

DECA COMPETITIVE EVENTS

2010-2011

Principles of Business Administration Events

1. Principles of Business Management and Administration
2. Principles of Finance
3. Principles of Hospitality and Tourism
4. Principles of Marketing

Team Decision Making Events

1. Business Law and Ethics Team Decision Making Event
2. Buying and Merchandising Team Decision Making Event
3. Financial Services Team Decision Making Event
4. Hospitality Services Team Decision Making Event
5. Marketing Communications Team Decision Making Event
6. Sports and Entertainment Marketing Team Decision Making Event
7. Travel and Tourism Team Decision Making Event

Individual Series Events

1. Accounting Applications Series
2. Apparel and Accessories Marketing Series
3. Automotive Services Marketing Series
4. Business Services Marketing Series
5. Food Marketing Series
6. Hotel and Lodging Management Series
7. Marketing Management Series
8. Quick Serve Restaurant Management Series
9. Restaurant and Food Service Management Series
10. Retail Merchandising Series
11. Sports and Entertainment Marketing Series

Business Operations Research Events

1. Business Services Operations Research Event
2. Buying and Merchandising Operations Research Event
3. Finance Operations Research Event
4. Hospitality and Tourism Operations Research Event
5. Sports and Entertainment Marketing Operations Research Event

Chapter Team Events

1. Community Service Project
2. Creative Marketing Project
3. Entrepreneurship Promotion Project
4. Financial Literacy Promotion Project
5. Learn and Earn Project
6. Public Relations Project

Business Management and Entrepreneurship Events

1. Entrepreneurship Written Event
2. International Business Plan Event
3. Internet Marketing Plan
4. Entrepreneurship Participating Event (Creating an Independent Business or Franchising Business)

Marketing Representative Events

1. Advertising Campaign Event
2. Fashion Merchandising Promotion Plan Event
3. Professional Selling Event

Online Events

1. Stock Market Game
2. Virtual Business Challenge Retail
3. Virtual Business Challenge Sports

Special Event

1. DECA Quiz Bowl

DECA

2010-2011 UPDATE |

As DECA continues to align its renowned competitive events program to career clusters, the Competitive Events Task Force recommended and the board of directors approved the following changes effective for the 2010-2011 school year. Complete guidelines will be posted at <http://www.deca.org>.

Performance Indicator Lists

The performance indicator lists will be reorganized to include pathways from the national curriculum standards.

- Performance indicators for **Principles of Business Administration** content interviews will be selected from the business administration core.
- Performance indicators for **Team Decision Making** case studies will be selected from the appropriate cluster core and the business administration core.
- Performance indicators for **Individual Series** role-plays will be selected from the appropriate pathway, the appropriate cluster core and the business administration core.

The performance indicator selection for the exams will remain the same as last year.

- Performance indicators for the **Principles of Business Administration** exams will be selected from the business administration core.
- Performance indicators for the four cluster exams used for **Team Decision Making Events** and **Individual Series Events** will be selected from the appropriate cluster core and the business administration core.

A matrix showing the relationship between specific events and clusters/pathways will be provided in the 2010-2011 DECA *Guide*.

Use of Sound

The use of sound will now be permitted in all Business Operations Research Events, Chapter Team Events, Business Management and Entrepreneurship Events and Marketing Representative Events, but the volume must be kept at a conversational level.

Interaction with Judges

Materials appropriate to the situation may be handed to or left with judges in all competitive events.

New Event and Name Changes

- A new **Marketing Communications Team Decision Making Event** will be introduced.
- The **Financial Analysis Team Decision Making Event** is renamed **Financial Services Team Decision Making Event**.
- The **Technical Sales Event** is renamed **Professional Selling Event** to more accurately reflect the intended purpose of the event.

2011 Business Operations Research Event Topic

The 2011 topic for each occupational category is the development of a strategic plan to enhance or introduce a social networking component to the current promotion plan of an existing business or organization. Social networking uses electronic media such as Facebook, Twitter, podcasts, virtual worlds/communities, friend lists, videos, blogs, etc., to capture and retain a specific target market. Using an existing business of their choice, participants will research the current and potential use of social networking and its effectiveness. Participants will develop a strategic plan to enhance or introduce social networking into the current promotional activities.

Official guidelines will be included in the 2010-2011 DECA *Guide*. The September/October issue of *Dimensions* will feature articles on social media.

New Events on the Horizon

These events are slated for introduction during the 2011-2012 school year.

- Business Finance Individual Series Event
- Human Resources Management Individual Series Event
- Hospitality and Tourism Professional Selling Event
- Sports and Entertainment Marketing Promotional Plan Event

DECA COMPETITIVE EVENTS

Career Clusters and Instructional Areas

DECA's Competitive Events Program is aligned with National Curriculum Standards in the Business Management and Administration, Finance, Hospitality and Tourism and Marketing Career Clusters.

Performance indicators are the basis of the content of the comprehensive exams and content interviews, case studies and role-plays. Performance indicators are specific knowledge/skills categorized by instructional area.

The Business Administration Core has twelve instructional areas with performance indicators. This core is the foundation for all of DECA's competitive events.

As events become more specialized, they are associated with a specific career cluster and then possibly a career pathway. At each

level, content becomes more specialized. Each career cluster has its own unique instructional areas, each with performance indicators. Each pathway has specific performance indicators that represent groups of occupations within a specific career cluster.

The chart below shows instructional areas in the Business Administration Core and for each of the four Career Clusters, and career pathways within each of the four Career Clusters.

Please refer to the Performance Indicator Matrix to see the relationship between specific competitive events and the Business Administration Core, Cluster Core and Pathways.

Specific performance indicator lists are available at <http://www.deca.org>.

Business Administration Core Instructional Areas

- Business Law
- Communication Skills
- Customer Relations
- Economics
- Emotional Intelligence
- Financial Analysis
- Human Resources Management
- Information Management
- Marketing
- Operations
- Professional Development
- Strategic Management

Business Management and Administration Cluster Instructional Areas

- Knowledge Management
- Project Management
- Quality Management
- Risk Management

Finance Cluster Instructional Areas

- Compliance
- Financial-Information Management
- Product/Service Management
- Risk Management

Marketing Cluster Instructional Areas

- Channel Management
- Marketing-Information Management
- Market Planning
- Pricing
- Product/Service Management
- Promotion
- Selling

Hospitality and Tourism Cluster Instructional Areas

- Distribution
- Marketing-Information Management
- Pricing
- Product/Service Management
- Promotion
- Selling

Business Management and Administration Pathways

- Administrative Services
- Business Information Management
- Corporate/General Management
- Human Resources Management
- Operations Management

Finance Pathways

- Accounting
- Banking Services
- Business Finance
- Insurance
- Securities and Investments

Marketing Pathways

- Marketing Communications
- Marketing Management
- Marketing Research
- Merchandising
- Professional Selling

Hospitality and Tourism Pathways

- Lodging
- Recreation, Amusements, Attractions
- Restaurants and Food and Beverage Services
- Travel and Tourism

DECA COMPETITIVE EVENTS

Performance Indicator Matrix

CONTENT INTERVIEWS, ROLE-PLAYS AND CASE STUDIES

- Performance indicators for **Principles of Business Administration** content interviews will be selected from the business administration core.
- Performance indicators for **Team Decision Making** case studies will be selected from the appropriate cluster core and the business administration core.
- Performance indicators for **Individual Series** role-plays will be selected from the appropriate pathway, the appropriate cluster core and the business administration core.

EXAMS

- Performance indicators for the **Principles of Business Administration** exams will be selected from the business administration core.
- Performance indicators for the four cluster exams used for **Team Decision Making Events, Individual Series Events, and Marketing Representative Events** will be selected from the appropriate cluster core and the business administration core.
- Pathway performance indicators will not be used to develop any exam questions.

Competitive Event	Business Administration Core	Cluster Core	Pathway
PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS			
Principles of Business Management and Administration	X		
Principles of Finance	X		
Principles of Hospitality and Tourism	X		
Principles of Marketing	X		
TEAM DECISION MAKING EVENTS			
Business Law and Ethics	X	Business Management & Administration	
Buying and Merchandising	X	Marketing	
Financial Services	X	Finance	
Hospitality Services	X	Hospitality & Tourism	
Marketing Communications	X	Marketing	
Sports and Entertainment Marketing	X	Marketing	
Travel and Tourism	X	Hospitality & Tourism	
INDIVIDUAL SERIES EVENTS			
Accounting Applications	X	Finance	Accounting
Apparel and Accessories Marketing	X	Marketing	Merchandising
Automotive Services Marketing	X	Marketing	Marketing Management
Business Services Marketing	X	Marketing	Marketing Management
Food Marketing	X	Marketing	Marketing Management
Hotel and Lodging Management	X	Hospitality & Tourism	Lodging
Marketing Management	X	Marketing	Marketing Management
Quick Serve Restaurant Management	X	Hospitality & Tourism	Restaurants and Food and Beverage Services
Restaurant and Food Service Management	X	Hospitality & Tourism	Restaurants and Food and Beverage Services
Retail Merchandising	X	Marketing	Merchandising
Sports and Entertainment Marketing	X	Marketing	Marketing Management
MARKETING REPRESENTATIVE EVENTS			
Advertising Campaign Event	X	Marketing	
Fashion Merchandising Promotion Plan Event	X	Marketing	
Professional Sales Event	X	Marketing	