

# 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.

| Event Pairings (am) | Event Pairings (pm) |
|---------------------|---------------------|
| 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                |

**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. 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, MERCHANDISING PATHWAY)** 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)** 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, 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)** 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, MARKETING MANAGEMENT PATHWAY)** 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)** 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, HUMAN RESOURCES MANAGEMENT PATHWAY)** 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, MARKETING MANAGEMENT PATHWAY)** Description of a specific situation that measures skills, knowledge and attitudes in marketing management. 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)** 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, MERCHANDISING PATHWAY)** 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, MARKETING MANAGEMENT PATHWAY)** 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:** 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**

**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 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   |

### IV 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                       |

#### FINANCIAL CONSULTING FCE

For 2022-2023 you will assume the role of a financial consultant to a local bank.

The bank is looking to close some of its brick-and-mortar locations and transition more of its services to an online/virtual platform. The bank is seeking your recommendation on what services could be transitioned to an online-only banking platform without compromising customer service to its customers.

#### HELPFUL RESOURCES:

- [U.S. Banks Close Record Number of Retail Branches in 2021](#)
- [The Vanishing Brick-and-Mortar Bank Branch](#)
- [Bank Branches and COVID-19: Where are Banks Closing Branches During the Pandemic?](#)
- [3 Major Banks Plan More Branch Closings as Thousands Shutter](#)
- [The 5 Biggest Financial Services Tech Trends in 2022](#)

#### HOSPITALITY AND TOURISM PROFESSIONAL SELLING EVENT HTPS

For 2022-2023 you will assume the role of a sales representative for a technology firm that specializes in touchless technology integration.

A local amusement park owner has scheduled a meeting with you to discuss how to implement touchless customer options and learn about the types of products that can be integrated into their company to benefit their business.

#### HELPFUL RESOURCES:

- [How Touchless Technology Can Make Life Easier](#)
- [Implementing Touchless Technology is Essential to Establishing Health and Safety Protocols in a Post-Pandemic World](#)
- [7 Restaurant Technology Trends to Watch in 2022](#)
- [Top 10 Contactless Trends to Watch in 2022](#)

#### PROFESSIONAL SELLING EVENT PSE

For 2022-2023 you will assume the role of a sales representative of a virtual human resource firm that specializes in employee accountability.

Since the pandemic, the company is allowing workers to work remotely and is looking for a solution to hold employees accountable for their workload. The chief operations officer of a major company has scheduled a meeting with you because he/she is interested in using your services to ensure accountability in the virtual workplace.

#### HELPFUL RESOURCES:

- [Top 5 HR Trends for 2022 and Beyond](#)
- [10 Ways Human Resources will Change in 2022](#)
- [How to Keep Remote Workers Engaged in a Virtual Team](#)
- [How to Successfully Manage Your Remote Workforce](#)

## V Business Management and Entrepreneurship Events

**No Regional Qualifier; Paper submission is due January 18, 2023**

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

## VI Written Business Proposals

**No Regional Qualifier; Paper submission is due January 18, 2023**

The 2022-2023 topic for each career category is to research an existing business's website, products, and/or services and develop a strategic plan to adopt a hyper-personalization approach.

Today companies are tracking and collecting large amounts of customer data and are using artificial intelligence to determine patterns within the data to simulate a customer's thought process. Consumers have raised concerns about privacy and ethics in regards to this type of data collection. Participants will develop a strategic plan to enhance and improve the company's existing products and/or services by incorporating this approach and addressing consumer concerns.

### HELPFUL RESOURCES:

- [The Growing Significance of AI-Powered Hyper-Personalization in Digital Marketing](#)
- [Rethinking Personas for Fairness: Algorithmic Transparency and Accountability in Data-Driven Personas](#)
- [Ethical Concerns of AI in Marketing](#)
- [Why AI Makes the Human Touch Even More Important in Personalization](#)
- [Personas vs. Personalization: Should Both Be Part of Marketers' Toolkits?](#)
- [How To Build an Ethical User Research Practice at Any Organization](#)
- [Hyper-Personalization: The Next Wave of Customer Engagement](#)
- [Best Practices on Creating Effective Personas](#)
- [Marketing Personas and AI](#)
- [AI-Based 'Synthetic Personas' Can Augment and Transform Audience Research](#)
- [How Are Personas Used in Real Organizations?](#)
- [Complete Guide: How to Create Personas Based on Data](#)
- [How To Use Personas? Listing Typical Persona Use Cases](#)
- [8 Examples of AI Personalization Across Industries](#)
- [Putting Personas to Work in UX Design: What They Are and Why They're Important](#)
- [The Complete User Analysis Guide: Personas to Design to Analytics](#)
- [How To Create Highly Accurate Customer Personas for Marketing](#)
- [Why AI Makes the Human Touch Even More Important in Personalization](#)
- [Overcoming the Pitfalls to Smart and Successful AI Personalization](#)

**ALL of the following Business Operations Research Events will have the 2023 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  | Formerly CMP  |
| PMCD | Career Development Project  | Formerly EPP  |
| PMCA | Community Awareness Project | Formerly PRP  |
| PMCG | Community Giving Project    | Formerly CSP  |
| PMFL | Financial Literacy Project  | Formerly FLPP |
| PMSP | Sales Project               | Formerly LEP  |

**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       |
| VBCFA | Virtual Business Challenge Fashion          | VBCHEM | Virtual Business Challenge Hotel            |
| VBCE  | Virtual Business Challenge Entrepreneurship |        |                                             |

**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. Maximum of one student per chapter. Grades 9 – 10 only.