

2012 Michigan DECA State Career Development Conference

Comprehensive Exams and Corresponding Competitive Events

Test #1061 - Principles of Business Administration Exam

PBM	Principles of Business Management
PFN	Principles of Finance
PHT	Principles of Hospitality and Tourism
PMK	Principles of Marketing
LTW	Leadership and Teamwork

Test #1062 - Marketing Exam

AAM	Apparel and Accessories Marketing
ADC	Advertising Campaign
ASM	Automotive Services Marketing
BSM	Business Services Marketing
BTDM	Buying and Merchandising Team Decision Making
FMP	Fashion Merchandising Promotion Plan
FMS	Food Marketing
MMS	Marketing Management
MTDM	Marketing Communications Team Decision Making
PSE	Professional Selling Event
RMS	Retail Management
SEM	Sports and Entertainment Marketing
SEPP	Sports and Entertainment Promotion Plan
STDM	Sports and Entertainment Team Decision Making

Test #1063 - Hospitality and Tourism Exam

HLM	Hotel and Lodging Management
HTDM	Hospitality Services Team Decision Making
HTPS	Hospitality and Tourism Professional Selling
QSRM	Quick Serve Restaurant Management
RFSM	Restaurant and Food Service Management
TTDM	Travel and Tourism Marketing Team Decision Making

Test #1064 - Finance Exam

BFS	Business Finance
FTDM	Financial Services Team Decision Making

Test #1065 - Business Management and Administration Exam

BLTDM	Business Law and Ethics Team Decision Making
HRM	Human Resources Management

Events Not Testing Online:

BOR	Business Services Operations Research
BMOR	Buying and Merchandising Operations Research
CAP	Chapter Awards Program
CMP	Creative Marketing Project
CSP	Community Service Project
ENP	Entrepreneurship Participating
ENW	Entrepreneurship Written
EPP	Entrepreneurship Promotion Project
FLPP	Financial Literacy Promotion Project
FOR	Finance Operations Research
GMAP	Gold Merit Award Program
HOR	Hospitality and Tourism Operations Research
IBP	International Business Plan
LEP	Learn and Earn Project
PRP	Public Relations Project
SBE	School Based Enterprise
SEOR	Sports and Entertainment Operations Research