2026 MICHIGAN DECA
2027 DISTRICT CONFERENCE COMPETITION

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 ENTREPRENEURSHIP (PEN)
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

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 & ADMIN 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

SELLING & CONSULTING EVENTS

INDIVIDUAL EVENT
PREPARED PRESENTATION TO JUDGE

FINANCIAL CONSULTING EVENT (FCE)
FINANCE CLUSTER EXAM

HOSPITALITY & TOURISM PROFESSIONAL SELLING (HTPS) HOSPITALITY & TOURISM CLUSTER EXAM

PROFESSIONAL SELLING EVENT (PSE)
MARKETING CLUSTER EXAM

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

CHAPTER MEMBERSHIP PAID BY NOVEMBER 30	SERIES AND PRINCIPLES EVENTS	TEAM DECISION MAKING EVENTS (teams of 2)	SELLING AND CONSULTING EVENTS	PREPARED PITCH DECK EVENTS (teams of 1-3)
35 OR LESS MEMBERS	2*	1*	1*	1*
36-65 MEMBERS	3*	2*	1*	1*
66-114 MEMBERS	4*	2*	2*	2*
115 OR MORE MEMBERS	5*	3*	3*	3*

**Chapters with 100% Membership, receiving the Gimmie5! Award, or New Chapters 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 & ADMIN 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

PREPARED PITCH DECK EVENTS

1-3 MEMBERS PER TEAM
PITCH DECK PRESENTATION TO JUDGE

UPLOAD PITCH DECK ONE WEEK PRIOR TO YOUR DISTRICT CONFERENCE DATE

INNOVATION PLAN (EIP)
NO COMPREHENSIVE EXAM

START-UP BUSINESS PLAN (ESB)
NO COMPREHENSIVE EXAM

NEW ADDITIONS TO DISTRICT CONFERENCE COMPETITION:

INTEGRATED MARKETING CAMPAIGN EVENT (IMCE) MARKETING CLUSTER EXAM

INTEGRATED MARKETING CAMPAIGN PRODUCT (IMCP) MARKETING CLUSTER EXAM

INTEGRATED MARKETING CAMPAIGN SERVICE (IMCS) MARKETING CLUSTER EXAM

DECA+ is FREE for Michigan chapters!

Check out competition resources, practice exams, scenarios and more! Ask your advisor for the login.