

DECA Competitive Events Program Overview for 2012-2013

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DECA's Mission

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management.



2012-2013 DECA Calendar

- Stock Market Game**
September 4-December 14, 2012
- Virtual Business Challenge I**
October 22-November 16, 2012
- DECA Month**
November 1-30, 2012
- Innovations and Entrepreneurship Conference**
November 8-10, 2012 • Chicago, IL
- Global Entrepreneurship Week**
November 12-18, 2012
- Western Region Leadership Conference**
November 15-17, 2012 • Seattle, WA
- The Ultimate DECA Power Trip**
November 16-18, 2012 • Washington, DC
- Central Region Leadership Conference**
November 16-18, 2012 • Detroit, MI
- The New York Experience I**
Nov. 28-Dec. 2, 2012 • New York City, NY
- The New York Experience II**
December 5-9, 2012 • New York City, NY
- Virtual Business Challenge II**
January 7-February 1, 2013
- SBE Certification Documentation Due**
January 11, 2013
- Student Scholarship Application Deadline**
January 18, 2013
- Sports & Entertainment Marketing Conference**
February 6-10, 2013 • Orlando, FL
- ICDC Competitors' Final Membership Eligibility**
March 1, 2013
- International Career Development Conference**
April 24-27, 2013 • Anaheim, CA

Special Activities

- Advocacy Campaign
- Community Service Campaign
- DeVry Innovation and Entrepreneurship Challenge
- Emerging Leader Honor Award
- FIDM Challenge
- Finish Line Challenge
- Global Entrepreneurship Week Campaign
- Promotional Campaign
- Scholarships
- School-based Enterprises
- Thrive Membership Campaign

Event	Career Cluster Exam	Number of Participants	Appear Before Judge	Length of Preparation	Length of Interview	Length of Written Entry	Executive Summary and Written Statement of Assurances						
PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS													
Principles of Business Management and Administration—PBM	Business Administration Core Exam	1	1 content interview	10 mins.	10 mins.	N/A	N/A						
Principles of Finance—PFN			2nd content										
Principles of Hospitality and Tourism—PHT			interview for finalists										
Principles of Marketing—PMK													
TEAM DECISION MAKING EVENTS													
Business Law and Ethics—BLTDM	Business Management and Administration Exam	2	1 case study	30 mins.	15 mins.	N/A	N/A						
Buying and Merchandising—BTDM	Marketing Exam												
Financial Services—FTDM	Finance Exam												
Hospitality Services—HTDM	Hospitality and Tourism Exam												
Marketing Communications—MTDM	Marketing Exam		2nd case study for finalists										
Sports and Entertainment Marketing—STDM	Marketing Exam												
Travel and Tourism—TTDM	Hospitality and Tourism Exam												
INDIVIDUAL SERIES EVENTS													
Accounting Applications—ACT	Finance Exam	1	2 role-plays	10 mins.	10 mins.	N/A	N/A						
Apparel and Accessories Marketing—AAM	Marketing Exam												
Automotive Services Marketing—ASM	Marketing Exam												
Business Finance—BFS	Finance Exam												
Business Services Marketing—BSM	Marketing Exam												
Food Marketing—FMS	Marketing Exam												
Hotel and Lodging Management—HLM	Hospitality and Tourism Exam												
Human Resources Management—HRM	Business Management and Administration Exam												
Marketing Management—MMS	Marketing Exam												
Quick Serve Restaurant Management—QSRM	Hospitality and Tourism Exam												
Restaurant and Food Service Management—RFSM	Hospitality and Tourism Exam												
Retail Merchandising—RMS	Marketing Exam												
Sports and Entertainment Marketing—SEM	Marketing Exam												
									3rd role-play for finalists				
BUSINESS OPERATIONS RESEARCH EVENTS													
Business Services Operations—BOR	None	1 to 3	Present research and plan	None	15 mins.	30 pages	Yes						
Buying and Merchandising Operations—BMOR													
Finance Operations—FOR													
Hospitality and Tourism Operations—HTOR													
Sports and Entertainment Marketing Operations—SEOR													
CHAPTER TEAM EVENTS													
Community Service Project—CSP	None	1 to 3 Chapter Representatives	Present project	None	15 mins.	30 pages	Yes						
Creative Marketing Project—CMP													
Entrepreneurship Promotion Project—EPP													
Financial Literacy Promotion Project—FLPP													
Learn and Earn Project—LEP													
Public Relations Project—PRP													
BUSINESS MANAGEMENT AND ENTREPRENEURSHIP EVENTS													
Entrepreneurship Innovation Plan—ENI	None	1 to 3	Present concept paper	None	20 mins.	5 pages	Yes						
Entrepreneurship Participating		1	Present prospectus			11 pages							
Creating an Independent Business—ENPI													
Creating a Franchising Business—ENPF		1 to 3	Present proposal			30 pages							
Entrepreneurship Written—ENW			Present plan										
Entrepreneurship—Growing Your Business—ENGB			Present proposal										
International Business Plan—IBP													
MARKETING REPRESENTATIVE EVENTS													
Advertising Campaign—ADC	Marketing Exam	1 to 3	Present advertising campaign	None	20 mins.	11 pages/fact sheet	Yes						
Fashion Merchandising Promotion Plan—FMP		1 to 3	Present promotion plan										
Sports and Entertainment Promotion Plan—SEPP													
PROFESSIONAL SELLING EVENTS													
Hospitality and Tourism Professional Selling—HTPS	Hospitality and Tourism Exam	1	Sales presentation	None	20 mins.	N/A	N/A						
Professional Selling—PSE	Marketing Exam												
ONLINE EVENTS													
Stock Market Game—SMG	None	1 to 3	Present portfolio	None	15 mins.	11 pages	Yes						
H&R Block Dollars and Sense Challenge—DSC			N/A										
Virtual Business Challenge Restaurant—VBCRS					N/A								
Virtual Business Challenge Retail—VBCRT													
Virtual Business Challenge Sports—VBCSP													