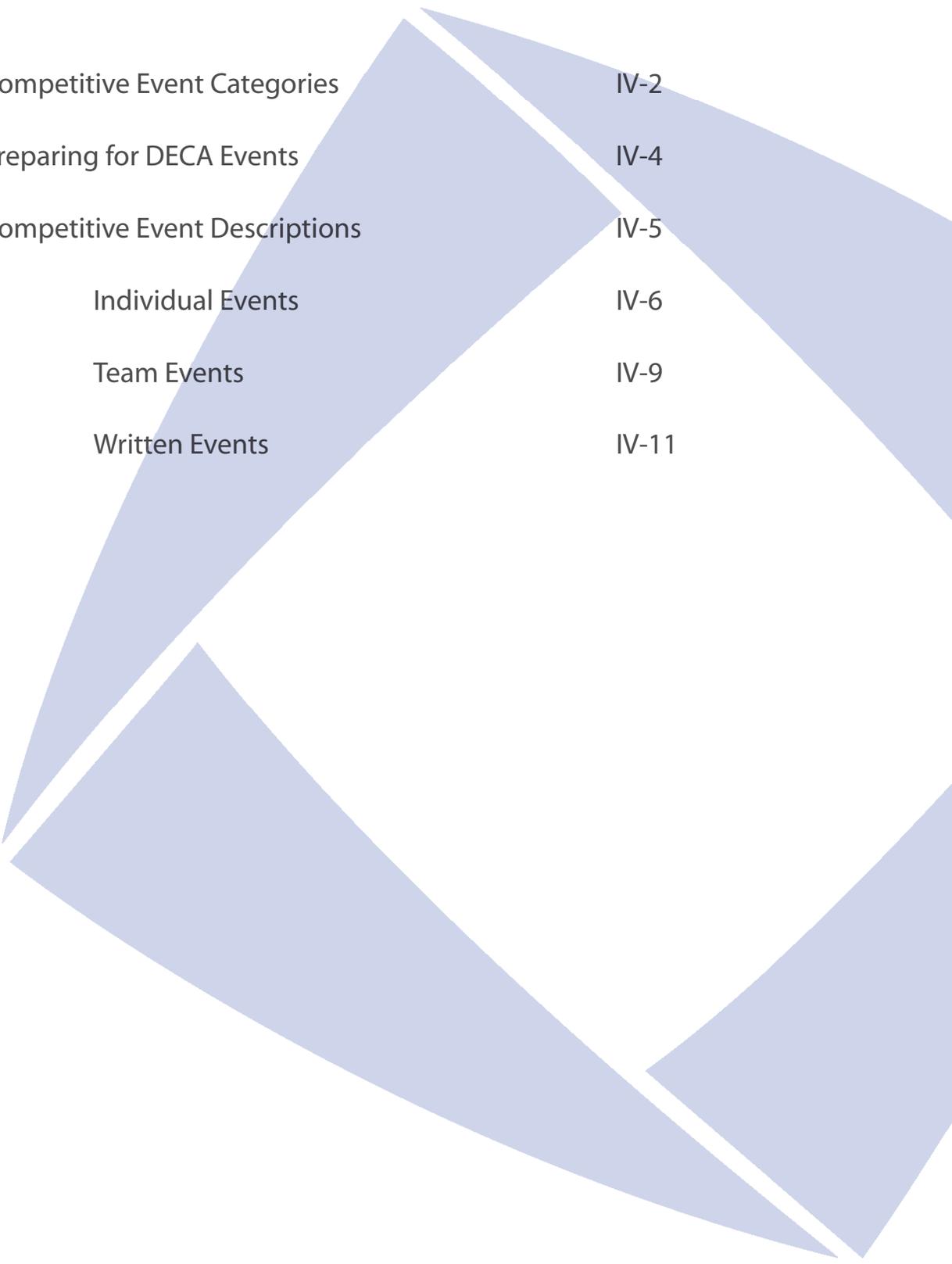


Section IV

Competitive Events



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2018 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>
Introductory Core Events			
<i>One Core Exam and Role Play Events - Only for first year DECA Members</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
Gold Merit Award Program (MAP)	-	Gold	Gold
# Leadership & Teamwork (LTW)	-	1	-

Continued on the next page

Key

Indicates a new or revised event

- Indicates that the event does not compete at this conference

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

2018 Competitive Event Categories (Continued)

	District	State@	International*
Business Operations Research Written Events			
Business Services Operations (BOR)	-	X	4-8
Buying & Merchandising Operations (BMOR)	-	X	4-8
Finance Operations (FOR)	-	X	4-8
Hospitality & Tourism Operations (HTOR)	-	X	4-8
Sports & Entertainment Marketing Operations (SEOR)	-	X	4-8
Chapter Written Events			
Community Service Project (CSP)	-	X	4-8
Creative Marketing Project (CMP)	-	X	4-8
Entrepreneurship Promotion Project (EPP)	-	X	4-8
Financial Literacy Promotion Project (FLPP)	-	X	4-8
Learn & Earn Project (LEP)	-	X	4-8
Public Relations Project (PRP)	-	X	4-8
Entrepreneurship Written Events			
Business Growth Plan (EGB)	-	X	4-8
Franchise Business Plan (EFB)	-	X	4-6
Independent Business Plan (EIB)	-	X	4-8
# Innovation Plan (EIP)	-	X	4-6
International Business Plan (IBP)	-	X	4-8
# Start-Up Business Plan (ESB)	-	X	4-6
Marketing Representative Events			
# Advertising Campaign (ADC)	-	X	4-6
# Fashion Merchandising Promotion Plan (FMP)	-	X	4-6
# Sports & Entertainment Promotion Plan (SEPP)	-	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

Key

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Preparing For DECA Events

What is a competitive event?

Competitive events are learning activities designed to evaluate the essential competencies needed for entry or advancement in marketing occupations.

How do I know which competencies will be evaluated?

Competitive events are developed from the competencies and job tasks required by industry for each occupational area. An exact listing can be obtained from a DECA Chapter Advisor, DECA Related Materials to use as a reference for preparation.

Will I have to do a lot of extra studying?

Probably not. Your teacher's instruction is based upon the same competencies used in the events. If you pay attention in class, you'll do well in competition. However, your teacher won't cover some competencies in class until after competition. Check with your teacher now to find out the areas you'll have to study on your own. You'll have to prepare for competencies in all areas.

How many events will I participate in?

Competitive events are organized into a series approach; you compete in a series of two or three individual events (based on the instructional areas) within a single occupational category.

Does everyone compete together?

No, each occupational area competes separately.

Why should I bother to compete?

Past participants have said that they learned and actually gained self-confidence by competing. It's a new experience, and you'll be hesitant at first. But, that's the same way you'll feel at a job interview or beginning to work at a new job. You're also representing your chapter- showing responsibility and initiative.

What happens if I win?

Everyone is a winner by participating, but special recognition is provided for those who do the best and place in each occupational area and level, will receive medallions and/or certificates. Comprehensive Exam, Judged Event and Overall Event places are recognized. Qualifiers from District Conferences go on to compete at the State Career Development Conference. Qualifiers from the State Conference will compete at the International Career Development Conference.

Who can compete at the State Conference?

The top district finalists in each occupational area and level qualify for state competition.

What type of events should I expect?

The events fall into 2 main categories:

1. Online Comprehensive Examination- a 100 item multiple choice test which evaluates your knowledge of general marketing competencies.
2. Judged Event- You will be asked to participate in a role playing activity in which you will have to perform, apply, or use job competencies with the evaluation being done by a judge. The judge will actually participate in the role playing activity.

How will I know what to do?

Each event will have a brief summary, a list of what competencies will be evaluated, and specific instructions.

Competitive Event Descriptions

Competitive Events are organized into a series approach. Each participant will compete in a series of two or three individual events (based on the instructional areas) within a single occupational category. The events are developed from the competencies and job tasks required by industry for each occupational area. An exact listing can be obtained from DECA Related Materials to use as a reference for preparation. The DECA member must decide which occupational area she/he is interested in competing.

The evaluation or actual event will consist of 2 categories:

1. Online Comprehensive Examination- a 100 item multiple choice test covering the following:
 - a. Comprehensive- evaluating knowledge in all instructional areas.
 - b. Unit- evaluates knowledge over one instructional area, i.e., math, communications, display,
 - c. Case problems- evaluates the members' understanding of a marketing problem and their ability to express their writing skills.
2. Judged Event (role play)- the member will be asked to participate in a role play or case study, using the specified competencies. The judge(s) may actually participate with the member.

Individual Events

Apparel and Accessories Marketing

Students are prepared for the dynamic, ever-changing fashion industry. Those who choose careers in design, construction or merchandising will find themselves in an environment that is always fresh and full of new challenges.

Automotive Services Marketing

The Automotive Marketing event teaches students the skills needed to succeed in this highly competitive industry. Students will perform tasks related to service stations or stores. They will learn to identify their market and develop a product mix, anticipate business risks, and ensure customer satisfaction.

Business Finance

Students will be challenged to perform management functions and tasks focusing on high-level financial and business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for corporate planning purposes. Roles in these events are those of supervisors, managers, financial experts or entrepreneurs.

Business Services Marketing

In the Business Services Marketing event, the student is given a description of a specific situation that measures skills, knowledge and attitudes in business services marketing. Students will be challenged to perform marketing functions and tasks involved in providing services to businesses on a fee or contract basis or providing services to consumers. Roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.

Entrepreneurship Event

Students will be challenged to perform the ability to recognize opportunities and to act on them, determine needs, identify markets, utilize marketing research, identify sources of capital and use management skills.

Financial Consulting Event

The Professional Selling Events provide an opportunity for participants to demonstrate skills needed for a career in sales. Participants will organize and deliver a sales presentation for one or more products and/or services in the finance industry.

Food Marketing

The food marketing event helps students learn the laws and regulations that govern the food marketing industry, understand the importance of food safety and quality, and be able to effectively manage and work as a team with other employees and food distributors.

Hospitality and Tourism Professional Selling Event

The Professional Selling Events provide an opportunity for participants to demonstrate skills needed for a career in sales. Participants will organize and deliver a sales presentation for one or more products and/or services in the hospitality and/or tourism industry.

Hotel and Lodging Management

In the Hotel and Lodging Management Event, students are given a description of a specific situation that measures skills, knowledge and attitudes in hotel and lodging marketing or marketing management. Students will be challenged to perform marketing and management functions and tasks in hotels, motels, lodging services, convention services, and food and beverage services. Roles in these events are those of customers, employees, supervisors and managers.

Human Resources Management

Students will be challenged to perform management functions and tasks focusing on staffing, recruitment, selection, training, performance appraisal, compensation and safety training. Roles in these events are those of supervisors, managers, human resource experts or entrepreneurs.

Marketing Communications

The Marketing Communications event allows students to apply marketing techniques to learn how to manage a firm or company's marketing resources and activities. Students learn how to choose target markets as well as keep and acquire customers through creating, delivering, and communicating superior customer value.

Principles of Business Management and Administration

The Principles Events are designed for first-year DECA members who are enrolled in introductory-level principles of marketing/business courses. The Principles of Business Management and Administration event is for those interested in careers in the following fields: Administrative Services, Business Information Management, General Management, Human Resources Management, and Operations Management.

Principles of Finance

The Principles Events are designed for first-year DECA members who are enrolled in introductory-level principles of marketing/business courses. The Principles of Finance event is for those interested in careers in the following fields: Accounting, Banking Services, Business Finance, Insurance and Securities, and Investments.

Principles of Hospitality and Tourism

The Principles Events are designed for first-year DECA members who are enrolled in introductory-level principles of marketing/business courses. The Principles of Hospitality and Tourism event is for those interested in careers in the following fields: Hotels, Restaurants, and Tourism and Travel.

Principles of Marketing

The Principles Events are designed for first-year DECA members who are enrolled in introductory-level principles of marketing/business courses. The Principles of Marketing event is for those interested in careers in the following fields: Marketing Communications, Marketing Management, Marketing Research, Merchandising and Professional Selling.

Professional Selling Event

The purpose of the Professional Selling Event is to provide an opportunity for the participant to demonstrate knowledge of the National Curriculum Framework performance indicators (DECA's general marketing performance indicators) as well as the ability to organize and deliver a sales presentation for one or more technical products and/or services which have already been created.

Quick Serve Restaurant Management

The Quick Serve Restaurant Management event prepares students to effectively run a quick serve restaurant and manage their employees. Students learn the procedures for safe food handling and preparation, safety precautions, and how to satisfy their customers.

Restaurant and Food Service Management

The Restaurant and Food Service Management event prepares students to be the future leaders in the hospitality and tourism industries by teaching them the skills necessary to successfully operate a restaurant. Students learn how to create menu options for special promotions or holidays, how to handle competition from other restaurants, and how to effectively manage a restaurant.

Retail Merchandising

The Retail Merchandising event allows students to apply promotion, advertising and marketing strategies in order to effectively run a retail store. Students also learn to address customer service issues and enhance their shopping experiences as well as work as a team with other retail service representatives.

Sports and Entertainment Marketing

In the Sports & Entertainment Marketing event, students learn marketing and management functions that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

Sports and Entertainment Promotion Plan

The Sports and Entertainment Promotion Plan provides the participants with the opportunity to develop a seasonal sales promotion plan for a sports and/or entertainment company and present the plan in a role-playing situation to the company manager.

Team Events

Business Law & Ethics Team Decision Making Event

In the Business Law & Ethics event, students will learn about business law contracts, product liability, employment, and types of business ownership. Students will also learn about ethics by evaluating competing social values that may reasonably be argued from either side.

Buying & Merchandising Team Decision Making Event

In the Buying & Merchandising event, students learn about buying and merchandising positions to get product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service.

Entrepreneurship Team Decision Making Event

Entrepreneurship includes the ability to recognize opportunities and to act on them, determine needs, identify markets, utilize marketing research, identify sources of capital and use management skills.

Financial Services Team Decision Making Event

In the Financial Services event, students will market for financial institutions such as commercial banks, savings and loan associations, credit agencies, credit unions, consumer-finance companies, collection agencies, and business credit departments. Students must understand the source and purpose of financial statements, the impact of management decisions on statements, and the interpretation of data for planning purposes.

Hospitality Services Team Decision Making Event

The Hospitality Service event prepares students for careers in the hotel and lodging field with a strong emphasis on customer service and efficiency in managing a hotel. Students learn how to coordinate the activities of room accommodations, meeting room rentals, recreation, tourism, as well as solve any customer service issues that may arise.

Leadership and Teamwork

The Leadership and Teamwork Event is designed to develop leadership ability by providing DECA members with the opportunity to demonstrate the basic principles of conducting a business meeting while deciding on the best solution of a problem presented to the group. This event is for a team of three students, who learn the importance of cooperation and decision making through competitive performance. The event will examine each team's ability to review all points of a basic marketing or management problem and develop an appropriate solution.

Marketing Management Team Decision Making Event

In the Marketing Management event, students focus on marketing functions and tasks that inform, remind, and/or persuade a target market of ideas, experiences, goods/services, and/or images.

Sports & Entertainment Marketing Team Decision Making Event

In the Sports & Entertainment Marketing event, students learn marketing and management functions that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

Travel & Tourism Marketing Team Decision Making Event

The Travel & Tourism Marketing Event prepares students to offer superior customer service in passenger transportation and arranging tours as well as attracting and serving the traveling public in hotels, casinos, museums and many other tourism industries. Students also learn how to promote these industries through marketing campaigns and strategies.

Written Events

Written Events provide the DECA member with the opportunity to develop and implement a marketing plan for a particular business. In the fall of each year, National DECA distributes the actual case problems to be used. They may range from developing a merchandise plan to planning a sales promotion campaign. The written event will also give a basic breakdown of the type of business, products, and market. The event is generally limited to 30 pages. Competency Based Written Events are in four areas: Apparel and Accessories, Finance and Credit, Food Marketing and General Merchandise.

Advertising Campaign

Students prepare an advertising campaign of any length for a real product, service, company or business and present the idea to a prospective client/advertiser. The participants also indicate an appropriate budget and select media. The Advertising Campaign Event is an opportunity for students to demonstrate the promotional skills necessary to become advertising managers.

Business Growth Plan

The Business Growth Plan involves the idea generation and strategy development needed to grow their existing real business. Participants in the Business Growth Plan will analyze their current business operations and identify opportunities to grow and expand the business. Options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the Internet, etc. At least one member of the team must be the actual owner/operator of the business, with documentation to prove ownership. Parent's businesses do not qualify.

Business Services Operations Research

The Business Services Operations Research event provides an opportunity for participants to demonstrate skills needed by management personnel in human resources, information technology and personal and contracted services businesses.

Buying and Merchandising Operations Research

The Buying and Merchandising Operations Research event provides an opportunity for participants to demonstrate skills needed by management personnel in retail and wholesale businesses that provide consumer goods.

Chapter Awards Program

The Chapter Awards Program will provide recognition at three levels: bronze, silver and gold. The recognition level will be determined by the number and type of activities a chapter completes in each of the categories: membership, chapter standards, promotion/public relations, chapter activities and DECA week.

Community Service Project

The Community Service Project provides an opportunity for chapters to understand the roles of civic activities in society, to make a contribution to a community service or charity, and to learn and apply the principles of marketing. The project's purpose is to help chapter members demonstrate the skills necessary to plan, organize, implement and evaluate the success of a community service project.

Creative Marketing Project

The Creative Marketing Project develops an analytical and creative approach to the marketing process, actively engages chapter members in the marketing activities of their community, and provides an opportunity for experienced executives to guide and assist in developing the marketing, management and entrepreneurship leaders of tomorrow. It is designed to recognize marketing as a force for the economic and social good of the community. The project should be a research study in the marketing field: planned, conducted and reported by a DECA chapter, to improve the marketing activities of an individual company, a group of companies (such as a shopping mall) or the business community.

Entrepreneurship Promotion Project

Chapter representatives will plan, organize, implement and evaluate a campaign to educate chapter members and the general public or an organized group about opportunities available for becoming an entrepreneur. The chapter project develops economic and marketing skills necessary to be successful in a global economy. After learning the economic principles associated with entrepreneurship, chapter members will use their marketing skills to communicate the benefits of entrepreneurship to others.

Franchise Business Plan

The purpose of the Franchise Business Plan Event is designed for participants to present a comprehensive business plan proposal to buy into an existing franchise. The Franchise Business Plan Event includes the development and presentation of various aspects of a plan to form a business. The event provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity, the development of a marketing/promotion plan and the development of a financial plan.

Fashion Merchandising Promotion Plan

Students will demonstrate promotional competencies and other competencies needed by management personnel. The participant will develop a seasonal sales promotion plan, using apparel and accessory items only, for a retail store and present the plan in a role-playing situation to the store manager.

Finance Operations Research

The Finance Operations Research event provides an opportunity for participants to demonstrate skills needed by management personnel in banks, credit unions, accounting, investments and other financial businesses.

Financial Literacy Promotion Project

The Financial Literacy Promotion Project is a chapter project that develops the economic and marketing skills necessary to be successful in a global economy. After learning the economic principles associated with financial literacy, chapter members will utilize their marketing skills to communicate the benefits of financial literacy to others.

Hospitality and Tourism Operations Research

The Hospitality and Tourism Operations Research event provides an opportunity for participants to demonstrate skills needed by management personnel in hotels, restaurants and tourism-related businesses.

Independent Business Plan

The Independent Business Plan Event involves the development of a comprehensive proposal to start a new business. Any type of business may be used. The Independent Business Plan Event will provide the participants with the opportunity to prepare a written proposal for a new business, and to request financing for the proposal in a role-playing interview with a bank or venture capital official.

Innovation Plan

The Innovation Plan Event involves the idea generation and opportunity recognition needed to take advantage of market opportunities to introduce a new business, product or service. Any type of business, product or service may be used. Participants in the Innovation Plan Event will present a brief concept paper explaining the opportunity that exists in the marketplace and how their innovation will meet the needs of consumers.

International Business Plan

The purpose of the International Business Plan Event is to provide an opportunity for the participants to apply marketing skills in an international setting prepare a written proposal for a new business venture (a new business or a new product or service of an existing business).

Learn & Earn Project

The Learn and Earn Project is a chapter project that develops business and marketing skills. The Learn and Earn Project applies entrepreneurial skills to a single sales/service activity to be run as a real business venture. In a sense, the project is a chapter entrepreneurship project. The sales/service activity may focus on any subject of interest to the chapter and should involve the majority of the chapter members. School store projects may be appropriate, but should be planned around a new marketing program within the store.

Merit Awards Program

DECA's Merit Awards Program (MAP) provides avenues outside the competitive event structure for individual members to engage in a graduated program of competency based self-improvement activities. The program handbook "maps" a self-directed path for exploring marketing and increasing marketing expertise—from the bronze level (knowledge) through the silver (analysis) to the gold (interpretation). With MAP, students receive recognition for their accomplishments on the local, state and national levels.

Public Relations Project

The purpose of the Public Relations Project is to provide an opportunity for the chapter representatives to demonstrate the skills needed in planning, organizing, implementing and evaluating a single public relations campaign conducted by the chapter. The campaign may focus on any topic or subject of interest to the chapter and should involve the majority of the chapter members.

Sports and Entertainment Marketing Operations Research

The Sports and Entertainment Marketing Operations Research event provides an opportunity for participants to demonstrate skills needed by management personnel in businesses that conduct sporting and/or entertainment events.

Start-Up Business Plan

The purpose of the Start-Up Business Plan Event is to provide an opportunity for the participant or team to develop and present a proposal to form a business. The event provides an opportunity for a participants to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity.

Additional Information

More information on each international event may be obtained from your chapter advisor, in the DECA Guides or online at <http://www.deca.org> or <http://mideca.org>