

DECA's Competitive Events Listing

I Individual Oral and Principle Events must qualify at Regionals

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**

- 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.
- FDTM** **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 Integrated Marketing Campaign Events **must qualify at Regionals (online Marketing cluster exam; weighted average exam scores)**

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

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 2018-2019 you will assume the role of a financial consultant. A young professional has come to you for advice on setting a budget including recommendations on a savings plan. The young professional's annual salary is \$40,000. The young professional has student loans, wants to live a millennial lifestyle and save for the future. The young professional would like you to make recommendations for a monthly budget.

HOSPITALITY AND TOURISM PROFESSIONAL SELLING EVENT HTPS

For 2018-2019 you will assume the role of a sales manager for a convention and visitors bureau of a major city. A potential client is interested in holding its annual conference for 4,000 attendees in your city and is meeting with you to hear about your city's meeting package. At a minimum, you should discuss convention facilities, hotel package, potential attractions and transportation.

PROFESSIONAL SELLING EVENT PSE

For 2018-2019 you will assume the role of a sales representative of a security services firm. A general manager of a retail store has scheduled a meeting with you because he/she is seeking a firm to provide security services for the store. The general manager wants to learn about your firm's services as they relate to security guards, security equipment and alarms, loss prevention strategies and more.

VI Written Business Proposals

must qualify at Regionals (online Entrepreneurship exam)

The 2018-2019 topic for each career category is the development of a cause marketing campaign. Participants will collaborate with a local business or organization to analyze current customer perceptions of the company or organization's corporate social responsibility. Participants will then present a plan to create a cause marketing campaign that aligns to the company or organization's core values.

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