

DECA's Competitive Events Listing

I Individual Oral and Principle Events must qualify at Regionals Exam AND role-play

Events listed on online system are morning events and will be paired with these afternoon events. For example, if a Judge chooses ENT to judge in the morning, they will Judge ETDM in the afternoon.

ACT ACCOUNTING APPLICATIONS: (FINANCE CLUSTER) The student is given a description of a specific situation that measures skills, knowledge and attitudes in accounting applications. 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. Understand 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) 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) Description of a specific situation that measures skills, knowledge and attitudes in automotive services marketing. 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) 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) Description of a specific situation that measures skills, knowledge and attitudes in business services marketing. 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) 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) Description of a specific situation that measures skills, knowledge and attitudes in hotel and lodging marketing or marketing management. 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) Description of a specific situation that measures skills, knowledge and attitudes in human resources management. 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) Description of a specific situation that measures skills, knowledge and attitudes in marketing management. Challenged to perform marketing and management functions and tasks that

Event Pairings (am)	Event Pairings (pm)
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ACT	FTDM
AAM	BTDM
ASM	
BFS	PFN
BSM	BLTDM
FMS	
HLM	HTDM
HRM	PMK
MCS	MTDM
PFL	PBM
ENT	ETDM
RFSM	TTDM
RMS	PHT
SEM	STDM

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) Description of a specific situation that measures skills, knowledge and attitudes in restaurant and food service management. 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) Description of a specific situation that measures skills, knowledge and attitudes in retail merchandising management. 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) Description of a specific situation that measures skills, knowledge and attitudes in sports and entertainment marketing. 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 use of leisure time.

PBM Principles of Business Management and Administration: (Business Administration Core) 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: (Business Administration Core) 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: (Business Administration Core) The events will use language associated with careers in Hotels, Restaurants, and Tourism and Travel. (First year in DECA).

PMK Principles of Marketing: (Business Administration Core) The events will use language associated with careers in Communications, Marketing Management, Marketing Research, Merchandising/Professional Selling. Grade 9 students only.

II Team Oral Events

must qualify at Regionals

Weighted Average Team Exam Score AND role-play

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.

Events that have an Exam only as their Qualifier to Provincials

III Professional Selling and Consulting Events

must qualify at Regionals by writing the EXAM only

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

will write Finance Cluster Exam

will write Hospitality Cluster Exam

will write Marketing Cluster Exam

FINANCIAL CONSULTING FCE

For 2023-2024 you will assume the role of a financial consultant. A small-business client has scheduled a meeting with you because they would like to add a peer-to-peer payment platform option for their customers. The client would like for you to share and explain different peer-to-peer platforms and make a recommendation that will have a positive financial impact.

HELPFUL RESOURCES:

- [4 P2P Payment Platforms for Businesses and How to Use Them](#)
- [Why Small Businesses Need Online Payment Apps](#)
- [Top Peer-to-Peer Payment Apps: Pros, Cons and How to Use Them](#)
- [The Truth About Those Peer-to-Peer Payment Apps](#)
- [Peer-to-peer payment apps like Venmo, Cash, PayPal are booming. Do you still need a bank?](#)
- [What Are Peer-to-Peer Payments?](#)
- [Best Payment Apps for Small Businesses](#)
- [3 ways Merchants can implement P2P payments for their business](#)

Hospitality and Tourism Professional Selling HTPS

For 2023-2024 you will assume the role of a sales manager for a company that promotes outdoor activities and close-to-nature experiences. The company has noticed an increase in guest requests for a glamping experience while participating in the other activities you offer. Your company is interested in adding glamping sites to its offerings and would like you to develop a proposal. You have a meeting scheduled with the director of sales and marketing to present your plan on how to incorporate glamping into your company's current offerings.

HELPFUL RESOURCES:

- [Glamping Market Size, Share & Trends Analysis Report By Accommodation \(Cabins & Pods, Tents, Yurts, Treehouses\), By Age Group, By Region, And Segment Forecasts, 2023 – 2030](#)
- [Tapping Into the Growth of the Glamping Industry](#)
- [How glamping became China's hottest new travel trend](#)
- [Camping, Glamping Make the Great Outdoors More Popular Than Ever](#)

Professional Selling PSE

For 2023-2024 you will assume the role of sales representative for a company that specializes in assisting clients with social media selling strategies. Social selling is a sales method that practices incorporating social networks into every stage of the sales process. A large part of the customer experience now takes place on social media and in more casual communication channels. You have a meeting scheduled with the Chief Marketing Officer to present the services your company can provide for expanding their company's social media selling strategies.

HELPFUL RESOURCES:

- [Small businesses are seeing organic success on TikTok](#)
- [Ad spending on TikTok defies advertising slowdown](#)
- [15 Social Media Trends Smart Marketers Will Leverage In 2023](#)
- [Biggest Social Media Trends in 2023](#)
- [Top 5 social media trends for 2023](#)
- [10 Social Media Selling Strategies | The Ultimate Guide to Social Selling](#)

IV Integrated Marketing Campaign Events

must qualify at Regionals by writing the EXAM only

IMCP	Integrated Marketing Campaign Event – Product
IMCS	Integrated Marketing Campaign Event – Service
IMCE	Integrated Marketing Campaign Event – Event

will write Marketing Cluster Exam

V Business Management and Entrepreneurship Events

No Regional Qualifier; Paper submission is due January 15, 2024

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

VI Operation Research Business Proposals

No Regional Qualifier; Paper submission is due January 15, 2024

The 2023-2024 topic for each career category is the development of a strategy to combat the talent challenge. Businesses today are facing labor shortages across all industries. Participants will collaborate with a local business or organization to analyze the current process for recruiting, hiring, onboarding and retaining workers. Participants will then create and present a strategic plan to attract and retain employees.

HELPFUL RESOURCES:

- [Hiring, innovation remain key manufacturing priorities](#)
- [Southwest Airlines Cancellations Highlight Ripple Effects Of Labor Shortages](#)
- [Amid labor shortage WA aerospace plants hire untapped talent](#)
- [Understanding America's Labor Shortage: The Most Impacted Industries](#)
- [Labor Shortages Forecast to Persist for Years](#)
- [Worker shortages are fueling America's biggest labor crises](#)
- [Why the labor shortage will stick around — and is good news for worker pay](#)
- [Building your employee retention machine](#)
- [The 'quiet quitting' phenomenon created a monster. Here's what HR should really be paying attention to](#)
- [Lowe's philanthropic arm introduces new training program for those aspiring to skilled trades](#)
- [Retailers' Wage Competition Is Still Hot](#)
- [The four-day workweek: Why Amplitude tried it and wants to make it permanent](#)
- [Find employees who stay for the long haul](#)

ALL of the following Business Operations Research Events will have the 2024 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

Project Management Events

PMBS	Business Solutions Project
PMCD	Career Development Project
PMCA	Community Awareness Project
PMCG	Community Giving Project
PMFL	Financial Literacy Project
PMSP	Sales Project

VII DECA's Online Events

completely open, not a qualifier

Online Events

VBCRT	Virtual Business Challenge Retail
VBCSP	Virtual Business Challenge Sports
VBCRS	Virtual Business Challenge Restaurant
VBCFA	Virtual Business Challenge Fashion
VBCEN	Virtual Business Challenge Entrepreneurship

SMG	Stock Market Game
VBCPF	Virtual Business Challenge Personal Finance
VBCAC	Virtual Business Challenge Accounting
VBCHM	Virtual Business Challenge Hotel

VIII Ontario DECA'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. Maximum of one student per chapter. Grades 9 – 10 only.