheduled a meeting with you because he/she is interested in using virtual reality technology to create a training experience for the company's employees. The human resources director wants to learn how your firm's products will be beneficial to training the company's employees.

## VI Written Business Proposals

**must qualify at Regionals (online Entrepreneurship exam)**

### 2018 TOPIC

The topic for each career category is the development or enhancement of a customer experience management strategy. Participants will collaborate with a local business or organization to analyze current customer experience management strategies and then present a plan to improve the customer experience within the business or organization.

**ALL of the following Business Operations Research Events will have the 2018 research topic as their primary focus.**

#### Business Operations Research Events

BOR	Business Services Operations Research Event
BMOR	Buying and Merchandising Operations Research Event
FOR	Finance Operations Research Event
HTOR	Hospitality and Tourism Operations Research Event
SEOR	Sports and Entertainment Marketing Operations Research Event

**For the following events, students may choose to focus on any business**

#### Chapter Team Events

CSP	Community Services Project
CMP	Creative Marketing Project
FLPP	Financial Literacy Project
EPP	Entrepreneurship Promotion Plan
LEP	Learn and Earn Project
PRP	Public Relations Project

## VII DECA's Online Events

***completely open, not a qualifier***

#### Online Events

VBCRT	Virtual Business Challenge Retail	SMG	Stock Market Game
VBCSP	Virtual Business Challenge Sports	VBCPF	Virtual Business Challenge Personal Finance
VBCRS	Virtual Business Challenge Restaurant	VBCAC	Virtual Business Challenge Accounting

## VIII DECA Ontario's Special Event

***completely open, not a qualifier***

**LDA Leadership Development Academy:** Students can attend the leadership academy that is taking place at Provincials in February. The number of students you can register will be based on your chapter membership, 1:20 ratio. Grades 9 – 10 only.