

DECA's Competitive Events Listing

Individual Orals

- ACT ACCOUNTING APPLICATIONS: (FINANCE CLUSTER, ACCOUNTING PATHWAY)** 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, development and use of reports and analysis to make business decisions. Understand the 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)** 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)** 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)** 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)** 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.