

Competitive Events Handbook

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Go to <http://www.deca.org/competitions/highschool/> to find out more information about specific events and sample tests/role plays.

Levels of Competition

Region (January 21): This is the first round of competition. Our region includes the following local counties: Hall, Dawson, and Forsyth. The competition is held nearby and is a one day event.

State (March 3-5): There are two ways to go to state: 1) Place in the top 3 at Regions, or 2) Compete in an event that begins at the State level. It will be held at the Hyatt Regency Hotel in Atlanta and every DECA Chapter brings students. In conjunction with competing, our group goes out to attractions and restaurants in downtown. ***See note at end of packet on placing at State and qualifying for ICDC.

Internationals (April 22-27): THE BIGGEST AWARD!! Every state across the nation, as well as many other countries, meets in one area to find just who the best is. Over 18,000 student members, business professionals, alumni members and advisors will meet in Nashville, Tennessee this year. You compete in the same content area as Regions and State but it is a completely different level of competition at Internationals. Recognition, awards, fun, and scholarships are just a few of the rewards at the International level. Last year's International Competition was in Orlando, Florida.

Competitive Events

Individual Testing Only (Multiple Choice Test)

These events are done online at Lambert after school on November 17. The top 10 students from each of these events will earn a spot on stage at State and a spot to ICDC to attend a leadership academy.

Advertising Services Testing Event
Buying and Merchandising
Entrepreneurship

Free Enterprise Economics
Marketing Math Testing Event
Selling

Individual Role Play Only Events

These events begin at Regions.

The top 7 finalists at State will attend Internationals but will not compete.

They will attend a leadership academy, senior management institute, or be a voting delegate.

Job Interview (Resume required) - mock interview
Business Speech –topic posted on gadeca.org

Individual Series Events--Test and Role Play

Region, State and International Level

First part is a 100-question multiple choice test that takes place at Lambert on Wednesday, January 21 after school. The second part is a role play that occurs at Region competition. A role play is a case study which may require you to make a sale, design an advertisement, or train a new employee, etc. and present to judges (1-2 business professionals)

- **Accounting Applications:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in accounting applications. Students will be 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. 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. Roles in these events are those of supervisors, managers or entrepreneurs. Students take the finance cluster test.

- **Apparel and Accessories Marketing:** The student is given a 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. Students take the marketing cluster test.
- **Automotive Services Marketing:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in automotive services marketing. Students will be 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. Students take the marketing cluster test.
- **Business Finance:** 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. Students take the finance cluster test.
- **Business Services Marketing:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in business services marketing. Students will be 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. Students take the marketing cluster test.
- **Food Marketing:** The student is given a 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. Students take the marketing cluster test.
- **Hotel and Lodging Management:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in hotel and lodging marketing or marketing management. Students will be 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. Students take the hospitality and tourism cluster test.
- **Human Resources Management:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in human resources management. Students will be 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. Students take the Business Management and Administration cluster test.
- **Marketing Management:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in marketing management. Students will be 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. Students take the marketing cluster test.

- **Personal Financial Literacy:** DECA’s Personal Financial Literacy Event 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. The participant will be given a 100-question, multiple-choice, financial literacy exam.
- **Quick Serve Restaurant Management:** 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. Students take the Hospitality and Tourism cluster test.
- **Restaurant and Food Service Management:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in restaurant and food service management. Students will be 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. Students take the Hospitality and Tourism cluster test.
- **Retail Merchandising:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in retail merchandising management. Students will be 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. Students take the marketing cluster test.
- **Sports and Entertainment Marketing:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in sports and entertainment marketing. Students will be 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 satisfying the desire to make productive or enjoyable use of leisure time. Roles in these events are those of supervisors and managers. Students take the marketing cluster test.

Principles of Business Administration Events
(First Year DECA members and Competitors Only)

Region, State and International Level

Individual test (Business Administration Cluster Exam) and role play (event specific)

- **Principles of Business Management and Administration:** The interview events will use language associated with careers in Administrative Services, Business Information Management, General Management, Human Resources Management, and Operations Management.
- **Principles of Finance:** The interview events will use language associated with careers in Accounting, Banking Services, Business Finance, Insurance and Securities, and Investments.
- **Principles of Hospitality and Tourism:** The interview events will use language associated with careers in Hotels, Restaurants, and Tourism and Travel.
- **Principles of Marketing:** The interview events will use language associated with careers in Marketing Communications, Marketing Management, Marketing Research, Merchandising and Professional Selling.

Team Decision Making Events (2 people)
Individual Test (scores are averaged) and Role Play Jointly
State and International level

Both team members prepare for the role play together and appear before the judges together as a team. Just as above, your team may be asked to design an ad campaign for a new hotel, or to promote sports team, etc.

- **Business Law and Ethics:** 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. Business Management and Administration cluster Test
- **Buying and Merchandising:** 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. Marketing cluster Test
- **Financial Services:** 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. Finance cluster Test
- **Hospitality Services:** Marketing and management functions and tasks that can be applied in hotels, motels, lodging services, related convention services, and related food and beverage services. Hospitality and Tourism cluster test.
- **Marketing Communications:** Marketing functions and tasks that inform, remind, and/or persuade a target market of ideas, experiences, goods/services, and/or images. Marketing cluster test.
- **Sports and Entertainment Marketing:** 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. Marketing cluster test.
- **Travel and Tourism:** 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. Hospitality and Tourism cluster test.

Business Operations Research Events (up to 3 people)

State and International Level

Written event (30 pages) then group members present to judges.

2016 topic: The 2016 topic for each career category is the development or enhancement of an employee engagement strategy. Participants will collaborate with a local business or organization to analyze current employee engagement and then present a plan to improve employee engagement within the business or organization.

RATIONALE

Gallup's 2013 report (www.gallup.com/services/178514/state-american-workplace.aspx) on employee engagement implies that disengaged workers are holding back the overall economy. Gallup reports that seven out of 10 workers in are either actively disengaged or not engaged in their work.

- **Business Services** includes human resources, information technology and personal and contracted services businesses.
- **Buying and Merchandising** includes retail and wholesale businesses that provide consumer goods.
- **Finance** includes banks, credit unions, accounting, investments and other financial businesses.
- **Hospitality and Tourism** includes hotels, restaurants and tourism-related businesses.
- **Sports and Entertainment Marketing** includes businesses that conduct sporting and/or entertainment events.

Chapter Team Events

State and International Level. Represent projects that are completed as a chapter but have representatives from the chapter who prepare the manual and present.

Community Service Project: The Community Service Project is a chapter project that provides an opportunity for chapter members to develop a better understanding of the role civic activities have in society, to make a contribution to a community service or charity, and to learn and apply the principles of the numerous components of marketing management. The purpose of the Community Service Project is to provide an opportunity for the chapter members to demonstrate the knowledge and skills necessary in planning, organizing, implementing and evaluating a community service project.

Creative Marketing: The Creative Marketing Project is a chapter project that develops in chapter members an analytical and creative approach to the marketing process, actively engages chapter members in the marketing activities of their community, and provides an opportunity for experienced executives to guide and assist in preparing emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

Entrepreneurship Promotion: The purpose of the Entrepreneurship Promotion Project is to provide an opportunity for the chapter members to demonstrate the knowledge and skills needed in planning, organizing, implementing and evaluating a campaign to educate chapter members and the general public or an organized group about the opportunities available for becoming an entrepreneur. Suggested targeted audiences are educational groups, business groups, etc. public

Financial Literacy Promotion: The purpose of the Financial Literacy Promotion Project is to provide an opportunity for the chapter members to demonstrate the knowledge and skills needed in planning, organizing, implementing and evaluating a campaign to educate chapter members and the general public or an organized group about the importance of financial literacy. To be financially literate, one must be able to confidently read, analyze, and manage their personal finances to lead more secure and satisfying lives.

The most basic areas include banking (managing checking and savings accounts), budgeting, and setting and implementing financial goals (short term to retirement). To set and obtain financial goals, one must have a working knowledge of investment instruments, borrowing, and insurance. Further, financial literacy includes an understanding of employment benefits, taxes, and other payroll deduction options. Maintaining good credit can save an individual a significant sum of money in interest savings, insurance premiums, and may even affect one's ability to secure employment.

Learn and Earn Project: The Learn and Earn Project is a chapter project that develops business and marketing knowledge and skills. Positive earning outcomes in this project are not as critical to its success as the learning outcomes. The Learn and Earn Project applies entrepreneurial knowledge and skills to a single sales/service activity to be run as a real business venture. In a sense, the project is a chapter entrepreneurship project. The sales/service activity may focus on any subject of interest to the chapter and should involve the majority of the chapter members. School store projects may be appropriate, but should be planned around a new marketing program within the store. The project may begin at any time after the close of the previous year's chartered association conference and run to the beginning of the next chartered association conference. An evaluation of the project's planning, organization and implementation must be included in the report.

Public Relations Project: The purpose of the Public Relations Project is to provide an opportunity for the chapter members to demonstrate the knowledge and skills needed in planning, organizing, implementing and evaluating a single public relations campaign conducted by the chapter. The campaign may focus on any topic

or subject of interest to the chapter and should involve the majority of the chapter members. The project may begin at any time after the close of the previous chartered association conference and run to the beginning of the next chartered association conference. An evaluation of the campaign's planning, organization and implementation must be included in the report. The Public Relations Project provides an opportunity for chapter members to develop and/or identify a theme for a public relations campaign plan and organize a public relations campaign in their local community implement a public relations campaign evaluate the planning and implementation process

Business Management and Entrepreneurship Events

State and International Level. (can work in groups of up to 3)

Written event and present to judges.

Entrepreneurship Innovation Plan Event (5 pages): involves the idea generation and opportunity recognition needed to take advantage of market opportunities to introduce a new business, product or service. Any type of business, product or service may be used. Participants in the Entrepreneurship Innovation Plan Event will present a brief concept paper explaining the opportunity that exists in the marketplace and how their innovation will meet the needs of consumers.

Entrepreneurship Participating Event (Independent or Franchising – 2 Separate Events) 11 pages, 1 person: is to provide an opportunity for the participant to develop and present a proposal to form a business. The Entrepreneurship Participating Event includes the development and presentation of various aspects of a plan to form a business. The event provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity, the development of a marketing/promotion plan and the development of a financial plan.

Please note: Franchising businesses are an option within the Entrepreneurship Participating Event.

Franchising projects qualifying for international conference competition will compete in a separate section.

Entrepreneurship Written Event: (30 pages) involves the development of a proposal to start a new business, a self-analysis (including the willingness to take risks), an analysis of the business situation, a description of the way the business will operate and detailed plans for financing the business through its first three years of operation. Any type of business may be used. The Entrepreneurship Written Event will provide the participants with the opportunity to

- prepare a written proposal for a new business
- request financing for the proposal in a role-playing interview with a bank or venture capital official

Entrepreneurship—Growing Your Business (30 pages): involves the idea generation and strategy development needed to grow an existing business. Participants in the Entrepreneurship—Growing Your Business Event will analyze their current business operations and identify opportunities to grow and expand the business. Options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the Internet, etc. At least one team member must currently own and operate an existing business.

International Business Plan (30 pages): is to provide an opportunity for the participants to apply marketing knowledge and skills in an international setting prepare a written proposal for a new business venture (a new business or a new product or service of an existing business)

Marketing Representative Events

State and International Level.

Can work in groups of up to 3. Each takes a test (scores are averaged) and also prepare an 11-Page manual and present as a group to judges.

Advertising Campaign: The purpose of the Advertising Campaign Event is to provide an opportunity for the participants to prepare an advertising campaign of any length for a real product, service, company or business and to present the campaign to a prospective client/advertiser. The participants will also indicate an

appropriate budget and select media. The Advertising Campaign Event allows an opportunity for the participants to demonstrate promotional knowledge and skills necessary for advertising management personnel.

Fashion Merchandising Promotion Plan: The purpose of the Fashion Merchandising Promotion Plan is to provide an opportunity for the participants to demonstrate promotional competencies and other competencies needed by management personnel. The Fashion Merchandising Promotion Plan provides the participant with the opportunity to

- develop a seasonal sales promotion plan, using apparel and accessory items only, for a retail store
- present the plan in a role-playing situation to the store manager

Sports and Entertainment Promotion Plan: The purpose of the Sports and Entertainment Promotion Plan is to provide an opportunity for the participants to demonstrate promotional competencies and other competencies needed by management personnel. The Sports and Entertainment Promotion Plan provides the participants with the opportunity to

- develop a seasonal sales promotion plan for a sports and/or entertainment company
- present the plan in a role-playing situation to the company manager

Professional Selling Events

State and International Level

Work independently. Take 100-question test and prepare and present presentation to judges

The Professional Selling Events provide an opportunity for participants to demonstrate knowledge and skills needed for a career in sales. Participants will organize and deliver a sales presentation for one or more products and/or services.

Hospitality and Tourism Professional Selling: (presentation and visuals)-1 person

For 2013-2014, you will assume the role of a service training provider for a hospitality corporation. A large city is interested in training all of the hospitality workers in the city. Research indicates that in the past few years visitors to the city feel that many of the hospitality workers are unfriendly and unhelpful. You have been instructed to develop a program to train workers in the hospitality sector (hotel concierges, museum guides, cab drivers, etc.) to be friendlier and more customer service oriented. The ultimate goal of the city is to be recognized as one of the most helpful and friendly cities to visit. The city has an airport that services all large cities as well as international travelers. Your city offers travelers hotels to accommodate all budgets, museums, beaches, amusement parks, shopping, and restaurants of all cuisine. You have a meeting scheduled with the vice president of marketing for the city's travel bureau to discuss your training plan and the associated costs of implementing the training.

Professional Selling: (presentation and visuals)-1 person

For 2013-2014, you will assume the role of a sales representative of a major tablet maker. Many school districts are starting to purchase tablets to aide in instruction and reduce textbook expenses. Tablets have gained mainstream popularity in classrooms for their range of capabilities and ease of use. You have a meeting scheduled with a large school district's purchasing manager to pitch your company's products and price points.

*****Advancing to ICDC:** The top 6 (or 7 in some events) in each event at State are eligible for ICDC. This is subject to change according to Georgia DECA rules.