

DECA, An Association of Marketing Students
Competition Meeting

October 10, 2018

What is DECA?

- Co-curricular Marketing Organization
- Prepares students for careers in:
 - Marketing
 - Business
 - Management
 - Entrepreneurship
 - Finance
- Year Round Involvement:
 - Chapter Meetings
 - Community Service Events and Fundraising
 - Field Trips
 - Competition



Who's Who...

- DECA Advisors:
 - Mrs. Joan Irwin
- DECA Officers:
 - **President Bella Cruz**
 - **VP of Leadership – Nishta Reddy**
 - **VP of Finance – Maddie DeLuca**
 - **VP of Hospitality – Hannah Parks**
 - **VP of Marketing – Carter Francelj**
 - **VP of Career Development – Anthony Giordano**



Purpose of Today?

- Inform YOU about DECA Competition
 - Types of Events Available
 - Role Play Samples
 - Help guide you in your decision
 - Gain competitive tips and hints to help put you ahead

Role Plays, Testing, Manuals

DECA Competition is...

- Application of what you learn in marketing and business classes
- Professionalism in your dress and communication skills!
- Challenging, Rewarding, and FUN!

Event Types

- **Test and role-play** (individual or with a partner)
 - Principles events (first year members & competitors only)
 - Individual Series
 - Team Decision Making
 - Personal Financial Literacy Event
- **Written Events** - some of these are being offered.
 - Chapter Team Events
 - Professional Selling events

Competition Levels

- **Region**

- First Baptist Church in Cumming
- December 7
- Individual test and role-play only

- **State**

- Atlanta, GA
- February 14-16 15th is a student holiday

- **International (ICDC)**

- Orlando, FL
- April 27-30

Competition... Region

- 1 day, First Baptist Cumming, December 7, 2018
- What's involved:
 - Competition & Awards Ceremony
- Individual Events
 - Role Play Only:
 - Job Interview and Business Speech
 - Individual Series:
 - Testing plus Role Play --testing will be done here, in the Hospitality Suite on **Nov. 13th- before school and after school.**
 - Principles of Business Administration Events: 1st year DECA members and competitors only
 - Testing plus Role Play --testing will be done --testing will be done here, in the Hospitality Suite on **Nov. 13th- before school and after school**
- What's next: if you place in the top 6 or 7 you move to State to compete in the same event!

Competition...State

- 3 days – Hyatt Regency, Atlanta
 - Thursday, February 14-Saturday, February 16
 - The 15th is a student holiday.
- What's Involved:
 - Opening Ceremony, Hotel, Food, Competition, Awards Ceremony
- Who Competes?
 - Those who placed at Region AND
 - Those events that start at State
 - Team Testing and Role Play

ICDC-International Career Development Conference

- April 27-30 in Orlando, Florida!
- Place at State in the top 6-7 in your event (depending on event)
- If you place in a testing only event you will NOT compete at ICDC, however you can attend the Leadership Development Academy which is at ICDC.



Competition Pictures





Breakdown of event types

- Test & role play

Testing Events

- Contains 100 multiple-choice questions
- 90 minutes
- Testing only—specific to your category
 - List of events in competition packet
- Testing plus role play
 - Cluster Exams
 - Marketing
 - Entrepreneurship
 - Finance
 - Business Management and Administration
 - Hospitality & Tourism
- Team Testing—you both test and scores are averaged

1. It is often best for a business to use an exclusive distribution pattern when it
 - A. needs to maintain tight control over a product.
 - B. prefers to have its intermediaries promote the product.
 - C. chooses to eliminate intermediaries.
 - D. wants the product to be available in all possible locations.
2. A primary reason that businesses expand their operations in foreign countries is to
 - A. eliminate tax obligations.
 - B. increase revenues.
 - C. condense their market shares.
 - D. promote environmental issues.
3. A business should strive to keep its cash conversion cycle as short as possible so it
 - A. has fewer liquid assets.
 - B. can earn dividends.
 - C. can increase its profit margin.
 - D. has cash available to use.
4. Which of the following situations is an example of SLUGGING?
 - A. A salesperson offers a customer the opportunity to try an expensive product free of charge.
 - B. A telemarketer asks a customer if s/he knows anyone who would want to buy a certain product.
 - C. A marketer tells a customer that s/he is conducting research, and then begins a sales pitch.
 - D. A business promotes a product by sending samples to its customers without authorization.
5. What marketing function directly affects how well a product will sell and the amount of money the business will make?
 - A. Channel Management
 - B. Promotion
 - C. Product/Service Management
 - D. Pricing

State Events with a Test

- ALL testing competitors will test in **January, 8-11**, here in the Hospitality Suite.
- Role play will take place at State
- Who?
 - Individual Events (those from Region)
 - Test at AAI: Top 20 in Georgia will move on to State
 - Team Decision Making:
 - Test at AAI top 15 in Georgia will move on to State
 - Combined score from the two competitors
 - Manual events with a test
 - *IF student(s) do not move on to State, their State deposit will be refunded.*

Sample Questions

- All of the potential losses to which a business is exposed are called:
 - A. Business Risk
 - B. Property Damage
 - C. Embezzlement
 - D. Shipment Losses
- Retailers perform an important channel activity by negotiating with consumers on issues such as:
 - A. Promotion
 - B. Risk Taking
 - C. Delivery
 - D. Manufacturing

Role Plays...

- Role plays are event specific and may require you to make a sale, design an advertisement, train a new employee, etc.
- Who are the judges?
 - Community Members, 1-3 judges
- Individual Role-Play-(region events)
 - 10 minute preparation time
 - 10 minute presentation to judges
- Team Decision Making Role Play (2 people)-(state events)
 - 30 minute preparation time with partner
 - 15 minute presentation time with partner

Sample Role Play

MCS
Sample Scenario 16



CAREER CLUSTER
Marketing

CAREER PATHWAY
Marketing Communications

INSTRUCTIONAL AREA
Market Planning

MARKETING COMMUNICATIONS SERIES EVENT

PARTICIPANT INSTRUCTIONS

PROCEDURES

- The event will be presented to you through your reading of the 21st Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to role-play your situation with a judge (you may have more than one judge).
- You will be evaluated on how well you meet the performance indicators of this event.
- Turn in all your notes and event materials when you have completed the role-play.

21ST CENTURY SKILLS

- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions, and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

PERFORMANCE INDICATORS

1. Generate marketing communications ideas.
2. Explain the concept of marketing strategies.
3. Explain the nature of a marketing plan.
4. Explain the concept of market and market identification.
5. Identify communications channels used in sales promotion.

MCS
Sample Scenario 16

EVENT SITUATION

You are to assume the role of a marketing consultant for ITCH SALONS, a brand new chain of hair salons that specialize in treating and removing lice. The owner of the chain (judge) has hired you to create a marketing communications campaign that will promote the new business to the appropriate target market and create a positive public perception of the company.

ITCH SALONS will be opening 200 salons across the country. Each salon will employ twenty licensed cosmetologists that have been extensively trained in the detection, treatment and removal of head lice. Customers with head lice are guaranteed to be lice-free after a one-hour treatment with an ITCH SALON professional. The salons will also sell a variety of lice prevention and treatment products and offer free consultations to customers that wish to be screened for head lice. The company's website offers information and resources regarding lice and tips for preventing an infestation.

While ITCH SALONS will provide a much needed service to its communities, the owner (judge) is finding that the public perception of lice is extremely negative. Even the mainstream lice removal and treatment products holding high value with its customers, have a negative public perception. Customers are embarrassed to buy lice treatment products. Retailers do not showcase these products, knowing customers prefer privacy when purchasing them. With public perception of head lice extraordinarily low, the owner (judge) is questioning the best way to promote ITCH SALONS.

The owner of ITCH SALONS (judge) has hired you to create a marketing communications campaign that will introduce the chain to its communities, promote the business to the appropriate target market and create a positive public perception of ITCH SALONS.

The marketing communications campaign must contain the following:

- Target market
- Communications channels to reach target market
- Marketing strategies to positively promote the business

You will present your marketing communications plan to the owner of the chain (judge) in a meeting to take place in the owner's (judge's) office. The owner of the chain (judge) will begin the meeting by greeting you and asking to hear your ideas. After you have presented your marketing communications plan and have answered the owner's (judge's) questions, the owner (judge) will conclude the meeting by thanking you for your work.

Sample Role-Play

- Sample video on DECA.org
 - [Individual role play sample](#)
- Discuss Sample Role-play
 - Role Play Participant description
 - Specific Performance indicators are KEY—this is what you are judged on!
 - Case Study Situation
 - Judges Instructions
 - Judges Evaluation Form

Chapter Team Events

- **20 pages; 1-3 people**
 - Represents projects completed as a chapter but representatives prepare the manual and presentation.
 - 15 minute presentation with visuals
 - Community Service
 - Creative Marketing
 - Entrepreneurship Promotion
 - Financial Literacy Promotion
 - Learn and Earn Project
 - Public Relations Project

Professional Selling Events

- **1 person**

- Financial Consulting

- You are a financial consultant. A recent college grad is interested in investing in a retirement plan.

- Hospitality & Tourism Professional Selling

- Assume the role of a catering sales manager for a hotel. A potential client is interested in holding a 3-day conference for 750 attendees and is meeting with you to come up with creative catering options.

- Professional Selling

- Sales representative for a virtual reality technologies firm. A director for a major company is interested in using virtual reality technology to create a training experience for the company's employees.

- Requirements

- 100 Question Test
- 15 Minute Oral Presentation

How we will help you?

- Competition University account
- Get the DECA Compete App to study for tests
- Test, role-play are on share drive here at school
 - Time in class
- Role-play practices held by officers
- Teacher and business community support.

Meetings for non-marketing competitors.

LET ME
TAKE A
#QUIZZIE

NOW AVAILABLE

Available on the
App Store

GET IT ON
Google play

\$3.99
EACH

ODECA
OFFICIAL
PRACTICE
EXAM

Dates to Come...

- October 10-12: Sign Up for Competitive Events
- November 9: Chapter Meeting
- October 18: Pick Up Competitor Contract
- November 13th : Region Testing @ AAI
- November 30: Chapter Team Events Due!
- December 7: Region Competition
- January 28-1: 1st Chapter Team Event Practice
- February 6: 2nd Chapter Team Events Due!
- February 14-16: State
- April 27-30: ICDC

Other Important Information

- Travel:
 - Competition Contract
 - Student Behavior/Travel Code of Conduct
- Approximate Costs*:
 - Region - \$30
 - State - \$185
 - ICDC - \$900 – \$1,000

*Costs include competition registration, transportation, hotel (for overnight trips) – *Meals are NOT included*

To get more information?

- Alliance/DECA Webpage website
 - This PowerPoint and additional information on events
- www.deca.org : Competitive event listings
- Ask officers, previous competitors, and DECA Advisors
- **Join the DECA Competitor Remind:**
 - Enter this number: 81010
 - Text: @alliancede
- Instagram for updates.
[Competition sign-up](#)

