

DECA's Competitive Events Listing

I Individual Oral and Principle Events

must qualify at Regionals

- ◆ **ACT Accounting Application:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in accounting applications. Students will be challenged to perform marketing and management functions and tasks focusing on 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. Roles in these events are those of supervisors, managers or entrepreneurs.
- ◆ **AAM Apparel and Accessories Marketing:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in apparel and accessories marketing or marketing management. Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and/or manufacturing firms primarily engaged in the marketing of clothing and related articles for personal wear and adornment. Roles in these events are those of customers, employees, supervisors and managers.
- ◆ **ASM Automotive Services Marketing:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in automotive services marketing. Students will be challenged to perform marketing and management functions and tasks related to service stations and related businesses or auto parts stores. Roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.
- ◆ **BSM Business Services Marketing:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in business services marketing. Students will be challenged to perform marketing functions and tasks involved in providing services to businesses on a fee or contract basis or providing services to consumers. Roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.
- ◆ **FMS Food Marketing Series:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in food marketing or marketing management. Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing firms resulting in the sale of food. Roles in these events are those of customers and employees or supervisors, managers and entrepreneurs.
- ◆ **HLM Hotel and Lodging Management:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in hotel and lodging marketing or marketing management. Students will be challenged to perform marketing and management functions and tasks in hotels, motels, lodging services, convention services, and food and beverage services. Roles in these events are those of customers, employees, supervisors and managers.
- ◆ **MMS Marketing Management:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in marketing management. Students will be challenged to perform marketing management functions and tasks that can be applied broadly in a non-retail marketing environment. Roles in these events are those of clients, employees, supervisors, managers and entrepreneurs.
- ◆ **QSRM Quick Serve Restaurant Management:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in quick-service restaurant management. Students will be challenged to perform marketing functions and tasks in retail establishments, wholesale establishments and manufacturing firms primarily engaged in the quick-serve restaurant industry. Roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.
- ◆ **RFSM Restaurant and Food Service Management:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in restaurant and food service management. Students will be challenged to perform marketing and management functions and tasks in a full-service restaurant or a food-service business. Roles in these events are those of supervisors, managers and entrepreneurs.
- ◆ **RMS Retail Merchandising:** Students are given a description of a specific situation that measures skills, knowledge and attitudes in retail merchandising management. They will be challenged to perform marketing and management functions and tasks that can be applied in any business. Roles in these events are those of customers, employees and managers.
- ◆ **SEM Sports and Entertainment Marketing:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in sports and entertainment marketing. Students will be challenged to perform marketing and management functions and tasks 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.

- ◆ **PBM** **Principles of Business Administration and Management:** first year DECA students only in ANY grade
- ◆ **PFN** **Principles of Finance:** first year DECA students only in ANY grade
- ◆ **PHT** **Principles of Hospitality and Tourism:** first year DECA students only in ANY grade
- ◆ **PMK** **Principles of Marketing:** grade 9 only

II Team Oral Events

must qualify at Regionals

- ◆ **BLMDM** **Business Law and Ethics:** For the purposes of this event, business law is U.S. law and will include contracts, product liability, employment and types of business ownership. The ethics component involves evaluating competing social values that may reasonably be argued from either side.
- ◆ **BMDM** **Buying and Merchandising:** Employees in buying and merchandising positions get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service.
- ◆ **FMDM** **Financial Analysis:** Financial analysis is the application of financial data to business decision making in any business. 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.
- ◆ **HMDM** **Hospitality Services:** Marketing and management functions and tasks that can be applied in hotels, motels, lodging services, related convention services, and related food and beverage services.
- ◆ **MMDM** **Marketing Communications Team Decision Making:** Marketing and management functions and tasks that can be applied to a whole host of businesses.
- ◆ **SMDM** **Sports and Entertainment Marketing:** Marketing and management functions and tasks that can be applied in 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.
- ◆ **TMDM** **Travel and Tourism Marketing:** Marketing and management functions and tasks that can be applied in 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.

III Special Team Event

must qualify at Regionals

Special Event

DQB DECA Quiz Bowl

IV DECA's Online Events

completely open, not a qualifier

Online Events

VBCR	Virtual Business Challenge Retail	SMG	Stock Market Game
VBCS	Virtual Business Challenge Sports	HR	H&R Block Dollars and Sense

V DECA Ontario's Special Events

completely open, not a qualifier.

- ◆ **UG** **University of Guelph Event (Team Event of two):** Case will be a written by the University of Guelph, College of Management and Economics, and will be posted on January 20 on the Guelph and DECA Ontario websites. Grade 11 and 12 students only. Case will have a business focus, approximately 2 to 5 pages. Prepared presentations ~ 10 minutes to present and an additional 5 minutes for questions. Laptops are allowed and any other presentation materials; no restrictions. Finalists in the UG event are automatically eligible to attend ICDC as SMI delegates (Senior Management Institute).
- ◆ **UW** **University of Waterloo Event (Individual Event):** Case will be a written by the University of Waterloo, School of Accounting and Finance, and will be posted on January 20 on the Waterloo and DECA Ontario websites. Grade 11 and 12 students only. UW event will have a business focus, approximately 2 to 5 pages. Prepared presentations ~ 10 minutes to present and an additional 5 minutes for questions. Laptops are allowed and any other presentation materials; no restrictions. Finalists in the UW event are automatically eligible to compete in the ACT event at the Internationals.
- ◆ **LDA** **Leadership Development Academy:** Students can attend the leadership academy that is taking place at Provincials in February. The number of students you can register will be based on your chapter membership, 1:10 ratio.

VI Written Business Proposals

completely open, not a qualifier

2011 Topic

The 2011 topic for each occupational category is the development of a strategic plan to enhance or introduce a social networking component to the current promotion plan of an existing business or organization. Social networking uses electronic media such as Facebook, Twitter, LinkedIn, podcasts, virtual worlds/communities, friend lists, videos, blogs, etc. to capture and retain a specific target market. Using an existing business of their choice, participants will research the current and potential use of social networking and its effectiveness. Participants will develop a strategic plan to enhance or introduce social networking into the current promotional activities.

Objectives

The business operations research events provide an opportunity for the participants to

- identify the business's current usage of social media for the promotional activities
- design a research study to determine the appropriate social media selection
- conduct the research (in depth interviews, focus groups, customer surveys, etc.)
- based on the results of the research, develop a strategic plan to enhance or introduce social networking in the promotional activities
- present the research findings and proposed strategic plan in a role-play situation to the business's owner/manager

The business operations research events involve the preparation of a strategic plan to enhance or introduce social networking into the promotional activities of an existing business. The participants must

- select an actual local business operation or organization
- design a research study
- conduct a research study
- analyze the results of the research study
- prepare a strategic plan to enhance or introduce social networking through appropriate social media to the current promotional activities
- prepare a proposed budget
- develop metrics to measure ROI, sales, customers, traffic, etc.
- present in a role-playing situation
 - ✓ the design of the research study
 - ✓ the findings and conclusions of the research study
 - ✓ the strategic plan for enhancing or introducing social networking through appropriate social media to the current promotional activities

Format Guidelines for the Written Entry

The written entry must follow these specifications. Refer also to the Competitive Event Checklist and the Written Entry Evaluation Form. A Written Event Statement of Assurances must be signed and submitted with the entry. Do not include it in the page numbering.

Title page

The first page of the written entry is the title page. It must include in any order, but is not limited to, the following:

NAME OF THE EVENT (one of the following):

BUSINESS SERVICES OPERATIONS RESEARCH EVENT

BUYING AND MERCHANDISING OPERATIONS RESEARCH EVENT

FINANCE OPERATIONS RESEARCH EVENT

HOSPITALITY AND TOURISM OPERATIONS RESEARCH EVENT

SPORTS AND ENTERTAINMENT MARKETING OPERATIONS RESEARCH EVENT

Name of DECA chapter

Name of high school

School address

City, State/Province, ZIP/Postal Code

Names of participants

Date

Title page will *not* be numbered.

Table of contents

The table of contents should follow the title page. All activities or original research described in this entry must take place during this school year or the timeline specified in the Event Guidelines. The table of contents may be single-spaced and may be one or more pages long. The table of contents page(s) will not be numbered.

Body of the written entry

The body of the written entry begins with Section I, Executive Summary, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. Page numbers continue through the bibliography (required) and the appendix (optional).

Follow this outline when you write your entry. Points for each section are included on the Written Entry Evaluation Form. Each section must be titled, including the bibliography and the appendix.

I. EXECUTIVE SUMMARY

One-page description of the plan

II. INTRODUCTION

A. Description of the business or organization

B. Description of the community (economic, geographic, demographic and socioeconomic factors)

III. RESEARCH METHODS USED IN THE STUDY

A. Rationale and description of research methodologies selected to conduct the research study

B. Process of conducting the selected research method(s)

IV. FINDINGS AND CONCLUSIONS OF THE STUDY

A. Description of the business's target market

B. Description of the current promotional activities

C. Effectiveness of the current promotional activities

D. Conclusions based on the findings

V. PROPOSED STRATEGIC PLAN (Including application of marketing concepts and technology usage)

A. Goals/objectives and rationale (short- and long-term benefits to the business of enhancing or introducing social networking to the promotional activities)

B. Proposed activities and timelines

C. Proposed budget (identify costs associated to potential strategies, if applicable)

D. Proposed metrics to measure ROI, sales, customers, traffic, etc.

VI. BIBLIOGRAPHY

VII. APPENDIX

An appendix is optional. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc.

Checklist Standards

In addition to following the outline above, when preparing your written entry, you must observe all of the following rules. The purpose of these rules is to make competition as fair as possible among participants.

Refer to the Written Entry Checklist.

1. The Written Event Statement of Assurances must be signed and submitted with the entry or the entry will receive 15 penalty points.

2. The entry must be submitted in an official DECA written event folio. Folios are available from DECA IMAGES (FOLIO). No markings, tape or other material should be attached to the folio. One photocopy or the original typed document must be submitted. Participants may keep a copy for use in the presentation.

3. Sheet protectors may not be used.

4. The body of the written entry must be limited to 30 numbered pages, including the appendix (if an appendix is attached), but excluding the title page and the table of contents page.

5. The pages must be numbered in sequence, starting with the executive summary and ending with the final page of the appendix. Do not use separate sheets between sections or as title pages for sections.

6. Major content of the written entry must be at least double-spaced (not space-and-a-half). The title page, table of contents, executive summary, bibliography, appendix, footnotes, long quotes (more than three typed lines), material in tables, figures, exhibits, lists, headings, sample letters, forms, etc., may be single-spaced.

7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts and graphs may be handwritten. (Judges will be instructed to ignore attempts to achieve a competitive advantage due to the quality of word processing equipment available.)
8. All material must be shown on 8 $\frac{1}{2}$ -inch x 11-inch paper. Pages may not fold out to a larger size. No extraneous information may be attached to the pages and tabs may not be used.
9. Decorative artwork, pictures, illustrations and desktop publishing techniques may be used throughout the manual, including the title page and table of contents. Photographs in the manual must be scanned and placed as digital files.
10. The body of the written entry must follow the sequence outlined. Additional subsections are permitted.
11. The table of contents should follow the title page.

Presentation Guidelines

- Prior to the presentation, the judge will evaluate the written portion of the entry. The major emphasis of the written entry is on the content. Drawings, illustrations and graphic presentations (where allowed) will be judged for clarity, not artistic value.
- The participants have assumed the roles of management trainees in a single-unit or independent operation. The judge is to assume the role of the business's owner/manager.
- The participants will present the plan to the judge in a 15-minute presentation worth 40 points. (See Presentation Judging.)
- The presentation begins immediately after the introduction of the participants to the judge by the adult assistant. Each participant must take part in the presentation.
- The participants will spend not more than 10 minutes, at the beginning of the presentation, describing the strategies and the plan. Each participant may bring a copy of the written entry or note cards pertaining to the written entry and use as reference during the presentation.
- The judge will spend the remaining 5 minutes questioning the participants. (See the Presentation Evaluation Form.) Each participant must respond to at least one question posed by the judge.
- The participants may use not more than three (3) standard-sized posters not to exceed 22 $\frac{1}{2}$ inches by 30 $\frac{1}{2}$ inches each and/or one (1) standard-sized presentation display board not to exceed 36 $\frac{1}{2}$ inches by 48 $\frac{1}{2}$ inches. Participants may use both sides of the posters, but all attachments must fit within the poster dimensions. Only visual aids that can be easily carried to the presentation by the actual participants will be permitted, and the participants themselves must set up the visuals. Participants are allowed to make use of a desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page). Participants are also allowed to make use of a personal laptop computer and/or a hand-held digital organizer they provide. No set-up time will be allowed. If sound is used, the volume must be kept at a conversational level. If participants use a personal computer, they must bring their own battery power pack, as electrical power will NOT be supplied. No other materials may be brought to or used during the presentation by the participants.
- Materials appropriate for the situation may be handed to or left with the judge.
- If any of these rules are violated, the adult assistant must be notified by the judge.

Presentation Judging

Participants will make a 15-minute presentation to you. Remember, you are taking on the role of the owner/ manager of the business. You may refer to the written entry, or to notes, during the presentation. During the first 10 minutes of the presentation (after introductions), the participants will explain the plan. Allow the participants to complete this portion without interruption, unless you are asked to respond. Each participant must take part in the presentation. During the final 5 minutes, you may question the participants. The first three questions must be based on the Presentation Evaluation Form. At least one question must be addressed to each participant. To ensure fairness, you must ask each participant or group of participants the same three questions:

1. one question on the participants' research methods
2. one question on the details of the participants' findings and conclusions
3. one question on the participants' proposed plan

These questions should be prepared following the written entry evaluation, but before the presentation begins. After asking the three required questions, you may ask additional questions that seem appropriate, based on your notes or on the written entry itself (to which you may refer during the presentation). At the conclusion of the presentation, thank the participant(s). Then complete the Presentation Evaluation Form, making sure to record a score for all categories. Maximum score for the presentation is 40 points.

ALL of the **Business Operations Research Events** will have the 2011 research topic as their primary focus.

Business Operations Research Events

BOR	Business Services Operations Research Event
BMOR	Buying and Merchandising Operations Research Event
FOR	Finance Operations Research Event
HOR	Hospitality and Tourism Operations Research Event
SEOR	Sports and Entertainment Marketing Operations Research Event

Chapter Team Events

CSP	Community Services Project
CMP	Creative Marketing Project
FLPP	Financial Literacy Project
EPP	Entrepreneurship Promotion Plan
LEP	Learn and Earn Project
PRP	Public Relations Project

Business Management and Entrepreneurship Events

IMP	Internet Business Plan Event
ENW	Entrepreneurship Written Event
IBP	International Business Plan Event
ENPF	Entrepreneurship Participating Event (Organizing a Franchising Business)
ENPI	Entrepreneurship Participating Event (Organizing an Independent Business)

Marketing Representative Events

ADC	Advertising Campaign Event sponsored by Wrigley's
FMP	Fashion Merchandising Promotion Plan Event
PSE	Professional Selling Event

2011 Topic for Professional Selling Event (formerly Technical Sales Event)

The target customer is a campaign team for a political candidate running for a major office. The team needs to select phones and service plans which will allow them to connect to the Internet, send text messages, check e-mail, blog, access social media sites, and make unlimited calls. Security is also very important. The team is comprised of 15 individuals. The campaign manager in charge of selecting the phones and plans wants quality products, but does not want to overpay.

Procedure

- The Professional Sales Event consists of two major parts: the **cluster exam** and the **oral presentation**. The maximum score for the presentation evaluation is 100 points. The presentation will be weighted at twice (2 times) the value of the exam score.
- The Professional Sales Event is for **individual participants** only.
- The participant will be given a 100-question, multiple-choice, **cluster exam** testing knowledge of the Business Administration Core performance indicators and the Marketing Cluster Core performance indicators.
- The participant will organize appropriate information and present and defend a sales presentation to a potential buyer.
- The participant will bring all visual aids to the event briefing. Only approved visual aids may be used during the presentation.
- The oral presentation may be a maximum of 20 minutes in length. The first 15 minutes will include a sales presentation and will be followed by 5 minutes for the judge's questions.
- The judge will evaluate the presentation, focusing on the effectiveness of public speaking and presentation skills and how well the participant responds to questions that the judge may ask during the 5 minutes following the presentation.

Further details are located on page 166 to 168 of the DECA Guide.