



2018-19 Competitive Event Changes

1. The Marketing Representative Events, comprised of *Advertising Campaign*, *Fashion Merchandising Promotion Plan* and *Sports and Entertainment Marketing Promotion Plan* have been restructured and renamed. Participants will now choose to create an Integrated Marketing Campaign for an Event (IMCE), Product (IMCP), or Service (IMCP) of their choice. The events will still take the Marketing Career Cluster Exam, and start competition at the State Conference. Please refer to the specific event's guidelines for information.
2. The *Innovation Plan Event* will start competition at the District State Conference.
3. The *Principles of Business Management*, *Principles of Finance*, *Principles of Hospitality*, and *Principles of Marketing* events will only be open to Michigan non-Seniors.
4. A pilot event has been added for Seniors only; the *Ethics Team Event (ETH)*. This event will only compete at the State Conference, and take the Business Administration Core exam. Please see the guidelines posted on <http://mideca.org/teachers/forms/> or in the Michigan DECA Guide on page 80 for information.
5. The Michigan DECA event, *Leadership & Teamwork* is now only open to non-Seniors.
6. Evaluation forms for *Financial Consulting*, *Hospitality & Tourism Professional Selling*, and *Professional Selling* events have been re-worded. Please refer to the specific event's guidelines for information.
7. Written event content is no longer required to be double spaced. All written events must be printed single sided. As a result, the maximum number of pages for the events have changed. Please refer to the specific event's guidelines for information. The Michigan Penalty Point Checklist has also been updated to reflect the new formatting requirements.
8. The presentation guidelines for the written events have been updated in regards to allowable items. Please refer to the specific event's guidelines for information.
9. Smartwatches have been added to the list of unacceptable items during Michigan competition, prep time, and waiting to see the judges.
10. The dress codes for Michigan DECA events and the International Conference have been updated. Updates include additions to the unacceptable list for shoes, and that all skirts and dresses must be at or below the knee. See <http://mideca.org/conferences/dresscode/> or in the Michigan DECA Guide on pages 14-15.
11. The number of competitors per event that each chapter is allowed to register for the District and State Conferences has been updated. Please see the charts on <http://mideca.org/competition/eventguidelines/> or in the Michigan DECA Guide on pages 32 and 61 respectively.

Refer to the event guidelines for more information posted at <http://www.deca.org/high-school-programs/high-school-competitive-events/>

2019 Competitive Event Categories

Michigan DECA does NOT offer competition in DECA's Accounting Applications or Personal Financial Literacy events

	<u>District</u>	<u>State@</u>	<u>International*</u>
Principles Events			
<i>One Core Exam and Role Play Events - Only for non-Seniors, and first year DECA members (not first time competitors)</i>			
Principles of Business Management (PBM)	X	X	6
Principles of Finance (PFN)	X	X	6
Principles of Hospitality and Tourism (PHT)	X	X	6
Principles of Marketing (PMK)	X	X	6
Individual Series Events			
<i>One Cluster Exam and Role Play Events</i>			
Apparel & Accessories Marketing (AAM)	X	X	6
Automotive Services Marketing (ASM)	X	X	6
Business Finance (BFS)	X	X	6
Business Services Marketing (BSM)	X	X	6
Entrepreneurship Series (ENT)	X	X	6
Food Marketing (FMS)	X	X	6
Hotel and Lodging Management (HLM)	X	X	6
Human Resources Management (HRM)	X	X	6
Marketing Communications (MCS)	X	X	6
Quick Serve Restaurant Management (QSRM)	X	X	6
Restaurant and Food Service Management (RFSM)	X	X	6
Retail Merchandising (RMS)	X	X	6
Sports and Entertainment (SEM)	X	X	6
Team Decision Making Events			
<i>One Cluster Exam and Case Situations</i>			
Business Law & Ethics (BLTDM)	X	X	6
Buying and Merchandising (BTDM)	X	X	6
Entrepreneurship (ETDM)	X	X	6
Financial Services (FTDM)	X	X	6
Hospitality Services (HTDM)	X	X	6
Marketing Management (MTDM)	X	X	6
Sports & Entertainment Marketing (STDM)	X	X	6
Travel & Tourism Marketing (TTDM)	X	X	6
State Events			
Chapter Awards Program (CAP)	-	X	Gold
# Ethics Team Event (ETH) (<i>Seniors only</i>)	-	1	-
Gold Merit Award Program (MAP)	-	Gold	Gold
Leadership & Teamwork (LTW) (<i>non-Seniors only</i>)	-	1	-

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Key

- # Indicates a new or revised event
- Indicates that the event does not compete at this level of competition
- X Indicates that the number of individuals or teams may vary due to the number of members in the chapter or district
- @ Indicates the number of individuals or teams eligible to advance from each district to the State Conference
- * Indicates the number of individuals or teams eligible to advance from the State Conference to the International Conference

2019 Competitive Event Categories

	District	State@	International*
Business Operations Research Written Events			
Business Services Operations (BOR)	-	X	4-6
Buying & Merchandising Operations (BMOR)	-	X	4-6
Finance Operations (FOR)	-	X	4-6
Hospitality & Tourism Operations (HTOR)	-	X	4-6
Sports & Entertainment Marketing Operations (SEOR)	-	X	4-6
Chapter Written Events			
Community Service Project (CSP)	-	X	4-6
Creative Marketing Project (CMP)	-	X	4-6
Entrepreneurship Promotion Project (EPP)	-	X	4-6
Financial Literacy Promotion Project (FLPP)	-	X	4-6
Learn & Earn Project (LEP)	-	X	4-6
Public Relations Project (PRP)	-	X	4-6
Entrepreneurship Written Events			
Business Growth Plan (EGB)	-	X	4-6
Franchise Business Plan (EFB)	-	X	4-6
Independent Business Plan (EIB)	-	X	4-6
Innovation Plan (EIP)	-	X	4-6
International Business Plan (IBP)	-	X	4-6
Start-Up Business Plan (ESB)	-	X	4-6
Integrated Marketing Campaign Events <i>(formerly Advertising Campaign, Fashion Merchandising Promo Plan, Sports & Entertainment Promo Plan)</i>			
# Integrated Marketing Campaign - Event (IMCE)	-	X	4-6
# Integrated Marketing Campaign - Product (IMCP)	-	X	4-6
# Integrated Marketing Campaign - Service (IMCS)	-	X	4-6
Professional Selling & Consulting Events			
Financial Consulting (FCE)	X	3	4-6
Hospitality & Tourism Professional Selling (HTPS)	X	3	4-6
Professional Selling (PSE)	X	3	4-6
Direct to the International Career Development Conference			
School Based Enterprise (SBE)	-	Gold Optional	Refer to event guidelines
Stock Market Game (SMG)	-	-	Refer to event guidelines
Virtual Business Challenge: Accounting (VBCAC)	-	-	Refer to event guidelines
Virtual Business Challenge: Fashion (VBCFA)	-	-	Refer to event guidelines
Virtual Business Challenge: Hotel Management (VBCHM)	-	-	Refer to event guidelines
Virtual Business Challenge: Personal Finance (VBCPF)	-	-	Refer to event guidelines
Virtual Business Challenge: Restaurant (VBCRS)	-	-	Refer to event guidelines
Virtual Business Challenge: Retail (VBCRT)	-	-	Refer to event guidelines
Virtual Business Challenge: Sports (VBCSP)	-	-	Refer to event guidelines

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