



2009-2010 COMPETITIVE EVENTS PROGRAM

A student may enter only **ONE** Regional competitive event. Students **must place** at their Region Competition in events in order to compete at State in their event.

Competency Based Competitive Events: (Region, State, National)

Test and Role Play:

- Accounting Applications
- Apparel and Accessories Marketing
- Automotive Services Marketing
- Business Services Marketing
- Food Marketing
- Hotel and Lodging Management
- Marketing Management
- Quick Serve Restaurant Management
- Restaurant and Food Service Management
- Retail Merchandising
- Sports and Entertainment Marketing

Top Finalists at Region Advance to State; Top 6 Finalists at State Advance to the National Level

Role Play Only Events: (Region and State)

Role Play Only:

- Business Speech
- Job Interview
- Marketing Decision Making

Top Finalists at Region Advance to State; Top 4 Finalists at State Advance to National Level as Voting Delegate or Participant in the Leadership Development Academy or Senior Management Institute

Testing Only Events: (Region and State)

Test Only:

- Advertising Services Testing
- Business Administration Testing
- Business Management & Administration Testing
- Entrepreneurship Testing
- Free Enterprise Economics Testing
- General Marketing Testing
- Marketing Math Testing
- Selling Testing
- Buying and Merchandising Testing
- Travel and Tourism Testing
- Hospitality Services Testing
- Finance Testing **NEW 2009-10**

Top Finalists at Region Advance to State; Top 4 Finalists at State Advance to National Level as Voting Delegate or Participant in the Leadership Development Academy or Senior Management Institute

COMPETITIVE EVENTS PROGRAM

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Team Decision Making Events: (State and National)

A student who **DID NOT** place at Region may join another chapter member to compete in one of the following Team Events at State or two members previously not competing may join together. A student **MAY NOT** compete individually in the following six events. Everyone **MUST** have a partner. **New DECA members** second semester may also compete in these events as long as they are paid members before State CDC. These events begin at the state level. A student who **WON** at Region **MAY NOT** compete in these events. **A student MAY NOT compete in any other event other than representing their chapter in a CHAPTER TEAM EVENT MANUAL if they are competing in the Team Decision Making Events.**

Test Individually for a Combined Score and Role Play Jointly (no laptops)

- Business Law & Ethics Team Decision Making
- Buying & Merchandising Team Decision Making
- Financial Analysis Team Decision Making
- Hospitality Services Team Decision Making
- Sports and Entertainment Marketing Team Decision Making
- Travel and Tourism Marketing Team Decision Making

Top 6 Teams at State Advance to the National Level

WRITTEN EVENTS/MANUALS

The following events are considered written manuals. This means a student will be writing a written manual and submitting it by the deadline date (**in office-February 5th**) before State CDC. **The individual(s) submitting the manual MUST ALSO be the same individual(s) interviewing the manual at State CDC.** Someone cannot write the manual and another person complete the interview and presentation at State CDC (this includes the Chapter Team Events). Manuals **WILL BE** judged for specific criteria and all manuals **MAY NOT** be granted interview status for State Competition. If a student chooses, he or she may enter an event on the Region level also but **MAY NOT** enter as a partner in a Team Decision Making Event. **For National competition, a student may enter ONLY one event.** Manuals may be disqualified if not deemed **QUALITY** work for participation at the State CDC in front of judges (please refer to GA DECA's new penalty point ruling). Manuals disqualified for penalty pointing **WILL NOT** be allowed to interview at State CDC.

PLEASE REFER TO THE GA DECA PENALTY POINTING GUIDELINES FOR ADDITIONAL SPECIFICATIONS ON WRITTEN MANUALS. NO PROJECT or single idea MAY BE SUBMITTED IN MORE THAN ONE CATEGORY and no manual should be submitted from a previous year. EACH WRITTEN MANUAL SHOULD REPRESENT A SEPARATE PROJECT CONDUCTED BY THE CHAPTER. NO EVENT OR ACTIVITY MAY BE REPEATED IN ANOTHER CATEGORY OF COMPETITIVE EVENTS.

COMPETITIVE EVENTS PROGRAM

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Business Operations Research Events: (State and National)

See DECA Guide for Specific Guidelines plus the new
GA DECA Penalty Pointing Guidelines

- Business Services Operations Research Written Event
- Buying and Merchandising Operations Research Written Event
- Finance Operations Research Written Event
- Hospitality & Tourism Operations Research Written Event
- Sports and Entertainment Marketing Operations Research Written Event NEW 2009-10

Top 5 Finalists at State (if declared after penalty pointing and judging eligible) Advance to the
National Level

Chapter Team Events: (State and National)

See DECA Guide for Specific Guidelines plus the new
GA DECA Penalty Pointing Guidelines

*These events are considered CHAPTER events and should represent projects completed by the chapter. Chapters may choose who to represent them at State Competition as long as it matches the individuals submitting/writing the manual in written form. Students could represent their chapter in one of the following chapter team events and also be competing in another Regional event. Recognition on the State level will be by **CHAPTER only**, not individuals.)*

- Community Service Project
- Creative Marketing
- Entrepreneurship Promotion Project
- Financial Literacy Promotion Project
- Learn and Earn Project
- Public Relations Project

Top 5 Finalists at State (if declared after penalty pointing and judging eligible) Advance to the
National Level

Business, Management and Entrepreneurship Events: (State and National)

See DECA Guide for Specific Guidelines plus the new
GA DECA Penalty Pointing Guidelines

- Internet Marketing Business Plan (5)
- Entrepreneurship Participating Event – Franchise Business (6)
- Entrepreneurship Participating Event – Independent Business (6)
- Entrepreneurship Written Event (5)
- International Business Plan (5)

Top 5-6 Finalists at State – see above (if declared after penalty pointing and judging eligible)
Advance to the National Level

COMPETITIVE EVENTS PROGRAM

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Marketing Representative Events: (State and National)

See DECA Guide for Specific Guidelines plus the GA DECA Penalty Pointing Guidelines

- Advertising Campaign Event
- Fashion Merchandising Promotion Plan (written test added)
- Technical Sales Event

Top 5 Finalists at State (after penalty pointing & judging eligible) Advance to National Level

Principles of Business Administration Events: (Region, State and National) **NEW 2009-10**

FIRST YEAR MARKETING STUDENTS ONLY

- Principles of Business Management and Administration
- Principles of Finance
- Principles of Hospitality and Tourism
- Principles of Marketing

Top 6 Finalists at State Advance to the National Level

Special Events: (State Only OR National Only)

- Civic Consciousness Project (State)

Top 4 Finalists at State Advance on to the National Level as a Voting Delegate or a Participant in the Leadership Development Academy or Senior Management Institute

- Chapter Awards Program (State and National – Gold Level ONLY to ICDC)

Gold Level Chapters May Send up to three delegates to the National Level as exhibitors AND Participants in the Chapter Management Academy

- State Scholarship Award Winners (State)

Finalists at State May Attend on the National Level as a Voting Delegate or a Participant in the Leadership Development Academy or Senior Management Institute

- National Pin Contest (State)

First Place Finalist(s) at State May Attend on the National Level as a Voting Delegate or a Participant in the Leadership Development Academy or Senior Management Institute

- National Scholarship Winners (National)

National Scholarship Finalists May Attend on the National Level if contacted by National DECA they will be receiving an award.

- DECA Quiz Bowl (State/National)

Top 4 Finalists May Attend on the National Level to Become the GA Team. Refer to Guidelines in DECA Guide. GA will give only the Marketing Management Test at State CDC to Determine Top 4 Finalists.

- Stock Market Game (National)

Refer to Guidelines in the DECA Guide. Students May Attend Nationals if they are Identified as a Member of the Top Eight Teams in the Southern Region and they Must Attend the Investment Challenge.

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- Virtual Business Challenge (National)

Refer to Guidelines in the DECA Guide. Students May Attend Nationals if they are Identified as a Member of the Top 16 Teams to Compete at ICDC.

Additional Rules Regarding Competitive Events and State CDC:

- A student MAY compete in only **ONE** Regional Event.
- A student could possibly compete in an additional event at State if they wrote a written manual BUT cannot compete in an event where the tests are the same.
- A student **cannot** compete in more than TWO competitive events on the state level (excludes scholarships, chapter awards program, pin contest, stock market, and VBC). Possible combinations include:
 - Region Event and Individual Written Manual
 - Region Event and Chapter Team Event Manual (includes Community Service Project)
 - Team Decision Events and Chapter Team Event Manuals only
 - Individual Written Manual and Chapter Team Event Manual (includes Community Service Project)
 - DECA Quiz Bowl and Individual Written Manual
 - DECA Quiz Bowl and Chapter Team Event Manual
- Exceptions to the above are: Scholarships (State and National), Chapter Awards Program (up to three students may represent their chapter – must be students who submit the documentation for the event), pin contests (all students may submit entries), Stock Market Game, and VBC.
- A student MAY NOT compete in more than **one individual** written event.
- A student can only compete in **ONE** Team Decision Making Events.
- A student can only represent their chapter in **ONE** Chapter Team Event Manual (including Community Service Project).
- A student **cannot** compete in DECA Quiz Bowl if they won in a regional event.
- A student **CANNOT** compete in Buying & Merchandising and Travel & Tourism testing event and Buying & Merchandising and Travel & Tourism Team Events. PLEASE make sure they correctly identify which event they are in when testing at State CDC. This applies also to the Finance Testing and Hospitality Testing events and their respective Team Events.
- **Students may compete in ONLY ONE event on the International level.**
- No SPECIAL arrangements can be or will be made for the scheduling of event times at State CDC. All students need to be able to compete at the times listed and times assigned. Event times will be randomly assigned.
- A student **CANNOT** compete in Advertising Services testing event and Advertising Campaign Event. PLEASE make sure they correctly identify which event they are in when testing at State CDC.
- Students **may NOT** compete in any other event if they are in the Team Management Decision Making events - Buying and Merchandising, Business Law & Ethics, Financial Services, Hospitality Services, Travel and Tourism, and Sports & Entertainment Marketing Management Team Decision Making.

VERY IMPORTANT: As National DECA and Georgia continue to add events and names are edited and changed, It is EXTREMELY important that students know which event they are competing in to make sure they take the correct test. SUGGESTION: Give each student a note card with their event identified on it for them to check at Region and State when they go to register and they receive their test and their role play.

COMPETITIVE EVENTS PROGRAM

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Extra Competitors:

DECA Chapters are entitled to extra competitors if members were joined by **the deadline (paid and received by National DECA)**. Membership data will be pulled on this date from the on-line information. **DO NOT** wait until the day before to send dues in and expect to earn slots. Chapters must submit an "Extra Competitor" form to be eligible for extra competitors at Region and another form for State CDC.

- Only one extra competitor slot can be used in Job Interview, Marketing Decision Making or Business Speech.
- No more than TWO extra competitors can be utilized in one given event category. Exception: Only one "extra" team (two competitors) can be added in Team Decision Making Events.
- **10 members = 1 student competitor/slot. If your chapter decides to use extra competitors in a team event, then two slots would be needed or 20 members.**

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