

# DECA's Competitive Events Listing @ Provincials

## I Principle Oral Events

**NOTE: For these five events, we ask that Judges bring a laptop or tablet to the competition. Evaluations will be completed electronically. Please do not bring a work laptop; there may be a firewall preventing you from accessing JudgePro software.**

**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).

**PEN** **Principles of Entrepreneurship: (Business Administration Core)** The events will use language associated with careers in entrepreneurship and startups.

**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 Case Oral Events

**NOTE: For these events, you will be assigned to one of these events on the day of.**

**BLDM** **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.

**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 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.

**RFM 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.

## Prepared Written Events

### III Professional Selling and Consulting Events

**NOTE: For these events, there is an actual theme to the presentation.**

#### **FINANCIAL CONSULTING FCE**

For 2025-2026, you will assume the role of a financial consultant who specializes in advising small business owners and entrepreneurs. A potential new client, a local artist who sells paintings, prints, sculptures, etc., has recently turned their passion into a successful online business. The potential new client has scheduled a meeting with you to discuss strategies for managing their rapid growth.

#### **Hospitality and Tourism Professional Selling HTPS**

For 2025-2026, you will assume the role of director of sales for a company specializing in social media influencer partnership strategy. The vice president of marketing for a local convention and visitors bureau has scheduled a meeting with you to discuss using your services to create an influencer program to drive brand awareness, increase hotel occupancy and create authentic visitor engagement.

#### **Professional Selling PSE**

For 2025-2026, you will assume the role of a sales representative for a company that specializes in subscription-based employee training and development platforms. A local non-profit business owner has scheduled a meeting with you to explore how your platform can help upskill their staff, improve customer service, and increase employee retention. The owner is particularly interested in solutions that are cost-effective, easy to implement, and tailored to the unique challenges of the non-profit industry.

## IV Operation Research Business Proposals

The 2025-2026 topic for each career category is for participants to collaborate with a local business or organization to seek and incorporate customer feedback into the company's corporate social responsibility initiatives and overall business strategies. Using the research findings, participants will develop a CSR strategy to achieve internal/external results.

This means understanding what customers value, what concerns them, and how their opinions can inform a company's CSR actions and practices. Some examples may include:

- **Environmental Initiatives:** Customers can provide insights into which environmental issues they prioritize, such as reducing carbon emissions, protecting natural resources, or promoting sustainable practices.
- **Social Impact Programs:** Customer feedback can help companies identify social issues they are passionate about, such as poverty reduction, education, or community development.
- **Ethical Sourcing and Manufacturing:** Customers can provide feedback on a company's sourcing practices, labor standards, and manufacturing processes.
- **Diversity and Inclusion:** Customer perspectives can inform a company's efforts to create a more inclusive and diverse workplace and customer base.

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

## V Campaign, Business Management and Project Management Events

**NOTE: No theme! Students may choose to focus on ANY business.**

Integrated Marketing Campaign Events	Business Management and Entrepreneurship	Project Management Events
IMCP (Product)	EIB (Independent Business Plan)	PMBS (Business Solutions Project)
IMCS (Service)	EIP (Innovation Plan)	PMCD (Career Development Project)
IMCE (Event)	IBP (International Business Plan)	PMCA (Community Awareness Project)
	ESB (Start-Up Business Plan)	PMCG (Community Giving Project)
	EFB (Franchise Business Plan)	PMFL (Financial Literacy Project)
		PMSP (Sales Project)