

DECA Competitive Events 2014

For specific competition information, go to www.deca.org and click on *events* and then choose high school competitive events (located on right side of screen) and scroll down to see all of the competitive events with sample role plays and sample tests.

Competition Dates: Regional- - Jan 23
 State- - February 27-March 1
 International-May 3-6

Who is eligible to compete?

All competitors must be current DECA members who have paid their dues and who are taking a Marketing class this year or who have taken a marketing class in the past (this also includes Business Law, Economics, Business Essentials, and International Business). Those students who placed as finalists or semi-finalists at the International competition last year will choose their competitive events first. Students who have competed in the past may then choose the event in which they will compete. Afterwards, Second Year Marketing students, Advanced Marketing students, and current marketing students may choose their competitive events. Then, all other eligible competitors may select their competitive event.

***The number of extra competitive event slots is determined by the number of members that we have in our DECA chapter. We get 1 slot for every 10 members.**

The following events are TESTING only events for **individuals**. This is a multiple choice test. You will have study materials. There is no role play or manual required with these events. Students placing in the top 10 will be earn a slot to attend the Leadership Academy at the International DECA competition.

TESTING ONLY EVENTS

- Advertising Services Testing Event
- Marketing Math Testing Event
- Entrepreneurship
- Free Enterprise Economics
- Selling
- Buying and Merchandising

The following events are **individual** events held at the regional and state levels. Those Placing 1st, 2nd, and 3rd at the state level may attend internationals to attend the leadership Academy. No written test is given in these events.

- Job Interview (A Mock Job Interview) -Resume required
- Business Speech

The following events consist of both a test and a role play. The test is multiple choice. The role play will be a case study which may require you to make a sale, design an advertisement, or train a new employee, etc. You will have study materials and practice sessions before competition. These events are held at the regional, state, and international levels. This is an **individual event**.

_____	Principles of Business Management & Administration
_____	(1 st year marketing students only)
_____	Principles of Finance
_____	(1 st year marketing students only)
_____	Principles of Hospitality & Tourism
_____	(1 st year marketing students only)
_____	Principles of Marketing
_____	(1 st year marketing students only)
_____	-Accounting Applications
_____	-Food Marketing
_____	-Apparel and Accessories
_____	-Hotel and Lodging Management
_____	-Sports and Entertainment Marketing
_____	-Automotive Services Marketing
_____	-Marketing Management Series
_____	-Business Services Marketing
_____	-Business Finance
_____	-Restaurant & Food Service Management
_____	-Quick Serve Restaurant Management
_____	-Retail Merchandising Series
_____	-Human Resources Management

The following are **Team** events requiring **2 competitors**. These events begin at state. The event consists of a multiple choice test (both members take the test and their scores are averaged) as well as a role play. 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 promote sports team, etc. You will be given study materials and practice sessions are provided.

<hr/>	Business Law & Ethics Team Decision Making Event
<hr/>	Buying and Merchandising Team Decision Making Event
<hr/>	Financial Services Management Team Decision Making Event
<hr/>	Travel and Tourism Marketing Management Decision Making Event
<hr/>	Hospitality Services Marketing Management Decision Making
<hr/>	Sports and Entertainment Marketing Management Decision Making Event
<hr/>	Marketing Communications Team Decision Making Event

The following events are events that require you to prepare a manual (from 10-30 pgs.). You then present your manual to the judges. These events begin at the state level and advance to the international level where you will compete. Some of the events are individual events while others are group events. 1st, 2nd and 3rd place winners advance to compete at the international competition.

BUSINESS PLAN EVENTS

<hr/>	-Entrepreneurship Written Event -up to 3
<hr/>	-Entrepreneurship Participating-1 person Independent Business
<hr/>	-Entrepreneurship Participating-1 person Franchising
<hr/>	-International Business Plan-up to 3 people
<hr/>	Entrepreneurship Innovation Plan-up to 3
<hr/>	Entrepreneurship-Growing Your Existing Business-up to 3 people

Business Operations EVENTS

<hr/>	Hospitality & Tourism Research Event-up to 3 people
<hr/>	Business Services Operations Research Event-up to 3
<hr/>	Buying and Merchandising Operations Research-Up to 3 people

Finance Operations Research Event-
Up to 3 people

Sports and Entertainment Operations Research
Up to 3 people

Other Manual Events

Advertising Campaign Event-Up to 3

Fashion Merchandising Promotion
Plan-up to 3 people

Sports and Entertainment Promotion Plan-
up to 3 people
(event has a test)

Professional Selling Event-1 person
(no manual-presentation only)

Hospitality and Tourism Professional Selling Event-1
person
(no manual-presentation only)

Chapter Team Manual Events

Community Service Project- up to 3

Creative Marketing- up to 3

Entrepreneurship Promotion Project- up to 3

Learn and Earn Project- up to 3

Public Relations Project- up to 3

Financial Literacy Promotion Project-up to 3

Online Events (www.deca.org)

Stock Market Game

Virtual Business Challenges

**Other: Civic Consciousness Project (state
Only event)**