

# 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.
- 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.
- QSRM QUICK SERVE RESTAURANT 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 quick-service restaurant management. 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. Roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.

**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 content interviews 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 content interviews 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 content interviews will use language associated with careers in Hotels, Restaurants, and Tourism and Travel. (First year in DECA).

**PMK** **Principles of Marketing:** The content interviews 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.

**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 (attendance at workshops mandatory)**

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 (weighted average test 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 (weighted average test scores)**

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

#### **FINANCIAL CONSULTING FCE**

For 2016-2017, you will assume the role of financial consultant. A client has scheduled a meeting with you because he/she looking to purchase or lease a new car. The client would like for you to share the pros and cons of both purchasing and leasing and make a recommendation that will have the most positive financial impact.

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

For 2016-2017, you will assume the role of a sales manager for a destination management company (DMC). A non-profit meeting manager is planning a four-day meeting for its 25 board of directors in a downtown hotel. However, the meeting manager has asked your DMC to arrange for VIP airport transfers, and three nights of entertainment that takes advantage of the city's unique culture.

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

For 2016-2017, you will assume the role of a sales representative of a drone technology firm. A local real estate agent has scheduled a meeting with you because he/she has a desire to utilize drones to help his/her real estate business and wants to learn how your firm's products and services can be beneficial to his/her business.

## **VI Written Business Proposals** *completely open, not a qualifier*

### **2017 Topic**

For 2016-2017, the topic for each career category is the development or enhancement of a social, local, mobile (SoLoMo) strategy. Participants will collaborate with a local business or organization to analyze current social, local, mobile strategies and practices and then present a plan to improve social, local, mobile strategies and practices.

### **RATIONALE**

A major trend in marketing across industry sectors is an increased emphasis on social, local, mobile (SoLoMo). Businesses and organizations are re-balancing promotional dollars in order to utilize Geo-location technology, develop mobile apps, improve maneuverability, and alter communications strategies in order to more quickly and more effectively reach customers.

**ALL of the following Business Operations Research Events will have the 2017 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
HOR	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 - sponsored by Muscular Dystrophy Canada
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		

## **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.