



## ***Benefits of DECA Membership***

DECA offers students many opportunities. Those opportunities include leadership development, scholarship opportunities and student recognition.

- DECA is co-curricular and is integrated into the marketing education curriculum.
- DECA provides co-curricular programs and activity tools that teach the practical skills of career preparation, encourage exploration of career fields and provide experience in the world of work.
- DECA focuses students on defining their college and career goals and emphasizes the relevance of core studies.
- DECA is the only student organization serving marketing education.
- DECA connects the importance of lifelong learning with success.
- DECA develops leadership skills by offering the most extensive leadership training opportunities of all student organizations.
- DECA offers state and international recognition through competition in over 45 occupational areas.
- DECA awards more than \$250,000 in scholarships each year.
- DECA promotes free enterprise and entrepreneurship.
- DECA has over 6,000 chapters nationwide.
- DECA membership is available in all 50 states, four U.S. territories, two Canadian provinces, Germany and Mexico.
- DECA has over 180,000 high school and college members.
- DECA's membership is equally divided between male and female members.
- DECA works because students' needs are met.

**Developing Future Leaders in  
Marketing, Management  
& Entrepreneurship**