

DECA's Competitive Events Listing

Principle Events

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 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.

NEW THIS YEAR! For the following TWO groupings of written events, members must write an online Entrepreneurship exam **AND** attend a Regional Workshop. In case of team events, the members' scores are determined as a weighted average.

V Business Management and Entrepreneurship Events **must qualify at Regionals**

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 **must qualify at Regionals**

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 2019 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 – DECA International determines qualifiers**

Online Events

VBCRT Virtual Business Challenge Retail
VBCSP Virtual Business Challenge Sports
Personal Finance
VBCRS Virtual Business Challenge Restaurant
Accounting

SMG Stock Market Game
VBCPF Virtual Business Challenge
VBCAC Virtual Business Challenge

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.

QSRM QUICK SERVE RESTAURANT MANAGEMENT: (HOSPITALITY AND TOURISM CLUSTER, RESTAURANTS AND FOOD AND BEVERAGE SERVICES PATHWAY) The student is given a description of a specific situation that measures skills, knowledge and attitudes in quick-service restaurant management. Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing firms primarily engaged in the quick-serve restaurant industry. Roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.