

# DECA, An Association of Marketing Students

## Pre-Competition Seminar



September 13, 2016  
6:00 pm

# 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. Amanda Sheridan
- Ms. Emily Toothill
- Mrs. Ali Gerlach

- DECA Officers:

- Ali Braithwaite, Collin McCormick, Kate Winters, Laura Hancher, Lucia Morris, Mattie Skillman, Natalie Kandul, Patch Reilly, Royce Dickerson, Sam Genzale, Shelby Rumer, Sofia Cenciarelli, Tanner Windom.



# Purpose of Today?

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

Role Plays, Testing, Manuals

# What is in your packet?

- List of competitive event options and dates (white paper)
- Competitor contract –due on Friday, September 23<sup>rd</sup>
  - Purple paper
- What you will receive when this session is over:
  - Professional Membership Form (green paper)
  - Link to register for your competitive event
- \*\*Competition Handbook on LHS DECA Website and in itslearning groups for the marketing classes

# DECA Competition is...

- Application of what you learn in marketing and business classes
  - Professionalism in your dress and communication skills!
- Challenging, Rewarding, and FUN!
- DECAmonies:
  - Laura Hancher (12<sup>th</sup> grade)
  - Mattie Skillman (11<sup>th</sup> grade)
  - Royce Dickerson (12<sup>th</sup> grade)
  - Natalie Kandul (10<sup>th</sup> grade)
  - Sofia cenciarelli (12<sup>th</sup> grade)

# Event Types

- **Georgia testing only**
  - Does not qualify you to compete at the International level
- **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/Manuals**
  - Business Operation Research
  - Chapter Team Events
  - Entrepreneurship Events
  - Marketing Representative events
  - Professional Selling events

# Competition Levels

- **Region**
  - Location TBD
  - December 1
  - Individual test and role-play only
- **State**
  - Atlanta, GA
  - February 16-18
- **International (ICDC)**
  - Anaheim, CA
  - April 25-30



# Competition... Region

- 1 day, Location TBD, December 1, 2016
- 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 at LHS Nov. 15
    - Principles of Business Administration Events: 1<sup>st</sup> year DECA members and competitors only
      - Testing plus Role Play --testing will be done at LHS Nov. 15
- What's next: if you place in the top 6 or 7 you move to State to compete in the same event!

# Region Pictures



# Competition...State

- 3 days – Hyatt Regency, Atlanta
  - Thursday, February 16-Saturday, February 18
- What's Involved:
  - Opening Ceremony, Hotel, Food, Competition, Awards Ceremony
- Who Competes?
  - Those who placed at Regions AND
  - Those events that start at State
    - Team Testing and Role Play
    - Manual Events

# State Pictures...



# ICDC-International Career Development Conference

- April 25-30 in Anaheim, California!
- 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.



# ICDC Pictures...



# Breakdown of event types

- Georgia testing only
- Test & role play
- Manuals

# 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
    - Finance
    - Business Management and Administration
    - Hospitality & Tourism
- Team Testing—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



# Georgia Testing Only Events

- Individual Testing will take place on September 21
- 100 Questions, 90 minutes
- Cost: \$5 (Past due)
- Top 10 students in each event will be recognized on stage at State & guaranteed a spot to the leadership academy at ICDC
  - Note: These students are expected to compete in another event
- Categories:
  - Advertising Services
  - Buying and Merchandising
  - Entrepreneurship
  - Free Enterprise Economics
  - Marketing Math
  - Selling

# State Events with a Test

- ALL testing competitors will test on Tues., Jan. 17 @LHS
  - Role play will take place at State
  - Who?
    - Individual Events (those from Region)
      - Test at LHS: Top 20 in Georgia will move on to State
    - Team Decision Making:
      - Test at LHS: Top 15 in Georgia will move on to State
        - Combined score from the two competitors
    - Manual events with a test
      - All will present at State
        - Test score will be averaged with manual/presentation score
- 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



**CAREER CLUSTER**  
Marketing

**CAREER PATHWAY**  
Marketing Communications

**INSTRUCTIONAL AREA**  
Market Planning

MCS  
Sample Scenario 16

## MARKETING COMMUNICATIONS SERIES EVENT

### PARTICIPANT INSTRUCTIONS

#### PROCEDURES

- The event will be presented to you through your reading of the 21<sup>st</sup> 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.

#### 21<sup>ST</sup> 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

# Manual Events

- Manual events include:
  - Business Operations Research Events
  - Chapter Team Events
  - Entrepreneurship Events
  - Marketing Representative Events
  - Professional Selling Events

# Manual Presentations...

- Present with a memorized speech and presentation boards or electronic presentation





# Business Operations Research Events

- **30 pages; 1-3 people**
  - Complete marketing research and suggest options to local businesses within the specific categories
    - Business Services
    - Buying and Merchandising
    - Finance
    - Hospitality and Tourism
    - Sports and Entertainment
  - 15 minute presentation with visuals
- ***The 2017 topic: Participants will collaborate with a local business or organization to analyze current promotional strategies and practices and then develop and present a strategic plan to improve or implement social, local, mobile strategies and practices. (SoLoMo)***

# Chapter Team Events

- **30 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
    - Public Relations

# Entrepreneurship Events

- **Page requirements vary; # of participants vary**
  - Create a business plan for an existing business or a new business idea you create
    - Innovation Plan Event (1-3 people; 5 Pages; 15 min)
    - Start-Up Business Plan (1 person; 11 pages; 15 min)
    - Franchising Business Plan (1 person; 30 pages; 15 min)
    - Independent Business Plan (1-3 people; 30 pages; 15 min)
    - Business Growth Plan (1-3 people; 30 pages; 15 min)
      - Must have proof of ownership documentation
    - International Business Plan (1-3 people; 30 pages; 15 min)

# Marketing Representative Events

- **11 pages; 1-3 people**
  - Advertising Campaign
  - Fashion Merchandising Promotion Plan
  - Sports and Entertainment Promotion Plan
- Requirements
  - 100 question test
  - 15 min presentation

# Professional Selling Events

- **1 person**
  - Financial Consulting
    - A client is looking to purchase or lease a new car and wants pros and cons for both
  - Hospitality & Tourism Professional Selling
    - Assume the role of a salesperson for a destination management company to organize entertainment for a 4-day non-profit meeting
  - Professional Selling
    - Sales representative selling your drone technologies to a real estate business
- Requirements
  - 100 Question Test
  - 15 Minute Oral Presentation

# How we will help you?

- Competition University account (\$5 due by 9/23)
- Get the DECA Compete App to study for tests
- Test, role-play and manual examples are on share drive here at school
  - Time in class
- Role-play practices held by officers
- Practice manual presentations
- Manual due date to provide feedback



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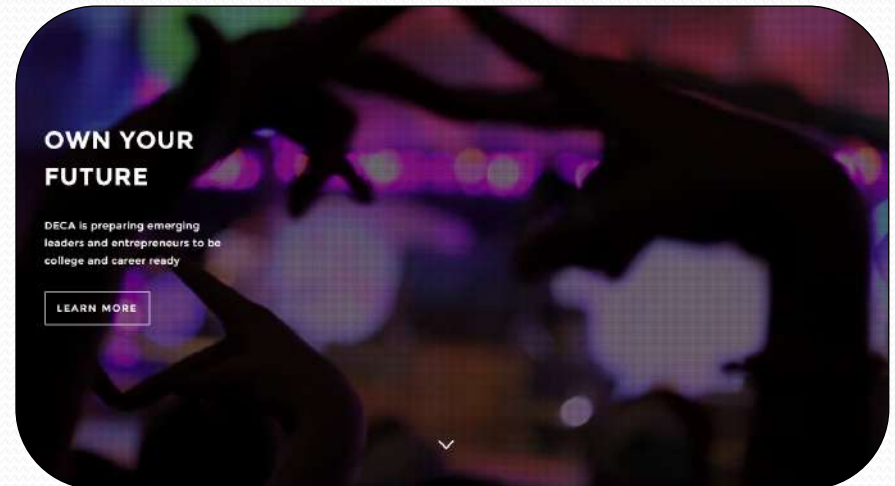
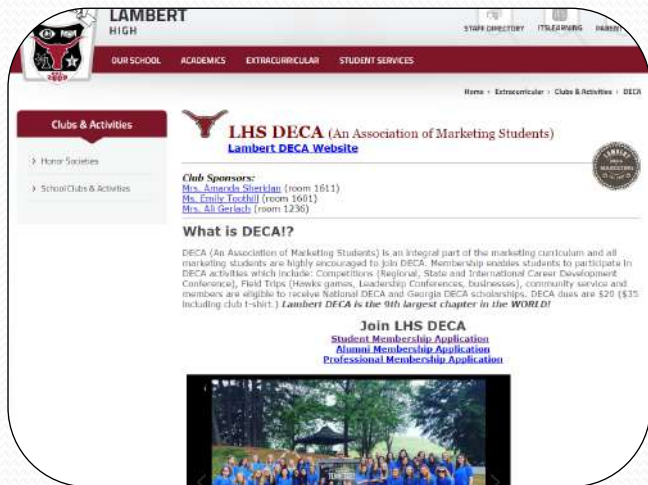
ODECA OFFICIAL PRACTICE EXAM

# Dates to Come...

- September 16: Online competition request forms due
- September 21: Announce Competitive Events
- September 23: All competitor contracts & \$5 due
- October 4: Competition Seminar for Testing only and Testing plus role-play 3:45pm
- October 5: Competition Seminar for Manuals 3:45pm
- December 8: First draft of Manuals due!
- January 26: Region Competition
- February 16-18: State
- April 25-30: ICDC

# To get more information?

- DECA Webpage off Lambert's main website
  - This PowerPoint and additional information on events
- [www.deca.org](http://www.deca.org) : Competitive event listings
- Ask officers, previous competitors, and DECA Advisors
- **Join the DECA Competitor Remind:**
  - **Text decacomp1 to 81010**





# Competition Request Forms

Scan the QR Code below using SnapChat to access the link for the online form



- Link to form is also printed on your handout
- Officers & advisors are available for any questions