



**INSPIRE. LEAD. ACHIEVE.**  
**DECA Knowledge Test Guide**  
**2017-2018**

This is a DECA knowledge review sheet designed for your study convenience. Please keep in mind that if you are planning to run for a State Office, this tests comprises **33% of your total score** for determining the winning candidate. The 2016-17 State Officer Team would like to encourage you to look over and study this information. Start studying now!

| ABOUT NEVADA DECA   |  |
|---|--|
| Active in:  | 1961   |
| Nevada DECA Board of Trustees:  | Sets policies for Nevada DECA  |
| DECA Inc.   | DECA's governing body at the international level   |
| www.nevadadeca.org:   | Web address for Nevada DECA: contains information on state officers and Nevada DECA activities |
| Two Geographical Regions:   | Northern, Southern   |
| Career Technical Student Organizations (CTSO) recognized by the Nevada Department of Education: | FBLA, SkillsUSA, FFA, HOSA, FCCLA, DECA  |
| Number of Active Members (2015-2016)  | Approximately 1,950  |
| KEY PEOPLE  |  |
| Co-Interim Executive Directors (DECA Inc.)  | Frank Peterson & John Fistolera  |
| High School Division Director (DECA Inc.)   | Christopher Young  |
| Executive President   | Jaron May  |
| Western Region Vice President   | Hayley Haas  |
| Nevada DECA State Director  | Curtis Haley   |
| State President   | Aria Khiabani  |
| Vice President of Leadership  | Morgan Heath-Powers  |
| Vice President of Finance   | Amanda Jiang   |
| Vice President of Hospitality   | D'Nasia Thompson   |
| Vice President of Career Development  | Adam Esrig   |
| Vice President of Marketing   | Gilma Rivera   |
| KEY PLACES  |  |
| Nevada DECA Office  | 9890 S Maryland Parkway, Suite 221, Room 234, Las Vegas, NV 89183                              |
| DECA Inc. Headquarters  | 1908 Association Drive, Reston, Virginia 20191   |

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| DECA CONFERENCES                           |                      |                    |
|--|----------------------|--------------------|
| DECA Western Region Leadership Conference  | November 16-19, 2017 | Phoenix, Arizona   |
| Las Vegas NV CTSO Leadership Rally         | December 7, 2017     | Las Vegas, Nevada  |
| Nevada State CDC                           | February 11-13 2018  | Las Vegas, Nevada  |
| International CDC                          | April 20-25, 2018    | Atlanta, Georgia   |
| 1 <sup>st</sup> Interstate DECA Conference | 1947                 | Memphis, Tennessee |

**COMPETITIVE EVENTS**

| <b>Principles of Business Administration Events: (4)</b>  |       |
|---|-------|
| <i>Principles of Business Administration Events consist of a 100-question written test, and 1 content interview (10 minutes preparation time, 10 minutes presentation). Open to first year DECA members only.</i> |       |
| Principles of Business Management and Administration  | PBM   |
| Principles of Finance   | PFN   |
| Principles of Hospitality and Tourism   | PHT   |
| Principles of Marketing   | PMK   |
| <b>Individual Series Events: (13)</b>   |       |
| <i>Series Events consists of a 100-question written test, and 2 role-plays (10 minutes preparation time, 10 minute presentation)</i>  |       |
| Accounting Applications   | ACT   |
| Apparel & Accessories Marketing   | AAM   |
| Automotive Services Marketing   | ASM   |
| Business Finance  | BFS   |
| Business Services Marketing   | BSM   |
| Food Marketing  | FMS   |
| Hotel and Lodging Management  | HLM   |
| Human Resources Management  | HRM   |
| Marketing Management  | MMS   |
| Quick Serve Restaurant Management   | QSRM  |
| Restaurant and Food Service Management  | RFSM  |
| Retail Merchandising  | RMS   |
| Sports and Entertainment Marketing  | SEM   |
| <b>Personal Financial Literacy Event: (1)</b>   |       |
| <i>Event consists of a 100-question written test, and 1 role-play (10 minutes preparation time, 10 minute presentation)</i>   |       |
| Personal Financial Literacy   | PFL   |
| <b>Team Decision-Making Events: (7)</b>   |       |
| <i>Teams are composed of two members who each complete a 100-question written test and 1 team role-play (30 minutes preparation time, 15 minute presentation)</i>   |       |
| Business Law and Ethics   | BLTDM |

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|  |      |
|--|------|
| Buying and Merchandising   | BTDM |
| Financial Services   | FTDM |
| Hospitality Services   | HTDM |
| Marketing Communications   | MTDM |
| Sports and Entertainment Marketing   | STDm |
| Travel & Tourism   | TTDM |
| <b>Operations Research Events: (5)</b>   |      |
| <i>A group of 1-3 members complete a 30-page written document submitted before competition. On the day of competition, competitors are given 10 minutes to present their project to a panel of judges with an additional 5 minutes for judges' questions.</i>        |      |
| Business Services  | BOR  |
| Buying and Merchandising   | BMOR |
| Finance  | FOR  |
| Hospitality and Tourism  | HTOR |
| Sports and Entertainment   | SEOR |
| <b>Online Events: (4)</b>  |      |
| Stock Market Game  | SMG  |
| Virtual Business Challenge – Retail, Sports or Restaurant  | VBC  |
| <b>Written Chapter Team Events: (6)</b>  |      |
| <i>An entire chapter may contribute to this project. The chapter completes a 30-page written document submitted before competition. On the day of competition, 1-3 members from the chapter are given 15 minutes to present their project to a panel of judges.</i>  |      |
| Community Service Project  | CSP  |
| Creative Marketing Project   | CMP  |
| Entrepreneurship Promotion Project   | EPP  |
| Financial Literacy Promotion Project   | FLPP |
| Learn and Earn Project   | LEP  |
| Public Relations Project   | PRP  |
| <b>Entrepreneurship Events: (6)</b>  |      |
| <i>An individual or group members complete a written document that is submitted before competition. On the day of competition, competitors are given time to present their project to a panel of judges with an additional amount of time for judges' questions.</i> |      |
| <i>For EIP: 1 to 3 members on team. 5 page written document submitted. 15 minute presentation and Q&amp;A</i>  |      |
| <i>For ESB: Individual Event. 11 page written document submitted. 15 minute presentation and Q&amp;A For EFB: Individual Event. 30 page written document submitted. 15 minute presentation and Q&amp;A.</i>  |      |
| <i>For EIB/EBG/IBP: 1 to 3 members on team. 30 page written document submitted. 15 minute presentation and Q&amp;A</i>   |      |
| Innovation Plan  | EIP  |
| Independent Business Plan  | EIB  |
| Business Growth Plan   | EBG  |
| International Business Plan  | IBP  |
| Start-Up Business Plan   | ESB  |
| Franchise Business Plan  | EFB  |
| <b>Marketing Representative Events: (3)</b>  |      |
| <i>A group of 1-3 members complete an 11-page written document submitted before competition. On the day</i>  |      |



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*of competition, each group member completes a 100-question written exam. The group is given 15 minutes to present their speech, prepared ahead of time, to a panel of judges.*

|   |      |
|---|------|
| Advertising Campaign                    | ADC  |
| Fashion Merchandising Promotion Plan    | FMP  |
| Sports and Entertainment Promotion Plan | SEPP |

### **Professional Selling Events: (3)**

*Individual events with no written document to submit ahead of time. On the day of their competition there is a 100-question written exam and the student is given 15 minutes to present their project to a panel of judges.*

|  |      |
|--|------|
| Financial Consulting Event                   | FCE  |
| Hospitality and Tourism Professional Selling | HTPS |
| Professional Selling Event                   | PSE  |