



event guide

GEORGIA DECA 2018 - 2019

WWW.GADECA.ORG

Event Type: ***Team Decision Making***

<p><u>Event Specifications:</u></p>	<p>Event Category: Role Play Competitors: 2 KPI's: 7 Exam: Career Cluster Exam Prep Time: 30 Min. Presentation Time: 15 Min. Number of Times Competing: State: 1 Nationals: 1 (1 for Finals)</p>
<p><u>Directions:</u></p>	<p>Pre- Prep Time: Decide who will be doing the introduction and conclusion and how the KPI's will be divided. Study the released KPI's, watch video examples, research key jargon, and practice. Prep Time: Spend time deciphering the role play and thinking of creative ideas, before beginning to work on KPI's. For each KPI, be sure to define, explain, and relate it to the specific case. Be sure to do this for every KPI. If time, make a visual to enhance your role play. Presentation: Be sure to shake hands, introduce yourself, and stay confident. Present your KPI's, and integrate your solutions/ ideas into your KPI explanations</p>
<p><u>Video Example:</u></p> <p><u>Role Play Tips:</u></p>	<p>- Ryan Evans, West Forsyth HS, Jake Scharff, Central Forsyth HS https://youtu.be/sXPYyKWLRVk https://www.decadirect.org/2016/11/09/deca-role-play-roadmap/</p>
<p><u>Guidelines:</u></p>	<p>https://www.deca.org/wp-content/uploads/2018/07/HS_TDM_Guidelines.pdf</p>

Event Name: ***Buying & Merchandising Team Decision Making***

<u>Test Cluster:</u>	Marketing
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Buying involves the choosing of which product and from where a retail company should purchase a product. Merchandising is the decision of how a product will be displayed and packaged to best maximize the sales of the product. Overall, the buying and merchandising event will often entail either the choosing between or designing of a product and choosing how it should be presented in the ecommerce or brick and mortar marketplace. This process includes forecasting, planning, buying, displaying, selling and providing customer service.

Event Name: ***Business Law & Ethics Team Decision Making***

<u>Test Cluster:</u>	Business Management & Administration
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Business Law is the set of laws that business establishments must follow. These practices regulate the business and are often established for the betterment of the consumer. Some examples of business laws includes contracts, product liability, employment and types of business ownership. Business ethics is application of professional ethics and morals in all forms of business conduct on problems that may arise in the internally and in the marketplace. This event will entail the interpretation of the exemplified business law and the argument on one side of competing ethical issues.

Event Name: ***Entrepreneurship Team Decision Making***

<u>Test Cluster:</u>	Entrepreneurship
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Entrepreneurship is the process of planning, instituting, and running a new business. Entrepreneurs take large risks, and they have to make important decisions to start and manage their company to make it grow and become profitable. This event will test the ability to make decisions that a typical entrepreneur makes like determining needs, identifying markets, utilizing marketing research, identifying sources of capital and using management skills.

Event Name: ***Financial Services Team Decision Making***

<u>Test Cluster:</u>	Finance
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Financial Services encompass all of the services offered by the financial sector. This includes money management, credit unions, banks, credit card companies, loans, and many more services. These all play extremely important roles in the growth of businesses. In this role play, participants are expected to understand the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for planning purposes.

Event Name: ***Hospitality Services Team Decision Making***

<u>Test Cluster:</u>	Hospitality & Tourism
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Hospitality is the reception and entertainment of guests. Many business are based off hospitality and examples are hotels, motels, lodging services, convention services, and food and beverage services. Hospitality services includes the marketing and management functions and tasks that can be applied in these businesses. These tasks are what will be implemented in different role play scenarios.

Event Name: ***Marketing Management Team Decision Making***

<u>Test Cluster:</u>	Marketing
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Marketing management is the application, review, and analyzation of a company's marketing resources or projects. Successful marketing management will grow the customer base, better the image of the company, and grow the company's profits. Examples might include the management of promotion, product management, and advertisements. This event includes both the marketing and management functions and tasks that can be applied broadly in a non-retail marketing environment.

Event Name: ***Sports and Entertainment Marketing Team Decision Making***

<u>Test Cluster:</u>	Marketing
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Sports and entertainment marketing is the marketing and management for entertainment events and companies or the use of sports or entertainment to market a business or product. This role play can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment 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.

Event Name: ***Travel and Tourism Team Decision Making***

<u>Test Cluster:</u>	Hospitality & Tourism
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Travel and Tourism a sector of the service based hospitality and tourism industry. It include the transport of people to and from their destinations. This includes travel for both professional and leisurely reasons. This event includes marketing and management and examples include enterprises engaged in passenger transportation, travel service, attracting and serving the traveling public, arranging tours or acting as independent ticket agencies, and other services incidental to the travel or tourism industry.

Event Type: *Principles Events*

<p><u>Event Specifications:</u></p>	<p>Event Category: Role Play Competitors: 1 KPI's: 4 Exam: Business Administration Core Prep Time: 10 Min. Presentation Time: 10 Min. Number of Times Competing: State: 1 Nationals: 1 (1 for Finals) *First Year Competitors Only*</p>
<p><u>Directions:</u></p>	<p>Pre- Prep Time: Decide on a plan for the prep time and the structure of you intro. Study the released KPI's, watch video examples, research key jargon, and practice. Prep Time: Spend time deciphering the role play and thinking of creative ideas, before beginning to work on KPI's. For each KPI, be sure to define, explain, and relate it to the case. Be sure to do this for every KPI. If time, make a visual to enhance your role play. Presentation: Be sure to shake hands, introduce yourself, and stay confident. Present your KPI's and integrate your solutions/ideas into your KPI explanations.</p>
<p><u>Video Example:</u></p> <p><u>Role Play Tips:</u></p>	<p>Use Individual Series Events Videos found below</p> <p>https://www.decadirect.org/2016/11/09/deca-role-play-roadmap/</p>
<p><u>Guidelines:</u></p>	<p>https://www.deca.org/wp-content/uploads/2018/07/HS_PBA_Guidelines.pdf</p>

Event Name: ***Principles of Business Management and Administration***

<u>Test Cluster:</u>	Business Management and Administration
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Business administration is the supervision and specialization of certain fields such as finance, marketing, economics, or human resources. Business management is more broad and is associated with the organization and operations of a company. The combination of the two is essential to the success of a company. This roleplay will combine the two into the management of many administration fields. The business situation will use language associated with careers in Administrative Services, Business Information Management, General Management, Human Resources Management, and Operations Management.

Event Name: ***Principles of Finance***

<u>Test Cluster:</u>	Finance
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Finance is the study of money management and the allocation or investment of funds, assets, and liabilities. Financial advisors deal with and manage a company's money moving towards the future, and they help allocate those funds in the right places. The sector, however, is extremely broad. In this event, the finance sector includes fields associated with careers in Accounting, Banking Services, Business Finance, Insurance and Securities, and Investments.

Event Name: ***Principles of Hospitality and Tourism***

<u>Test Cluster:</u>	Hospitality and Tourism
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Hospitality and tourism is an extremely broad field within the service industry. It has a goal of attracting, taking care of, and entertaining customers across many different fields. This role play specifically deals with careers in Hotels, Restaurants, and Tourism and Travel.

Event Name: ***Principles of Marketing***

<u>Test Cluster:</u>	Marketing
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Marketing is the activity and management of the institution of gaining, satisfying, and retaining customers or clients. It identifies the customer's needs, uses practices to gain the customer, and satisfies the customer's needs. Marketing is composed of the four P's which are product, place, price, and promotion. Marketing is an extremely large field, but this role play just includes Marketing Communications, Marketing Management, Marketing Research, Merchandising and Professional Selling.

Event Type: *Individual Role Play Events*

<p><u>Event Specifications:</u></p>	<p>Event Category: Role Play Competitors: 1 KPI's: 5 Exam: Career Cluster Prep Time: 10 Min. Presentation Time: 10 Min. Number of Times Competing: State: 2 Nationals: 2 (1 for Finals)</p>
<p><u>Directions:</u></p>	<p>Pre- Prep Time: Decide on a plan for the prep time and the structure of you intro. Study the released KPI's, watch video examples, research key jargon, and practice. Prep Time: Spend time deciphering the role play and thinking of creative ideas, before beginning to work on KPI's. For each KPI, be sure to define, explain, and relate it to the case. Be sure to do this for every KPI. If time, make a visual to enhance your role play. Presentation: Be sure to shake hands, introduce yourself, and stay confident. Present your KPI's and integrate your solutions/ideas into your KPI explanations.</p>
<p><u>Video Example:</u></p> <p><u>Role Play Tips:</u></p>	<p>- Olivia Slavov, West Forsyth HS https://www.youtube.com/watch?v=vjDsPSsEQvU - Megan Derusha, West Forsyth HS https://www.youtube.com/watch?v=vN8jB1Vc60A&t=7s - Kate Winters, Lambert HS https://youtu.be/uO_7dJfQPrw https://www.decadirect.org/2016/11/09/deca-role-play-roadmap/</p>
<p><u>Guidelines:</u></p>	<p>https://www.deca.org/wp-content/uploads/2018/07/HS-IS-Guidelines.pdf</p>

Event Name: ***Accounting Applications (Individual)***

<u>Test Cluster:</u>	Finance
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Accounting is the recording and processing of information about businesses to be analyzed by the company. This event is the application of financial data to 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 planning purposes.

Event Name: ***Apparel and Accessories Marketing (Individual)***

<u>Test Cluster:</u>	Marketing
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Apparel and accessories exemplifies marketing and selling practices in a retail establishment. This includes customer service, research, and sales. This event entails marketing and management functions in retail establishments, wholesale establishments and/or manufacturing firms primarily engaged in the marketing of clothing and related articles for personal wear and adornment.

Event Name: ***Automotive Services Marketing (Individual)***

<u>Test Cluster:</u>	Marketing
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Automotive services relates to the business and services directly relating to purchasing, maintenance, or other related services to the automobile industry. Marketing for these businesses are a commonplace, and they are directed toward consumers to draw them to use their services or purchase their automobiles. Specifically, this role play entails marketing pertaining to auto dealers, service stations and related businesses or auto parts stores.

Event Name: ***Business Finance (Individual)***

<u>Test Cluster:</u>	Finance
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Business finance is the management of a company's funds and assets. They make strategic decisions for the company based off an analysis of collected data. This events focus 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.

Event Name: ***Business Services Marketing (Individual)***

<u>Test Cluster:</u>	Marketing
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Business services are when a company does not offer a tangible item a good but rather something intangible like an action like finance or transportation. The companies often use marketing to inform or convince the consumer to use their service. This event involves the marketing for service based business specifically including providing services to businesses on a fee or contract basis or providing services to consumers.

Event Name: ***Entrepreneurship (Individual)***

<u>Test Cluster:</u>	Entrepreneurship
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Entrepreneurship is the process of planning, instituting, and running a new business. Entrepreneurs take large risks, and they have to make important decisions to start and manage their company to make it grow and become profitable. This role play puts the competitor into the position of an entrepreneur to recognize opportunities and to act on them, determine needs, identify markets, utilize marketing research, identify sources of capital and use management skills.

Event Name: ***Food Marketing (Individual)***

<u>Test Cluster:</u>	Marketing
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Food marketing deals with anything that is related to the purchasing or sale of food. Some examples are restaurants and food packaging plants. Food marketing connects the producer to the consumer through marketing activities as marketing for one product often involves multiple companies, and it is extremely important for establishing a brand. This event specifically deals with retail establishments, wholesale establishments and manufacturing firms resulting in the sale of food.

Event Name: ***Hotel & Lodging Management (Individual)***

<u>Test Cluster:</u>	Hospitality & Tourism
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Hotel and Lodging is a service based industry that specializes in nightly residential accommodations. However, the industry is more broad and can also include concierge, restaurants, and conventions as well, and there are also many different types of lodging opportunities from camping to 5 star hotels. This event is exemplified through marketing and management functions and tasks in hotels, motels, lodging services, convention services, and food and beverage services.

Event Name: ***Human Resources Management (Individual)***

<u>Test Cluster:</u>	Business Management & Administration
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Human resources management is the organization and management of people to most effectively fit the company's needs. Its goals are to maximise the potential of the employees. Role plays will ask students to perform management functions and tasks focusing on staffing, recruitment, selection, training, performance appraisal, compensation and safety training.

Event Name: ***Marketing Communications (Individual)***

<u>Test Cluster:</u>	Marketing
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Marketing Communications is all the ways a company communicates with its customers or market. This includes advertising, press releases, and sales that helps to build a brand for the company. Effective communications grab the customer's attention and bring them to the marketplace to buy the product. Students in this event will be asked to perform marketing communications and functions and tasks that inform, persuade, or remind a target market of ideas, experiences, goods or services.

Event Name: ***Quick Serve Restaurant Management (Individual)***

<u>Test Cluster:</u>	Hospitality & Tourism
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	A quick serve restaurant, also known as a fast food restaurant, is one that serves food quickly and offers minimal table serve and serving. Quick serve restaurant companies are often very complex, and many utilize the franchise model. Role plays will ask students to perform tasks in retail establishments, wholesale establishments and manufacturing firms primarily engaged in the quick-serve restaurant industry.

Event Name: ***Restaurant & Foodservice Management (Individual)***

<u>Test Cluster:</u>	Hospitality & Tourism
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Restaurants and foodservice institutions are those that prepare and serve meals outside a consumer's home. Restaurants are often specialized to a type of food to operate most effectively. These businesses also require a high level of service to keep customers coming back. This event will ask students to perform marketing and management functions and tasks in a full-service restaurant or a food-service business.

Event Name: ***Retail Merchandising (Individual)***

<u>Test Cluster:</u>	Marketing
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Retail is a middleman business that sells consumer goods to consumers through multiple channels such as brick and mortar and ecommerce. Retail operates through a supply chain, and they are major part of our marketplace today. Merchandising is the decision of how a product will be displayed and packaged to best maximize the sales of the product. This role play will ask students perform marketing and management functions and tasks that can be applied in any retail establishment.

Event Name: ***Sports & Entertainment Marketing (Individual)***

<u>Test Cluster:</u>	Marketing
<u>Event Description:</u> <u>Practice Test:</u> Sample Exam <u>Practice Role Play:</u> Sample Event	Sports and entertainment marketing is the marketing and management for entertainment events and companies or the use of sports or entertainment to market a business or product. This events specifically presents role play scenarios related to 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.

Event Name: ***Personal Finance Literacy***

<u>Event Specifications:</u>	Event Category: Role Play Competitors: 1 KPI's: 3 Exam: Financial Literacy Prep Time: 10 Min. Presentation Time: 10 Min. Number of Times Competing: State: 1 Nationals: 1 (1 for Finals)
<u>Directions:</u>	Pre- Prep Time: Decide on a plan for the prep time and the structure of you intro. Study the released KPI's, watch video examples, research key jargon, and practice. Be sure to study personal finance and financial literacy topics. Prep Time: Spend time deciphering the role play and thinking of creative ideas, before beginning to work on KPI's. For each KPI, be sure to define, explain, and relate it to the case. Be sure to do this for every KPI. If time, make a visual to enhance your role play. Presentation: Be sure to shake hands, introduce yourself, and stay confident. Present your KPI's and integrate your solutions/ideas into your KPI explanations.
<u>Video Example:</u>	www.youtube.com
<u>Role Play Tips:</u>	https://www.decadirect.org/2016/11/09/deca-role-play-roadmap/
<u>Guidelines:</u>	https://www.deca.org/wp-content/uploads/2018/07/HS_PFL_Guidelines.pdf

Event Type: ***Business Operations Research Events***

<u>Event Specifications:</u>	Event Category: Written Entry Competitors: 1-3 Paper Length: 20 pages Presentation Time: 15 Min. Number of Times Competing: State: 1 Nationals: 1 (1 for Finals)
<u>Directions:</u>	Individuals or groups with up to three people will partner with a business or organization to conduct a research study following the 2018 - 2019 Business Operations Research Topic. Teams will write a 20 page manual with an executive summary and will present it in front of a judge for a maximum of 15 minutes. Teams will be judged based on their written manual and presentation.
<u>Penalty Point Checklist:</u>	https://www.deca.org/wp-content/uploads/2018/07/Penalty-Point-Checklist.pdf
<u>Guidelines:</u>	https://www.deca.org/wp-content/uploads/2018/07/HS BOR Guidelines.pdf

Event Name: ***Business Services Operations***

Event Description:

Manual Example: [Sample Event](#)

Business Service Operations Research allows an individual or team to showcase their knowledge while creating a strategic plan and presentation based on results of a research study conducted on a local business. Individuals/Teams select a local business to partner with to design and conduct a research study then analyze the result and prepare a strategic plan, budget, and timeline. Individuals/Teams present their research study and findings in a role-play situation. Those in Business Services Operations Research should select a business or organization in the service industry. All Operations Research events should be centered around the 2019 topic. Business services are simply services to other other companies. Business service companies provide support for other business, but they do not help with the actual production of the good. For example, a business service could be as simple as carpet cleaning or as complex as information technology. In this event, business services includes human resources, information technology, and personal and contracted service based businesses.

Event Name: ***Buying and Merchandising Operations***

<u>Event Description:</u> <u>Manual Example:</u> Sample Event	Buying and Merchandising Operations Research allows an individual or team to showcase their knowledge while creating a strategic plan and presentation based on results of a research study conducted on a local business. Individuals/Teams select a local business to partner with to design and conduct a research study then analyze the result and prepare a strategic plan, budget, and timeline. Individuals/Teams present their research study and findings in a role-play situation. Those in Buying and Merchandising Operations Research should select a business or organization in the retail industry. All Operations Research events should be centered around the 2019 topic. Specific to this event, buying and merchandising includes retail and wholesale businesses that provide consumer goods.
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Event Name: ***Finance Operations***

<u>Event Description:</u> <u>Manual Example:</u> Sample Event	Finance Operations Research allows an individual or team to showcase their knowledge while creating a strategic plan and presentation based on results of a research study conducted on a local business. Individuals/Teams select a local business to partner with to design and conduct a research study then analyze the result and prepare a strategic plan, budget, and timeline. Individuals/Teams present their research study and findings in a role-play situation. Those in Finance Operations Research should select a business or organization in the finance industry. All Operations Research events should be centered around the 2019 topic.
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Event Name: ***Hospitality and Tourism Operations***

<u>Event Description:</u> <u>Manual Example:</u> Sample Event	Hospitality & Tourism Operations Research allows an individual or team to showcase their knowledge while creating a strategic plan and presentation based on results of a research study conducted on a local business. Individuals/Teams select a local business to partner with to design and conduct a research study then analyze the result and prepare a strategic plan, budget, and timeline. Individuals/Teams present their research study and findings in a role-play situation. Those in Hospitality and Tourism Operations Research should select a business or organization in the hospitality and tourism sector. All Operations Research events should be centered around the 2019 topic.
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Event Name: ***Sports and Entertainment Marketing Operations***

<u>Event Description:</u> <u>Manual Example:</u> Sample Event	Sports and Entertainment Marketing Operations Research allows an individual or team to showcase their knowledge while creating a strategic plan and presentation based on results of a research study conducted on a local business. Individuals/Teams select a local business to partner with to design and conduct a research study then analyze the result and prepare a strategic plan, budget, and timeline. Individuals/Teams present their research study and findings in a role-play situation. Those in Sports and Entertainment Marketing Operations Research should select a business or organization in the sports/entertainment industry. The business/organization selected must provide entertainment. All Operations Research events should be centered around the 2019 topic.
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Event Name: ***Chapter Team***

<p><u>Event Specifications:</u></p>	<p>Event Category: Written Entry Competitors: 1-3 Paper Length: 20 Pages Presentation Time: 15 Min. Number of Times Competing: State: 1 Nationals: 1 (1 for Finals)</p>
<p><u>Directions:</u></p>	<p>Research/ Planning: Try to get as much of your chapter and community involved as possible and choose a topic or company that has a major impact. Become as knowledgeable as possible before you plan your events, presentation, or projects. Writing: As you write, be sure to pace yourself for the deadline. Follow the rubric and released examples as you write as an outline for your paper. Be sure to be specific, creative, and use formal writing. Remember to keep in mind what the goal of your paper is. Presentation: Follow the rubric again for your presentation as this is what your judge will be judging you on. Speak clearly and confidently and make sure to know your information. Be sure to make presentation boards professional and to use them as reference points for your presentation. Try to use the least amount of wording as possible on your boards or powerpoint.</p>
<p><u>Manual Tips:</u></p>	<p>https://docs.google.com/document/d/14WmDx-qv7ft_hHU4GE7JxU0oqG8W6u4_Vyrz7Vz1B9w/edit#heading=h.gjdgxs https://medium.com/@andrew49er1/deca-written-event-guide-9139921e08b0</p>

Event Name: ***Community Service Project***

<u>Test Cluster:</u>	Marketing
<u>Event Description:</u> <u>Manual Example:</u> Sample Event <u>Guidelines:</u> Guidelines	This event includes the actual planning and implementing of a school wide community service product. The community service project provides an opportunity for chapter members to develop a better understanding of the role civic activities have in society, to make a contribution to a community service or charity, and to learn and apply the principles of the numerous components of marketing management. Chapter members demonstrate the knowledge and skills necessary in planning, organizing, implementing and evaluating a community service project.

Event Name: ***Creative Marketing Project***

<u>Test Cluster:</u>	Marketing
<u>Event Description:</u> <u>Manual Example:</u> Sample Event <u>Guidelines:</u> Guidelines	The Creative Marketing Project allows students to interact and gain real world marketing experience while working on a real marketing project with a real company. The event is a research study in the marketing field, planned, conducted and reported by a DECA chapter. The use of which will measurably improve the marketing activities of an individual company, a group of companies (such as a shopping mall), an organization, a club or the business community.
<u>Video Example:</u>	- Abigail Jacobs, Karena Grigenas, and Maggie Smith https://youtu.be/WWUGAvvGyIM

Event Name: ***Entrepreneurship Promotion Project***

<u>Test Cluster:</u>	Entrepreneurship
<u>Event Description:</u> <u>Manual Example:</u> Sample Event <u>Guidelines:</u> Guidelines	This event has a primary goal of clarifying the understanding of the meaning of entrepreneurship. This means implementing various activities or a presentation that will educate the general public followed by an evaluation of its effectiveness and a written report. The entrepreneurship promotion project is a chapter project that develops the economic and marketing knowledge and skills necessary to be successful in a global economy. After learning the economic principles associated with entrepreneurship, chapter members will utilize their marketing knowledge and skills to communicate the benefits of entrepreneurship to others.
<u>Video Example:</u>	- Sydney Goncalves, South Forsyth HS https://youtu.be/9fwWCoachH-0

Event Name: ***Financial Literacy Promotion Project***

<u>Test Cluster:</u>	Finance
<u>Event Description:</u> <u>Manual Example:</u> Sample Event <u>Guidelines:</u> Guidelines	This event aims to improve the understanding of financial literacy to the general public through events or a presentation. This will be followed a written report. The financial literacy promotion project is a chapter project that develops the economic and marketing knowledge and skills necessary to be successful in a global economy. After learning the economic principles associated with financial literacy, chapter members will utilize their marketing knowledge and skills to communicate the benefits of financial literacy to others.

Event Name: ***Learn and Earn Project***

<u>Test Cluster:</u>	Marketing
<u>Event Description:</u> <u>Plan Example:</u> Sample Event <u>Guidelines:</u> Guidelines	The learn and earn project aims to give real world sales experience. Chapters will organize and conduct a sales or service project in their community. This includes writing a business plan and implementing a promotional project. Finally, a written report will be written on the project and its effectiveness. The event applies entrepreneurial knowledge and 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.

Event Name: ***Public Relations Project***

<u>Test Cluster:</u>	Marketing
<u>Event Description:</u> <u>Manual Example:</u> Sample Event <u>Guidelines:</u> Guidelines	The purpose of the public relations project is to provide an opportunity for the chapter members to demonstrate the knowledge and 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. The topic will be paired with a theme to create a public relations campaign in the chapter's local community.

Event Type: ***Entrepreneurship***

<u>Event Specifications:</u>	Event Category: Written Entry Competitors: 1-3 Paper Length: 10 or 20 pages Presentation Time: 15 Min. Number of Times Competing: State: 1 Nationals: 1 (1 for Finals)
<u>Directions:</u>	Research: Be sure to choose a topic that is realistic and interests you. As you do research on your topic, start broad with big picture ideas (Problems, Solutions, Target Market) before getting more specific and filling in holes. Writing: As you write, be sure to pace yourself for the deadline. Follow the rubric and released examples as you write as an outline for your paper. Be sure to be specific, creative, and use formal writing. Remember to keep in mind what the goal of your paper is. Presentation: Follow the rubric again for your presentation as this is what your judge will be judging you on. Speak clearly and confidently and make sure to know your information. Be sure to make presentation boards professional and to use them as reference points for your presentation. Try to use the least amount of wording as possible on your boards or powerpoint.
<u>Video Example:</u> <u>Manual Tips:</u>	www.youtube.com https://docs.google.com/document/d/14WmDx-qv7ft_hHU4GE7JxU0oqG8W6u4_Vyrz7Vz1B9w/edit#heading=h.gjdgxs https://medium.com/@andrew49er1/deca-written-event-guide-9139921e08b0

Event Name: ***Innovation Plan***

<u>Test Cluster:</u>	Entrepreneurship
<u>Event Description:</u> <u>Plan Example:</u> Sample Event <u>Guidelines:</u> Guidelines	The innovation plan event is the literal introduction of a new business or product to the marketplace. The event includes a concept paper and a presentation of the opportunity for the new product or business in the market. The 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. *10 pages*

Event Name: ***Startup Business Plan***

<u>Test Cluster:</u>	Entrepreneurship
<u>Event Description:</u> <u>Manual Example:</u> Sample Event <u>Guidelines:</u> Guidelines	The purpose of the start-up business plan event is to provide an opportunity for the participant to develop and present a proposal 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 event consists of a business plan on the business development proposal and a presentation. *10 pages*

Event Name: ***Independent Business Plan***

<u>Test Cluster:</u>	Entrepreneurship
<u>Event Description:</u> <u>Manual Example:</u> Sample Event <u>Guidelines:</u> Guidelines	In this event, students will present an in depth proposal or business plan for starting a brand new business. The judge will be a venture capitalist, and the participant will be asking for financing for their business venture. The independent business plan event involves the development of a comprehensive proposal to start a new business. Any type of business may be used. *20 Pages*

Event Name: ***International Business Plan***

<u>Test Cluster:</u>	Entrepreneurship
<u>Event Description:</u> <u>Manual Example:</u> Sample Event <u>Guidelines:</u> Guidelines	This event is similar to the independent business plan except it is in a different country than the United States. Participants will form a proposal on a new business venture in an international setting before going requesting financing from the judge. The international business plan event involves the development of a proposal to start a new business venture in an international setting. Any type of business may be used. *20 Pages*

Event Name: ***Business Growth Plan***

<u>Test Cluster:</u>	Entrepreneurship
<u>Event Description:</u> <u>Manual Example:</u> Sample Event <u>Guidelines:</u> Guidelines	<p>This event involves generating ideas aimed at improving or expanding an already existing business. The business growth plan involves the idea generation and strategy development needed to grow an existing 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.</p> <p>*20 Pages*</p>

Event Name: ***Franchise Business Plan***

<u>Test Cluster:</u>	Entrepreneurship
<u>Event Description:</u> <u>Manual Example:</u> Sample Event <u>Guidelines:</u> Guidelines	<p>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 participant seeks to become a franchisee. 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.</p> <p>*20 Pages*</p>

Event Type: ***Integrated Marketing Campaign***

<p><u>Event Specifications:</u></p>	<p>Event Category: Test and Written Entry Competitors: 1-3 Paper Length: 10 Pages Exam: Marketing Exam Presentation Time: 15 Min. Number of Times Competing: State: 1 Nationals: 1 (1 for Finals)</p>
<p><u>Directions:</u></p>	<p>Campaign: Be sure to choose a real company with their consent. Work with that company to learn as much as possible on the product and try to learn about previous marketing efforts. Using this information, design a realistic, creative marketing campaign to use initiate for a maximum of 45 days. Writing: As you write, be sure to pace yourself for the deadline. Follow the rubric and released examples as you write as an outline for your paper. Be sure to be specific, creative, and use formal writing. Remember to always connect back and explain your marketing campaign. Presenting: Follow the rubric for your presentation as this is what your judge will be judging you on. Speak clearly and confidently and make sure to know your information. Be sure to make presentation boards professional and to use them as reference points for your presentation. Try to use the least amount of wording as possible on your boards or powerpoint.</p>
<p><u>Video Example:</u></p> <p><u>Plan Tips:</u></p>	<p>www.youtube.com</p> <p>https://docs.google.com/document/d/14WmDx-qv7ft_hHU4GE7JxU0oqG8W6u4_Vyrz7Vz1B9w/edit#heading=h.gidgxs</p> <p>https://medium.com/@andrew49er1/deca-written-event-guide-9139921</p>
<p><u>Guidelines:</u></p>	<p>https://www.deca.org/wp-content/uploads/2018/07/HS_IMCE_Guidelines.pdf</p>

Event Name: ***Event (Integrated Marketing Campaign)***

<u>Test Cluster:</u>	Marketing
<u>Event Description:</u> <u>Plan Example:</u> Sample Event <u>Practice Test:</u> Sample Exam	Integrated Marketing Campaign—Event includes a campaign that is related to any sports and entertainment event and/or company event. Examples include concerts, festivals, fairs, tournaments, pet adoption day, charity events, etc. Students will create a promotional plan for the chosen event. It can run no more than 45 days. The project will be presented in a role play with the prospective client.

Event Name: ***Product (Integrated Marketing Campaign)***

<u>Test Cluster:</u>	Marketing
<u>Event Description:</u> <u>Plan Example:</u> Sample Event <u>Practice Test:</u> Sample Exam	Integrated Marketing Campaign—Product includes a campaign that is related to any hard/soft line retail products including e-commerce. Examples include apparel and accessories, retail products, etc. On top of taking a test, students will create a promotional plan for the chosen product. The plan cannot run for more than 45 days. The project will be presented in a role play situation with the prospective client.

Event Name: ***Service (Integrated Marketing Campaign)***

<u>Test Cluster:</u>	Marketing
<u>Event Description:</u> <u>Plan Example:</u> Sample Event <u>Practice Test:</u> Sample Exam	Integrated Marketing Campaign—Service includes a campaign that is related to any service or intangible product. Examples may include pet services, golf lessons, health care services, salons, restaurants, amusement parks, etc. On top of taking a test, students will create a promotional plan for the chosen product. The plan cannot run for more than 45 days. The project will be presented in a role play situation with the prospective client.

Event Type: ***Professional Selling and Consulting***

<u>Event Specifications:</u>	Event Category: Sales/ Consultation Presentation Competitors: 1 Exam: Career Cluster Exam Presentation Time: 15 Min. Number of Times Competing: State: 1 Nationals: 1 (1 for Finals)
<u>Directions:</u>	Research: Research an actual company to represent and choose a product within the company to research and present. Be sure to keep in mind the target market as you research. Presentation: Look at and analyze the product/ service and target customer descriptions in the guidelines linked below. As you plan your sales pitch, be sure to keep this goal in mind. Always remember to be creative but realistic and mold your presentation around your target market. Speak clearly and confidently and make sure to know your information. Be sure to make your presentation professional and to use your visual as reference points for your presentation. Try to use the least amount of wording as possible on your boards or powerpoint.
<u>Video Example:</u>	www.youtube.com
<u>Guidelines</u>	https://www.deca.org/wp-content/uploads/2018/07/HS_PSE_Guidelines.pdf

Event Name: ***Financial Consulting***

<u>Test Cluster:</u>	Finance
<u>Event Description:</u> <u>Test Example:</u> Sample Exam	In this event, students will take the role of a financial consultant. In this year's case, a young professional has come to you for advice on setting a monthly budget including recommendations on a savings plan. The young professional's annual salary is \$40,000. The young professional has student loans, wants to live a millennial lifestyle and save for the future. The young professional would like you to make recommendations for a monthly budget. The target market is the young professional- a millennial.

Event Name: ***Hospitality and Tourism Professional Selling***

<u>Test Cluster:</u>	Hospitality & Tourism
<u>Event Description:</u> <u>Test Example:</u> Sample Exam	Students will assume the role of a sales manager for a convention and visitors bureau of a major city. A potential client is interested in holding its annual conference for 4,000 attendees in your city and is meeting with you to hear about your city's meeting package. At a minimum, you should discuss convention facilities, hotel package, potential attractions and transportation. The target market is a company or business that hosts a major conference.

Event Name: ***Professional Selling***

<u>Test Cluster:</u>	Marketing
<u>Event Description:</u> <u>Test Example:</u> Sample Exam	Students will assume the role of a sales representative of a security services firm. A general manager of a retail store has scheduled a meeting with you because he/she is seeking a firm to provide security services for the store. The general manager wants to learn about your firm's services as they relate to security guards, security equipment and alarms, loss prevention strategies and more. The target market is a general manager for a retail establishment interested in security for his marketplace.