

# MICHIGAN DECA

## 2023-24 DISTRICT CONFERENCE COMPETITION

THESE EVENTS START COMPETITION AT THE DISTRICT CONFERENCE

### PRINCIPLES EVENTS

NON-SENIORS ONLY

MUST BE FIRST YEAR DECA MEMBERS

INDIVIDUAL EVENT

ROLE PLAY WITH JUDGE

#### **PRINCIPLES OF BUSINESS MANAGEMENT (PBM)**

BUSINESS ADMINISTRATION CORE EXAM

#### **PRINCIPLES OF FINANCE (PFN)**

BUSINESS ADMINISTRATION CORE EXAM

#### **PRINCIPLES OF HOSPITALITY & TOURISM (PHT)**

BUSINESS ADMINISTRATION CORE EXAM

#### **PRINCIPLES OF MARKETING (PMK)**

BUSINESS ADMINISTRATION CORE EXAM

### INDIVIDUAL SERIES EVENTS

INDIVIDUAL EVENT

ROLE PLAY WITH JUDGE

#### **ACCOUNTING APPLICATIONS (ACT)**

FINANCE CLUSTER EXAM

#### **APPAREL & ACCESSORIES MARKETING (AAM)**

MARKETING CLUSTER EXAM

#### **AUTOMOTIVE SERVICES MARKETING (ASM)**

MARKETING CLUSTER EXAM

#### **BUSINESS FINANCE (BFS)**

FINANCE CLUSTER EXAM

#### **BUSINESS SERVICES MARKETING (BSM)**

MARKETING CLUSTER EXAM

#### **ENTREPRENEURSHIP (ENT)**

ENTREPRENEURSHIP CLUSTER EXAM

#### **FOOD MARKETING (FMS)**

MARKETING CLUSTER EXAM

#### **HOTEL AND LODGING MANAGEMENT (HLM)**

HOSPITALITY & TOURISM CLUSTER EXAM

#### **HUMAN RESOURCES MANAGEMENT (HRM)**

BUSINESS MGMT & ADMINISTRATION CLUSTER EXAM

#### **MARKETING COMMUNICATIONS (MCS)**

MARKETING CLUSTER EXAM

#### **PERSONAL FINANCIAL LITERACY (PFL)**

PERSONAL FINANCIAL LITERACY CLUSTER EXAM

#### **QUICK SERVE RESTAURANT MANAGEMENT (QSRM)**

HOSPITALITY & TOURISM CLUSTER EXAM

#### **RESTAURANT & FOOD SERVICE MANAGEMENT (RFSM)**

HOSPITALITY & TOURISM CLUSTER EXAM

#### **RETAIL MERCHANDISING (RMS)**

MARKETING CLUSTER EXAM

#### **SPORTS & ENTERTAINMENT MARKETING (SEM)**

MARKETING CLUSTER EXAM

### EACH CHAPTER MAY REGISTER A MAXIMUM NUMBER IN EACH EVENT IN THE FOLLOWING CATEGORIES:

CHAPTER MEMBERSHIP BY OCTOBER 31	INDIVIDUAL SERIES AND PRINCIPLES EVENTS	TEAM DECISION MAKING EVENTS	SELLING AND CONSULTING EVENTS
35 OR LESS MEMBERS	2	1	1
36-65 MEMBERS	3	2	1
66-114 MEMBERS	4	2	2
115 OR MORE MEMBERS	5	3	3

*Chapters with 100% Membership, receiving the Gimmie5! Award, or New Advisors may have one additional competitor or team in each event.*

### TEAM DECISION MAKING EVENTS

TEAM OF TWO

ROLE PLAY WITH JUDGE

#### **BUSINESS LAW & ETHICS (BLTDM)**

BUSINESS MGMT & ADMINISTRATION CLUSTER EXAM

#### **BUYING AND MERCHANDISING (BTDM)**

MARKETING CLUSTER EXAM

#### **ENTREPRENEURSHIP (ETDM)**

ENTREPRENEURSHIP CLUSTER EXAM

#### **FINANCIAL SERVICES (FTDM)**

FINANCE CLUSTER EXAM

#### **HOSPITALITY SERVICES (HTDM)**

HOSPITALITY & TOURISM CLUSTER EXAM

#### **MARKETING MANAGEMENT (MTDM)**

MARKETING CLUSTER EXAM

#### **SPORTS & ENTERTAINMENT MARKETING (STDM)**

MARKETING CLUSTER EXAM

#### **TRAVEL & TOURISM MARKETING (TTDM)**

HOSPITALITY & TOURISM CLUSTER EXAM

### PROFESSIONAL SELLING AND CONSULTING EVENTS

INDIVIDUAL EVENT

PREPARED PRESENTATION TO JUDGE

#### **FINANCIAL CONSULTING EVENT (FCE)**

FINANCE CLUSTER EXAM

#### **HOSPITALITY & TOURISM PROFESSIONAL SELLING EVENT (HTPS)**

HOSPITALITY & TOURISM CLUSTER EXAM

#### **PROFESSIONAL SELLING EVENT (PSE)**

MARKETING CLUSTER EXAM

Remember to use



for competition resources,  
practice exams, and scenarios!