



WHAT YOU NEED TO KNOW ABOUT

DECA



UTAH

DECA™

What is DECA?

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

DECA has more than 177,000 members. It is in over 3,200 high schools throughout the world.

www.deca.org

- Move your mouse over High School
- Select Competitive Events
- For Role Play Events click on: Principles of Business Administration, Team Decision Making, or Individual Series
- Once you have selected an event, click on Sample Exam or Sample Event for practice material.
- Samples are updated each year. Download different samples to use numerous times.



www.decadirect.org

- DECA Direct is full of ideas to use in the classroom, competitions, activities, and more!
- On the Home Page the Question of the Day is a test question. Great bell ringer activity.
- Find information for:
 - Career
 - Chapter
 - College
 - Compete
 - Conferences
 - Leadership
 - Spotlights
- Multiple Resources



COMPETITIVE EVENTS

ROLE PLAY EVENTS

Competitions consist of a 100-question test and 1 or 2 role plays.

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

For First Year DECA Members only!

Events: Principles of Business Management and Administration, Principles of Finance, Principles of Hospitality and Tourism, and Principles of Marketing.

INDIVIDUAL SERIES EVENTS

Individuals Only!

Events: Accounting Applications, Apparel and Accessories Marketing, Automotive Services Marketing, Business Finance, Business Services Marketing, Entrepreneurship, Food Marketing, Hotel and Lodging Management, Human Resources Management, Marketing Communications, Personal Financial Literacy, Quick Serve Restaurant Management, Restaurant and Food Service Management, Retail Merchandising, and Sports and Entertainment Marketing.

TEAM DECISION MAKING EVENTS

Teams of 2!

Events: Business Law and Ethics, Buying and Merchandising, Entrepreneurship, Financial Services, Hospitality Services, Marketing Management, Sports and Entertainment Marketing, and Travel and Tourism.

WRITTEN EVENTS

Competitions consist of a written paper and a prepared presentation. 1-3 students participating.

BUSINESS OPERATIONS RESEARCH EVENTS

Events: Business Services Operations, Buying and Merchandising Operations, Finance Operations, Hospitality and Tourism Operations, and Sports and Entertainment Marketing Operations.

PROJECT MANAGEMENT EVENTS

Events: Business Solutions Project, Career Development Project, Community Awareness Project, Community Giving Project, Financial Literacy Project, and Sales Project.

ENTREPRENEURSHIP EVENTS

Events: Innovation Plan, Start-Up Business Plan, Independent Business Plan, International Business Plan, Business Growth Plan, and Franchise Business Plan.

INTEGRATED MARKETING CAMPAIGN EVENTS

Events: Event, Product, and Service.



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