



INSPIRE. LEAD. ACHIEVE.

DECA Knowledge Test Guide 2018-2019

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 2017-18 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 (2016-2017)	Approximately 2000
KEY PEOPLE	
Executive Director (DECA Inc.)	Lou DiGioia
Executive President	Andrew Weatherman
Western Region Vice President	Jonathan Wilson
Nevada DECA State Director	Curtis Haley
State President	Morgan Heath-Powers
Vice President of Leadership	Paris Saint-Marc
Vice President of Finance	Amanda Jiang
Vice President of Hospitality	Nicole Lee
Vice President of Career Development	Raj Patel
Vice President of Marketing	Irene Kim
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

NEVADA ASSOCIATION OF DECA

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www.nevadadeca.org | www.facebook.com/nevadadeca | @nevadadeca

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DECA CONFERENCES		
DECA Western Region Leadership Conference	November 15-17, 2018	Anaheim, California
Las Vegas NV CTSO Leadership Rally	December 5, 2018	Las Vegas, Nevada
Nevada State CDC	February 10-12 2019	Las Vegas, Nevada
International CDC	April 26 - May 1, 2019	Orlando, Florida
1 st Interstate DECA Conference	1947	Memphis, Tennessee

COMPETITIVE EVENTS

Principles of Business Administration Events: (4)	
<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
Individual Series Events: (13)	
<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
Personal Financial Literacy Event: (1)	
<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
Team Decision-Making Events: (7)	
<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>	

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Business Law and Ethics	BLTDM
Buying and Merchandising	BTDM
Financial Services	FTDM
Hospitality Services	HTDM
Marketing Communications	MTDM
Sports and Entertainment Marketing	STDM
Travel & Tourism	TTDM
Business Operations Research Events: (5)	
<i>A group of 1-3 members complete a 20-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
Online Events: (4)	
Stock Market Game	SMG
Virtual Business Challenge - Retail, Sports or Restaurant	VBC
Written Chapter Team Events: (6)	
<i>An entire chapter may contribute to this project. The chapter completes a 20-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
Entrepreneurship Events: (6)	
<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. 10 page written document submitted. 15 minute presentation and Q&A</i>	
<i>For ESB: Individual Event. 10 page written document submitted. 15 minute presentation and Q&A</i>	
<i>For EFB: Individual Event. 30 page written document submitted. 15 minute presentation and Q&A.</i>	
<i>For EIB/EBG/IBP: 1 to 3 members on team. 20 page written document submitted. 15 minute presentation and Q&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

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Integrated Marketing Campaign Events: (3)	
<i>A group of 1-3 members complete an 10-page written document submitted before competition. On the day 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.</i>	
Integrated Marketing Campaign - Event	IMCE
Integrated Marketing Campaign - Product	IMCP
Integrated Marketing Campaign - Service	IMCS
Professional Selling Events: (3)	
<i>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.</i>	
Financial Consulting Event	FCE
Hospitality and Tourism Professional Selling	HTPS
Professional Selling Event	PSE