



**OHIO DECA**

**Competitive Events Guide**

**Revised – August, 2009**

# TABLE OF CONTENTS

Preface.....	3
Ohio Competitive Events .....	4
Policy and Procedures.....	4
Student and Advisor Responsibilities .....	5
Ohio DECA Fall Leadership Conference .....	6
State Officers .....	6
Selection Procedure for Parliamentarian .....	7
Selection Procedure for Public Relations Team Representatives.....	10
Pin Content .....	14
Leadership Sessions.....	14
Ohio DECA Career Development Conference.....	15
National Events.....	15
Ohio Events.....	15
Marketing Test .....	16
Marketing and Management Mathematics/Communications Test.....	16
Business Operations Project.....	17
Career Activity Project.....	19
Merchandise Information Written Event.....	22
Checklist Standards .....	25
Release for Publication.....	27
Outstanding Marketing Education Student .....	28
Ohio/National Chapter Awards Program .....	36
Ohio DECA Scholarship .....	45
Ohio DECA Week Promotion .....	49
Ohio DECA Quiz Bowl.....	49
Appendix	
Ohio DECA Competitive Event Eligibility List.....	50
Ohio DECA Participation Levels .....	53
Competitive Events Listing .....	55

## PREFACE

The purpose of the competitive events program offered by Ohio DECA is to supplement the marketing curriculum and enhance the leadership development of student members. The competitive events program of Ohio DECA is only one component of the total marketing program and is designed to assist students in developing occupational competencies leading to careers in marketing, management, and entrepreneurship.

The Ohio DECA competitive events program combines the National DECA program of activities with other Ohio events and activities, thereby providing many opportunities for student recognition. All events and activities are learning activities and serve to evaluate the development of essential competencies needed for entry and advancement in the field of marketing. In this way, the Ohio program of competitive events facilitates the effective integration of DECA as a co-curricular component of the total marketing program.

This guide describes all aspects of operating Ohio's competitive events program. It is a useful and necessary tool for preparing Ohio DECA members for participation in all competitive event areas and is the basis for the operation of district competition. Information on specific guidelines for National DECA activities may be found in the *DECA Guide* and *Chapter Management System* (published yearly by National DECA).

## OHIO COMPETITIVE EVENTS

The Ohio Association of DECA recognizes individual and group accomplishments on the district and state levels. The *Ohio DECA Guide* explains the purpose and guidelines of state events and activities.

## POLICY AND PROCEDURES

All competition is initiated at the chapter level. Each chapter and the advisor must decide how to qualify members for district and/or state competition.

Ohio DECA is aligned into 16 districts. The advisors within each district must establish policies and operating procedures for district level competition and approve them by majority vote well in advance of the competitive events. The minutes of the meetings, at which such decisions are made, must be made available to all advisors within that district.

In determining the events to be held, the number of allowable entries per chapter, per event, and the methods of operation, the district advisors should consider the following:

- Number of chapters in the district
- Number of student members in the chapters
- Student members' career objectives and training stations
- Number and types of specialized programs
- Available facilities
- Time available for competition

Ohio DECA will provide districts with tests (master copies or booklets) to be used in that year's competition. Students are not to retain the tests, and all copies must be destroyed after the competition. Districts are encouraged to recognize as many students as possible. Ohio DECA will provide district trophies for the first three (3) places for the fall and spring events.

Registration for both the Ohio DECA Fall Leadership Conference and the Ohio DECA Career Development Conference is done on a chapter basis with each advisor submitting registration forms directly to the Ohio DECA office by the pre-announced deadline. Late fees are assessed to chapters for any registration received after the deadline. Late fees charged are \$10.00 for the Fall Leadership Conference, and \$25.00 for the Career Development Conference and the membership payment.

The Ohio DECA Advisor, in collaboration with the Ohio DECA Executive Council, determines how competition is managed at the state level. See the Appendix – "Ohio DECA Competitive Event Eligibility List" for the number of competitors allowed to compete at state competition. Student members are only permitted to compete in one event at the state level (with the exception of Ohio Outstanding Marketing Education Student, Ohio DECA Scholarship, and Ohio/National DECA Chapter Awards Program).

Guidelines for **state only** events are listed in this guide with national requirements listed in the *DECA Guide*. Specific topics, dates and locations are communicated to the local advisors through updates from the Ohio DECA Advisor. Please contact the state office if you have questions.

Students who win at the state level in national events and become eligible to compete at the International DECA Career Development Conference should refer to the National DECA Guide for procedures that will be followed. Both of these documents are available from National DECA, 1908 Association Drive, Reston, VA 22091. Ohio DECA provides a small reimbursement to student members who compete at the National DECA Career Development Conference. (The amount is determined yearly.)

Available rating sheets and placement/rankings for the state career development conference will be mailed to each advisor after the state competition. These sheets are to be used as a guide for student improvement.

Student members or advisors with questions, concerns, or suggestions about the competitive events should write to their district Board of Trustees Representative, Ohio DECA State Officers, the Ohio DECA Executive Council's Competitive Events Committee, or the Ohio DECA State Advisor.

## **STUDENT AND ADVISOR RESPONSIBILITIES**

- Each student must be a member of Ohio and National DECA by October 20<sup>th</sup> to take part in that year's district and state competitions. The Ohio DECA State Advisor may grant exceptions for students who transfer from another school, transfer from within the school, or enter the marketing program late.
- Student members competing at the Ohio DECA Career Development Conference and chapter advisors must stay at the designated conference hotel unless they are staying at home (written permission must be requested before the conference).
- Students are expected to present a professional image at all conferences by dressing according to business community standards. Business attire is required of students participating in competitive events or attending conference general sessions.
- Chapter advisors are responsible for the students in their chapter at all times during the conference.

## **OHIO DECA FALL LEADERSHIP CONFERENCE**

The Ohio DECA Fall Leadership Conference is divided into four parts: election of seven state officers, competition for state parliamentarian and female/male public relations representatives, voting for the Ohio DECA Pin, and general leadership workshops. All four parts of the conference are held simultaneously during a one-day program in Columbus. Dates and times for the conference are determined yearly by the Ohio DECA State Advisor.

### **STATE OFFICERS**

Ten student members of Ohio DECA are voting members of the Ohio DECA Executive Council. These student officers play an active role in deciding Ohio DECA's future direction and participate in the organization's various statewide activities.

Each chapter may submit one representative as a candidate for one of the following elected state offices:

- President
- Secretary/Treasurer
- Central Region Vice-President
- Northeast Region Vice-President
- Northwest Region Vice-President
- Southeast Region Vice-President
- Southwest Region Vice-President

Procedures for election of these seven officers are stated in the By-Laws for Ohio DECA and "Selected and Elected State Officer Application Packet".

The participants for the remaining three (3) offices compete at the local level, with the top winners advancing to the state competition in:

- Parliamentarian
- Female Public Relations Representative
- Male Public Relations Representative

Guidelines for selection of these three officers are contained later in this guide.

All 10 state officers begin their term of office at the end of the Ohio DECA Fall Leadership Conference and hold office until the close of the following year's Ohio DECA fall Leadership Conference.

## SELECTION PROCEDURE FOR PARLIAMENTARIAN

The purpose of selecting a Parliamentarian is to encourage Ohio DECA members to develop the skills and learn the procedures necessary to plan and conduct a well-organized meeting. The Parliamentarian competitive activity consists of a written examination and an interview with the selected member becoming one of the 10 state officers. Three (3) contestants may compete at the state level from each Ohio DECA district. Those competing at the state level must mail a completed Application and Consent Signature form which is located in the **Selected and Elected State Officer Application**. (*The State Officer Application applies to both elected and selected {parliamentarian and public relation representatives} officer candidates.*) A picture must also be sent with the State Officer Application and Consent forms to the state office by the date listed on the *Ohio DECA Calendar of Activities* to be eligible to take the test at the Fall Leadership Conference.

**Written Test:** An examination of no more than 100 questions will be given to all competing students. This written portion tests the student's knowledge of parliamentary procedures from *Robert's Rules of Order, Newly Revised*, and knowledge of Ohio and National DECA from the *Ohio DECA Fact Sheet, Ohio and National DECA Guides, National DECA Chapter Management System* and the *Handbook for Ohio DECA Chapters*. Up to one hour will be allowed for the students to take the test.

**Self-Introduction:** Each of the top 10 participants will have 60 seconds to introduce themselves at the beginning of the interview time. Areas to be rated are listed on the rating form.

**Interview:** The top 10 on the testing portion will be interviewed by a set of judges about their knowledge of the application of parliamentary procedures, DECA, Marketing Education, career goals, and professionalism. These interviews will be a maximum of 10 minutes in length.

**Rating Sheets:** Sample rating sheets for use with the Parliamentarian contest follows this page.

# OHIO DECA

Participant \_\_\_\_\_ School \_\_\_\_\_

## PARLIAMENTARIAN - SELF INTRODUCTION

Area	Poor	Fair	Good	Excellent	Points Awarded
<b>Platform Deportment</b> (10 Points) General Appearance, Poise, Manner, Eye Contact, Self-Confidence, and Gestures	0 - 2	3 - 5	6 - 8	9 - 10	
<b>Oral Presentation</b> (10 Points) Content, Organization of Thought, Voice, Diction, and Grammar	0 - 2	3 - 5	6 - 8	9 - 10	

Self-Introduction (20 Points) \_\_\_\_\_

\*\*Note: Numbers in parentheses indicate the maximum number of points that can be awarded in each category. Judges may grant any point value on the continuum.

# OHIO DECA

Participant \_\_\_\_\_ School \_\_\_\_\_

## PARLIAMENTARIAN INTERVIEW RATING SHEET

Area	Poor	Fair	Good	Excellent	Points Awarded
<b>Application of Parliamentary Law</b> (30 Points)	0 - 7	8 - 15	16 - 23	24 - 30	
<b>Career Goal</b> (20 Points) Marketing and Management Career Goal and Plans for Achieving Goal	0 - 4	5 - 10	11 - 16	17 - 20	
<b>Value of Marketing Education for the Student</b> (20 Points) Classroom, Training Station, and DECA	0 - 4	5 - 10	11 - 16	17 - 20	
<b>Professionalism</b> (10 Points) Appropriate Business Appearance, Enthusiasm and Self-Confidence	0 - 1	2 - 4	5 - 7	8 - 10	

Self-Introduction (20 Points) \_\_\_\_\_

Interview (80 Points) \_\_\_\_\_

Written Examination (100 Points) \_\_\_\_\_

**TOTAL** (200 Points) \_\_\_\_\_

\*\*Note: Numbers in parentheses indicate the maximum number of points that can be awarded in each category. Judges may grant any point value on the continuum.

## SELECTION PROCEDURE FOR PUBLIC RELATIONS REPRESENTATIVES

The Public Relations Team Representatives competitive activity is designed to select one male and one female to represent Ohio DECA in planning and promoting Ohio DECA activities. The selected winners will become members of the state officer team. Two (2) contestants from each Ohio DECA district may compete in each of the two classifications. The Public Relations Representatives competitive activity consists of four parts: tests, self-introduction, press release and interview. Those competing at the state level must mail a completed Application and Consent Signature form which is in the **Selected and Elected State Officer Application**. (*The State Officer Application applies to both elected and selected {parliamentarian and public relation representatives} officer candidates.*) A picture must also be sent with the State Officer Application and Consent forms to the state office by the date listed on the *Ohio DECA Calendar of Activities* to be eligible to take the test at the Fall Leadership Conference.

**Test:** A 50-question test (45-minute time limit) over Ohio and National DECA facts and policy is given to all participants. Material for the questions comes from *Robert's Rules of Order, Newly Revised*, and knowledge of Ohio and National DECA from the *Ohio DECA Fact Sheet*, *Ohio and National DECA Guides*, *National DECA Chapter Management System* and the *Handbook for Ohio DECA Chapters*.

**Press Release:** A 50 to 200 word press release will be written by each participant on a given marketing-or DECA-related topic at the time of the conference. Each student will be given 15 minutes to complete the press release demonstrating their written communication skills.

**Self-introduction:** Each contestant has the opportunity to demonstrate poise and professionalism through a one (1)-minute self-introduction given to a set of judges.

**Interview:** After the previous three (3) activities, the top ten participants will complete a short personal interview with a set of judges. The interview will center on their knowledge of the application of public relations procedures, DECA, Marketing Education, career goals, and professionalism. These interviews will be a maximum of 10 minutes in length.

**Rating Sheets:** Sample rating sheets for use with the Public Relations Representative contest follows this page.

# OHIO DECA

Participant \_\_\_\_\_ School \_\_\_\_\_

## PUBLIC RELATIONS - INTERVIEW RATING SHEET

Area	Poor	Fair	Good	Excellent	Points Awarded
<b>Application and Value of Public Relations</b> (20 Points)	0 - 4	5 - 10	11 - 16	17 - 20	
<b>Duties and Responsibilities of Ohio DECA Public Relations Representative</b> (20 Points)	0 - 4	5 - 10	11 - 16	17 - 20	
<b>Career Goal</b> (20 Points) Appropriate Marketing and Management Career Goal and Realistic Plans to Achieve Goal	0 - 4	5 - 10	11 - 16	17 - 20	
<b>Value of Marketing Education for the Student</b> (20 Points) Classroom, Training Station and DECA	0 - 4	5 - 10	11 - 16	17 - 20	
<b>Professionalism</b> (20 Points) Appropriate Business Appearance, Proper Introduction and Conclusion, Enthusiasm, and Self-Confidence	0 - 4	5 - 10	11 - 16	17 - 20	

Interview (100 Points) \_\_\_\_\_

Written Examination (50 Points) \_\_\_\_\_

Press Release (30 Points) \_\_\_\_\_

Self-Introduction (20 Points) \_\_\_\_\_

**TOTAL** (200 Points) \_\_\_\_\_

\*\*Note: Numbers in parentheses indicate the maximum number of points that can be awarded in each category. Judges may grant any point value on the continuum.

# OHIO DECA

Participant \_\_\_\_\_ School \_\_\_\_\_

## PUBLIC RELATIONS - SELF INTRODUCTION

Area	Poor	Fair	Good	Excellent	Points Awarded
<b>Platform Deportment</b> (10 Points) General Appearance, Poise, Manner, Eye Contact, Self-Confidence, and Gestures	0 - 2	3 - 5	6 - 8	9 - 10	
<b>Oral Presentation</b> (10 Points) Content, Organization of Thought, Voice, Diction, and Grammar	0 - 2	3 - 5	6 - 8	9 - 10	

Self-Introduction (20 Points) \_\_\_\_\_

\*\*Note: Numbers in parentheses indicate the maximum number of points that can be awarded in each category. Judges may grant any point value on the continuum.

# OHIO DECA

Participant \_\_\_\_\_ School \_\_\_\_\_

## PUBLIC RELATIONS – PRESS RELEASE

Area	Poor	Fair	Good	Excellent	Points Awarded
<p><b>Content (16 Points)</b></p> <p><i>Quality, Factual, and Accurate Information</i></p> <ul style="list-style-type: none"> <li>• Appropriate Headline</li> <li>• Defines Who and What</li> <li>• Covers When (exact dates)</li> <li>• Discusses Why and Where</li> <li>• General coverage of important facts</li> </ul>	0 – 4	5 – 8	9 – 12	13 – 16	
<p><b>Technical Excellence (7 Points)</b></p> <p><i>Format and Professional Presentation</i></p> <ul style="list-style-type: none"> <li>• Appropriate margins, indents and spacing</li> <li>• Followed format for introduction information</li> <li>• Used proper paragraph format</li> <li>• Shows proofreading and corrected properly</li> <li>• Proper closing for end of article</li> </ul>	0 – 1	2 – 3	4 – 5	6 – 7	
<p><b>Written Presentation (7 Points)</b></p> <p><i>Grammar and Spelling</i></p> <ul style="list-style-type: none"> <li>• Writing style used complete sentences</li> <li>• Overall readability</li> <li>• Proper grammar and punctuation</li> <li>• Within word count restrictions</li> </ul>	0 – 1	2 – 3	4 – 5	6 – 7	

Press Release (30 Points) \_\_\_\_\_

\*\*Note: Numbers in the parentheses indicate the maximum number of points that can be awarded in each category. Judges may grant any point value on the continuum.

## **PIN CONTEST**

### **PURPOSE**

To encourage local members to create a state promotional tool to be used by Ohio DECA during the State and International Career Development Conferences.

### **SPECIFICATIONS**

**All pin designs must include a reference to Ohio and to the National DECA theme (either by design, shape or name).** No registered trademarks or logos are permitted. Pin entries should be in color using pen, paint, marker, or computer print. Computer-generated designs are encouraged.

Pin designs should show originality, imagination and creativity. All work must be that of the student members.

Pin designs may be one piece, multiple pieces and/or lighted.

Each entry must be submitted separately on a single 8 ½ X 11-inch piece of paper, mailed flat.

Place the name of the school, chapter and address on the **BACK** at the bottom right of the entry.

Pin entries become the property of Ohio DECA. (The winning pin may be modified or adapted when used by Ohio DECA.)

Entries will be prejudged by business and/or Ohio Department of Education representatives, and the finalists will be voted on by members attending the Ohio DECA Fall Leadership Conference.

No “campaigning” for a design will be allowed.

### **ENTRIES**

Each chapter is limited to one pin design entry. Entries must be received by the deadline listed on *the Ohio DECA Calendar of Activities*.

### **SELECTION**

Each member attending the Ohio DECA Fall Leadership Conference receives a ballot for the pin contest. The top five (5) entries will be announced at the last general session of the conference. The newly elected state officer team will select the winning pin design from the top five (5) designs at their initial meeting in December. The winning pin design will be used to represent Ohio at the International Career Development Conference.

## **LEADERSHIP SESSIONS**

Besides the opening and closing general sessions, the Ohio DECA Fall Leadership Conference has mini-sessions for those students attending that are not involved in the election sessions and contests. These sessions change yearly, but they are arranged around the central theme of leadership. Students are encouraged to attend as many sessions as possible and report back to members that were not in attendance. Please send session ideas to the state office; your help is always needed and appreciated.

## OHIO DECA CAREER DEVELOPMENT CONFERENCE

Ohio DECA Career Development Conference is the culminating effort to the year of activities for Ohio DECA. The competency-based events effectively measure the members' proficiency in those skills identified by expert workers as essential to success in the given occupation. In effect, the competitive events are demonstrations of occupational proficiency in marketing and management.

The Ohio DECA Competitive Event Eligibility List is printed in the Appendix. Listed below are the operational procedures for the national events (descriptions of these events are found in the *DECA Guide*, published yearly by National DECA). Full descriptions and rating sheets will be given for all state only events.

### NATIONAL EVENTS

***National Principles of Business Administration Events:*** These events are designed for **first year marketing/business students only**. At the state level, each participant will be given a comprehensive exam and a content interview situation selected from a list of performance indicators identified in the National Curriculum Standards for Business Administration developed by MBA Research for the States' Career Cluster Project validated by industry representatives.

***National Individual Series Events:*** At the state level each participant will be given a comprehensive test relating to the identified occupation. Each participant will then have two performance-based, role-play activities.

***National Team Decision Making Events:*** These events use teams of two students in a performance-based, role-play experience and a comprehensive testing phase. Team members will be asked to work together to complete work-based case studies and to work alone to complete the written examination.

***National Business Management and Entrepreneurship Events:*** Student members prepare written materials in advance and participate individually in on-site interviews with business leaders to determine their knowledge about specific topics.

***National Marketing Research Events:*** In these events, one-to-three students work on researching a given topic within an identified skill or competency area. The students present written material to and are interviewed by business professionals at the conference.

***National Projects:*** These are chapter activities where a team of one-to-three members of a chapter write and orally report on activities their chapter has completed during the last year. Each event has a different focus.

### OHIO EVENTS

***Ohio Only Events:*** Each of the following will be described on the following pages:

- Marketing Test
- Marketing and Management Math/Communications Test
- Business Operations Project
- Career Activity Project
- Merchandise Information Written Event
- Ohio Outstanding Marketing Education Student
- Ohio DECA Scholarship
- Ohio/National Chapter Awards Program
- Ohio DECA Week Promotion

## **MARKETING TEST**

The Marketing Test is designed to measure students overall knowledge of basic marketing principles. This objective test covers such areas as distribution, financing, marketing information, management, pricing, product and service planning, promotion, purchasing, risk management, and selling.

**Purpose:** To test students' knowledge of basic marketing principles.

### ***Specifications:***

- A written examination containing multiple choice and true/false questions that pertain to marketing and management
- Time limit for the test is 60 minutes
- Maximum score is 100
- Tie-breaker system will be predetermined sets of questions.

**Participation:** Each Ohio DECA District may send **three** (3) competitors to the state for competition at the Ohio DECA Career Development Conference.

## **MARKETING AND MANAGEMENT MATHEMATICS/COMMUNICATIONS TEST**

In this competitive event, members of Ohio DECA demonstrate their understanding of the academic mathematical and communications skills necessary in the field of marketing and management. This is a district and state event.

**Purpose:** To test students' proficiency in the mathematics and communications needed for management roles in marketing occupations.

### ***Specifications:***

- A written examination containing multiple choice and true/false questions that pertain to marketing mathematical problems and communication situations.
- Time limit for the test is 60 minutes.
- Maximum score is 100.
- Tie-breaker system will be predetermined sets of questions.

**Participation:** Each Ohio DECA District may send **three** (3) competitors to the state for competition at the Ohio DECA Career Development Conference.

## **BUSINESS OPERATIONS PROJECT**

The Business Operations Project is designed to give Ohio DECA members an opportunity to address one area or phase of business marketing or its entire marketing operation. This is a state-level event.

***Written Entry Format:*** The written entry must follow these guidelines exactly. Refer also to the “Checklist Standards” used to evaluate entries in this category for penalty points. The contents of the written entry will be evaluated using the rating sheet following the event guidelines.

**Title Page:** The title page of the written entry is not numbered. It must contain, but not be limited to, the following information:

BUSINESS OPERATIONS PROJECT  
STUDENT’S NAME  
SCHOOL  
CHAPTER  
CITY AND STATE  
DATE

**Table of Contents:** The table of contents follows the title page. It must list every major heading in the entry, and the page on which that heading occurs. The page containing the table of contents is not numbered.

**Body:** The body of the written entry must follow the sequence and guidelines outlined here. The first page of the body is numbered “Page 1”, and all following pages through the bibliography are numbered in sequence.

- I. **Relationship**  
Provides a signed explanation showing the relationship of the entry to the student’s occupational goal or training experience or both.
- II. **Background and Development**  
Explains the history, background, and development of the business.
- III. **Business Structure and Organization**  
Explains the business’ structure and organization.
- IV. **Channels of Distribution**  
Explains the distribution channels used by the business.
- V. **Target Market(s)**  
Explains the target market(s) identified by the business.
- VII. **Explanation of Marketing Activities**  
The marketing activities are explained covering the following:
  - A. Product (planning)
  - B. Place (distribution)
  - C. Price
  - D. Promotion
- VIII. **Bibliography**

(Checklist Standards and Penalty Point pages are shown after “Merchandise Information Written Event”)

# OHIO DECA

Participant \_\_\_\_\_ School \_\_\_\_\_

## BUSINESS OPERATIONS PROJECT RATING SHEET

Area	Poor	Fair	Good	Excellent	Points Awarded
<b>Relationships</b> (10 Points)	0 - 2	3 - 5	6 - 8	9 - 10	
<b>Background and Development</b> (10 Points)	0 - 2	3 - 5	6 - 8	9 - 10	
<b>Business Structure and Organization</b> (10 Points)	0 - 2	3 - 5	6 - 8	9 - 10	
<b>Channels of Distribution</b> (10 Points)	0 - 2	3 - 5	6 - 8	9 - 10	
<b>Target Markets</b> (10 Points)	0 - 2	3 - 5	6 - 8	9 - 10	
<b>Explanation of Marketing Activities</b> (40 Points) Product - 10 Points Place - 10 Points Price - 10 Points Promotion - 10 Points	0 - 10	11 - 20	21 - 30	31 - 40	
<b>Presentation, Grammar, Spelling, Punctuation</b> (10 Points)	0 - 2	3 - 5	6 - 8	9 - 10	

TOTAL (100 Points) \_\_\_\_\_

\*\*Note: Numbers in parentheses indicate the maximum number of points that can be awarded in each category. Judges may grant any point value on the continuum.

## **CAREER ACTIVITY PROJECT**

The Career Activity Project is designed to give Ohio DECA members an opportunity to research and present information on marketing careers that interest them. This is a state-level event consisting of both a written entry and interview.

**Written Entry Format:** The written entry must follow these guidelines exactly. Refer also to the “Checklist Standards” used to evaluate entries in this category for penalty points. The contents of the written entry will be evaluated using the rating sheet following the event guidelines.

### **Written Statement of Assurances:**

**Title Page:** The title page of the written entry is not numbered. It must contain, but not limited to, the following information:

CAREER ACTIVITY PROJECT  
TITLE OF PROJECT  
NAME OF HIGH SCHOOL DECA CHAPTER  
NAME OF HIGH SCHOOL  
SCHOOL ADDRESS  
CITY, STATE, ZIP  
NAME OF CHAPTER REPRESENTATIVE  
DATE

**Table of Contents:** The table of contents follows the title page. It must list every major heading in the entry, and the page on which that heading occurs. The page containing the table of contents is not numbered.

**Body:** The body of the written entry must follow the sequence and guidelines outlined here. The first page of the body is numbered “Page 1” and all following pages through the bibliography are numbered in sequence.

I. **Executive Summary**

One page description of the project.

II. **Introduction**

Self-introduction and analysis of yourself and an overall summary of the project. Possible topics include: why (rationale of completing this project), what your interest is in this field and the reasoning for researching this company, business, project or field of study.

III. **Career Information**

Describes the career in terms of education, training, job description, experience and technical skills needed; working conditions; salaries; career ladder; and advantages and disadvantages of working in this career.

III. **Interview of a Professional**

Summarize information from an interview with a professional in the chosen field. Information should include, but not be limited to: education and training, description of firm, specific duties, advantages and disadvantages of career, steps to enter career (e.g., part-time jobs, internships, volunteering, hobbies, job shadowing), salary range, and effect on family and personal life. The interview is to be included in the written project and there is no interview at the CDC.

V. Description of the Value of Marketing Education for Reaching Career Goals

Describes how marketing education has helped or will help the student achieve the specified career goal. Include information about how the marketing education class, school-to-work activities (e.g., part-time jobs, internships, volunteering, school store, job shadowing), and DECA can be used to explain the student's growth and the value of marketing education to him or her.

VI. Bibliography

(Checklist Standards and Penalty Point pages are shown after "Merchandise Information Written Event")

# OHIO DECA

Participant \_\_\_\_\_ School \_\_\_\_\_

## CAREER ACTIVITY PROJECT RATING SHEET

Area	Poor	Fair	Good	Excellent	Points Awarded
<b>I. Executive Summary</b> (10 Points)	0 - 2	3 - 5	6 - 8	9 - 10	
<b>II. Introduction</b> (15 Points)	0 - 3	4 - 7	8 - 11	12 - 15	
<b>III. Career Information</b> (25 Points)	0 - 6	7 - 12	13 - 18	19 - 25	
<b>IV. Interview of a Professional</b> (25 Points)	0 - 6	7 - 12	13 - 18	19 - 25	
<b>V. Description of the Value of Marketing Education for Reaching Career Goal</b> (15 Points)	0 - 3	4 - 7	8 - 11	12 - 15	
<b>Presentation, Grammar, Spelling, Punctuation</b> (10 Points)	0 - 2	3 - 5	6 - 8	9 - 10	

TOTAL (100 Points) \_\_\_\_\_

\*\*Note: Numbers in parentheses indicate the maximum number of points that can be awarded in each category. Judges may grant any point value on the continuum.

## MERCHANDISE INFORMATION WRITTEN EVENT

The Merchandise Information Written Event gives Ohio DECA members an opportunity to prepare sales information concerning a product, service, or line of products or services. The information in the entry should be adequate to serve as a sales personnel training guide. This is a state level event.

**Written Entry Format:** The written entry must follow these guidelines exactly. Refer also to the “Checklist Standards” used to evaluate entries in this category for penalty points. The contents of the written entry will be evaluated using the rating sheet following the event guidelines.

### **Written Statement of Assurances:**

**Title Page:** The title page of the written entry is not numbered. It must contain, but not be limited to, the following information:

MERCHANDISE INFORMATION WRITTEN EVENT  
TITLE OF PROJECT  
NAME OF HIGH SCHOOL DECA CHAPTER  
NAME OF HIGH SCHOOL  
SCHOOL ADDRESS  
CITY, STATE, ZIP  
NAME OF CHAPTER REPRESENTATIVE  
DATE

**Table of Contents:** The table of contents follows the title page. It must list every major heading in the entry, and the page on which that heading occurs. The page containing the table of contents is not numbered.

**Body:** The body of the written entry must follow the sequence and guidelines outlined here. The first page of the body is numbered, “Page 1”, and all following pages through the bibliography are numbered in sequence.

- I. Executive Summary  
One-page description of the project.
- II. Introduction  
Self-introduction and analysis of yourself and an overall summary of the project. Possible topics include: why (rationale of completing this project), what your interest is in this field, and the reasoning for researching this company, business, product, or field of study
- III. Business History, Structure and Organization  
Explains the business’ history (background, and development), structure, channels of distribution and organization.
- IV. Knowledge of Product  
Covers the characteristics of the item; discusses buying motives relevant to the product or service; compares the item with competitors; and gives other relevant information.
- V. Selling Process and Support Activities  
Covers the selling process for the item and explains the other marketing and operational activities involved in selling the item; this could include activities such as credit, delivery, etc.
- VI. Promotional Techniques  
Explains the use of advertising, display, and special promotions to support selling activities.
- VIII. Bibliography

(Checklist Standards and Penalty Point pages are shown after "Merchandise Information Written Event")

# OHIO DECA

Participant \_\_\_\_\_ School \_\_\_\_\_

## MERCHANDISE INFORMATION WRITEN EVENT RATING SHEET

Area	Poor	Fair	Good	Excellent	Points Awarded
<b>I. Executive Summary</b> (10 Points)	0 - 2	3 - 5	6 - 8	9 - 10	
<b>II. Introduction</b> (10 Points)	0 - 2	3 - 5	6 - 8	9 - 10	
<b>III. Business History, Structure and Organization</b> (15 Points)	0 - 3	4 - 7	8 - 11	12 - 15	
<b>IV. Knowledge of Product</b> (20 Points)	0 - 5	6 - 10	11 - 15	16 - 20	
<b>V. Selling Process and Support Activities</b> (20 Points)	0 - 5	6 - 10	11 - 15	16 - 20	
<b>VI. Promotional Techniques</b> (15 Points)	0 - 3	4 - 7	8 - 11	12 - 15	
<b>Presentation, Grammar, Spelling, Punctuation</b> (10 Points)	0 - 2	3 - 5	6 - 8	9 - 10	

TOTAL (100 Points) \_\_\_\_\_

\*\*Note: Numbers in parentheses indicate the maximum number of points that can be awarded in each category. Judges may grant any point value on the continuum.

# **CHECKLIST STANDARDS**

## **Business Operations Project, Career Activity, Merchandise Information**

The purpose of these standards is to make competition as fair as possible. When preparing the written entry, the outline discussed previously, and the following guidelines must be observed. All state, written entries are screened before judging. Only those receiving fewer than 25 penalty points are eligible to proceed in the contest.

- The entry is submitted in a DECA notebook or folio.
- The entire contents of the entry are typed.
- The body of the entry is doubled-spaced. Other material, including the title page, the table of contents, the bibliography, the footnotes, lengthy quotes, tables, figures, exhibits, headings, lists, sample letters and sample forms may be single-spaced.
- The body of the entry is limited to 40 numbered pages. The title page and table of contents are not numbered pages and are not included in this total. Sheet protectors are permitted. If sheet protectors are used, pages must be placed back-to-back with a maximum of 20 sheet protectors used for the body of the document.
- The title page includes the required information.
- All major sections are identified by the headings listed in the guidelines.
- The entry follows the sequence outlined. If a section is not included, the entry should still have a page with the proper heading and indicate that material is not included.
- No sections are to be added.
- The entry is the student's own original and creative work.
- Authors of direct quotes are credited.
- Entries must include a "Release for Publication" sheet. The page will not count in the numbered pages and should be the last page in the manual (not in a page protector).
- An electronic copy of the document should be included (either CD/DVD or 3 ½" disk).
- Copies of the winning entry will be available to instructors for review.

## CHECKLIST - PENALTY POINTS

Participant \_\_\_\_\_

School \_\_\_\_\_

\_\_\_\_\_ **Business Operations**      \_\_\_\_\_ **Merchandise Information**      \_\_\_\_\_ **Career Information**

Area	Checked	Circle Penalty Points Assessed	Page Number
1. DECA notebook or folio		5	
2. All text is typed		5	
3. The text is double-spaced (except as stated in standards)		5	
4. The body is limited to 40 numbered pages (Maximum 20 sheet/page protectors)		5	
5. The title page includes the required information		5	
6. All major sections are correctly identified by the headings listed in the outline		5	
7. The entry follows the sequence outlined (Excluded sections are identified with proper heading and indicate that material is not included)		5	
8. No new sections are added		25	
9. The entry is the student's own original and creative work		25	
10. Authors of direct quotes are credited		5	
11. "Release for Publication" included		25	
12. Electronic copy of written work included		25	

Total Penalty Points Assessed \_\_\_\_\_

NOTE: A check indicates that an item has been examined.

**RELEASE FOR PUBLICATION**

\_\_\_\_\_ Business Operations Project

\_\_\_\_\_ Career Activity

\_\_\_\_\_ Merchandise Information

Participant: \_\_\_\_\_

School: \_\_\_\_\_

I am submitting an electronic copy (CD/DVD or 3 1/2" disk) of my written state project. This material may be given, upon request, to chapter advisors to use as educational material for future Ohio DECA participants. I understand that this material is for "read only" use and the entire document or parts will not be copied by local chapters, members or advisors.

Participant's Signature: \_\_\_\_\_

Advisor's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## **OUTSTANDING MARKETING EDUCATION STUDENT**

This competitive event is designed to encourage marketing students to achieve the highest possible level of marketing competence and leadership skills. The Outstanding Marketing Education Student will be determined through an evaluation of the student's performance in the marketing class, training station, and DECA activities. The first portion of the evaluation will be based upon written documentation of the student's performance; the second portion upon a personal interview.

**Purpose:** To encourage marketing students to achieve the highest possible level of marketing competence and leadership skills through class, training station, and DECA activities.

### ***Specifications:***

- A written document will be evaluated to determine the degree to which it meets the objective requirements stated for each section listed in the guidelines.
- Points may be claimed from the close of the previous school year.
- Each entry is to be submitted for state-level competition on the date specified in the yearly calendar.

### ***Guidelines for Documentation:***

- The entry is submitted in one (1) unaltered, official three-ring DECA notebook. All material must be within the notebook. There are no pull-out, folded, or stapled materials that would increase the number of pages or cause the judge to open the document to a specific page.
- Sheet protectors may be used. If sheet protectors are used, pages must be placed back-to-back with a maximum of 50, unaltered sheet protectors.
- If sheet protectors are used, they cannot be used periodically in the document. Sheet protectors must be used throughout the document or not used at all. No exceptions are made. A document without sheet protectors can contain no more than 100 sheets of paper, with the material presented only on one side of the paper.
- The title page must include the following:

OUTSTANDING MARKETING STUDENT  
STUDENT'S NAME  
SCHOOL  
CHAPTER  
CITY AND STATE  
DATE

- Supportive evidence is clearly identified. All pictures, programs, letters, news articles, etc., that are used as supportive evidence must have a caption. Art work or designs used as decoration are not required to have captions.
- All pages are numbered, including blank pages, filler pages, and title pages.
- The first page of each section must have a numbered tab.
- The text is typed.

**Written Sections:** Judging focuses solely on the activities documented in the entry. Artwork is not judged and does not affect the score.

### Section 1: Career Goals (20 Points)

In this section, the student explains the value of marketing education in determining realistic plans for short term and long-term goals.

### Section 2: Marketing Achievement (60 Points)

The student completes Item one, Marketing Education Class Experience, and either Item two or Item three.

1. Marketing Education Classroom Experience (30 Points)
  - The student's explanation of the competencies mastered through his or her classroom learning experiences (10 Points).
  - At least one sample of the student's classroom work is shown (10 Points).
  - A letter of evaluation from the student's advisor explaining the student's progress and addressing personal and academic growth and career orientation (10 Points).
2. Marketing Education Training Station Experience (students in co-op program) (30 Points)
  - The student's description of his or her training station and the duties and responsibilities of the job (10 Points).
  - The students' explanation of the competencies he or she has mastered at the training station (10 Points).
  - An evaluation (letter or form) from the training sponsor (10 Points).
3. Marketing Education Project Training Experience (students in in-school programs) (30 Points)
  - The student's description of his or her training activities, duties, and responsibilities in the project program (10 Points).
  - The student's description and explanation of the competencies mastered in his or her training activities in the project program (10 Points).
  - An evaluation (letter or form) from the instructor (10 Points).

### Section 3: DECA Activities (60 Points)

Student submits written proof of activities in the following areas:

1. Leadership Development (15 Points)
2. Vocational Understanding (15 Points)
3. Social Intelligence (15 Points)
4. Civic Consciousness (15 Points)

### Section 4: Overall School and Community Involvement (40 Points)

1. Scholastic Record (10 Points)

The score for this category is determined by multiplying the student's grade point average for the first semester of the current year by the appropriate factor given below:

- For a 4.0 grading scale, multiply by 2.5
- For a 5.0 grading scale, multiply by 2.0
- For a 6.0 grading scale, multiply by 1.67

The grade point average must be verified by a form or a signed letter by a school official. If the school uses a grading scale other than those described above, the official should include an explanation of that grading scale.

2. Attendance (10 Points)

Attendance must be listed and verified by both a local school administrator and the student's advisor. The student's score in this category will be determined by the judges' review of the student's absences and reasons for missing school.

3. Character (10 Points)

Judges may award the participant two points for each letter received from teachers, administrators, and/or community members. There is a maximum of five (5) letters.

4. School and Community Involvement and Awards (10 Points)

The participant's score is determined by the judges' evaluation of the student's level of involvement and awards received as verified by the advisor, other teacher(s), or the school administration.

**Interview Sections:** Finalists will be interviewed by a panel of judges at the Ohio DECA Career Development Conference. (50 Points)

Section 1: Understanding of Economic Concepts (10 Points)

The participants will be questioned about any or all of the following areas: knowledge of free enterprise, understanding of competition, appreciation of the profit motive, and the application of economic concepts to current events.

Section 2: Understanding of Marketing Concepts (10 Points)

Participants may be questioned about any or all of the following areas: the role of marketing, the functions of marketing, and the application of marketing concepts to current events.

Section 3: Value of Marketing Education (10 Points)

Participants may be questioned about any or all of the following areas: the classroom, the training station, and DECA activities.

Section 4: Career Objective and Strategy (10 Points)

Participants may be questioned in regard to their career objective and realistic plans for reaching that objective.

Section 5: Appearance and Conduct During the Interview (10 Points)

To receive a score of 10 in this category, students should demonstrate enthusiasm and self-confidence, use language well, introduce themselves properly, and have an appropriate businesslike appearance.

# OHIO DECA

Participant \_\_\_\_\_ School \_\_\_\_\_

## OUTSTANDING MARKETING EDUCATION STUDENT

Scholastic Record

Fall Semester \_\_\_\_\_ (year)

Course

Grade

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Scholastic point average for first semester \_\_\_\_\_

Select school's grading system:

4.0 uses a factor of 2.5

5.0 uses a factor of 2.0

6.0 uses a factor of 1.67

Please explain other system: \_\_\_\_\_

\_\_\_\_\_

Scholastic point average X Factor = Total Points

\_\_\_\_\_ X \_\_\_\_\_ = \_\_\_\_\_

Certified by:

\_\_\_\_\_  
Administrator and Title

\_\_\_\_\_  
Marketing Instructor

# OHIO DECA

Participant \_\_\_\_\_ School \_\_\_\_\_

## OUTSTANDING MARKETING EDUCATION STUDENT

### Attendance Record

Date(s) Missed

Reason for Absence(s)

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Total Points to be Awarded (10) \_\_\_\_\_

Certified by:

\_\_\_\_\_  
Administrator and Title

\_\_\_\_\_  
Marketing Instructor

## CHECKLIST - PENALTY POINTS

Participant \_\_\_\_\_

School \_\_\_\_\_

### OUTSTANDING MARKETING EDUCATION STUDENT

Area	Checked	Circle Penalty Points Assessed	Page Number
1. Presented in an official DECA three-ring binder		5	
2. If sheet protectors are <u>not</u> used, maximum of 100 sheets		5	
3. If sheet protectors <u>are</u> used, no more than 50 are used		5	
4. Title page includes the required information		5	
5. All pages, beginning with and including the title page, must be numbered		5	
6. Each section is indexed with a numbered tab		5	
7. Photos, news articles, and other documentation materials are identified with captions		5	
8. There are no pull-out, stapled, or fold-out pages that would increase the number of pages or cause the judges to open the document to a specific page		5	
9. The manual is typed		5	
10. The first section states the student's career goals		5	
11. The second section includes documentation of <ul style="list-style-type: none"> <li>• class experiences, samples, and evaluations</li> <li>• training, including competencies and evaluation</li> </ul>		5 5	
12. The third section describes and documents DECA activities		5	
13. The fourth section includes <ul style="list-style-type: none"> <li>• scholastic record</li> <li>• attendance</li> <li>• character</li> <li>• school and community involvement and awards</li> </ul>		5 5 5 5	

Total Penalty Points Assessed \_\_\_\_\_

NOTES:      A check indicates that an item has been examined.  
                   A circled number indicates an infraction.  
                   A page number must be shown to indicate the location of the infraction.  
                   No penalty points are to be assessed for more than the number of activities needed in a section. These extra activities will not be judged.

# OHIO DECA

Participant \_\_\_\_\_ School \_\_\_\_\_

## OUTSTANDING MARKETING EDUCATION STUDENT - WRITTEN RATING SHEET

Area	Poor	Fair	Good	Excellent	Points Awarded
<b>Career Goals</b> (20 Points)	1 - 5	6 - 10	11 - 15	16 - 20	
<b>Marketing Achievement</b> (60 Points)					
Marketing Classroom Experience					
Competencies Mastered	1 - 2	3 - 5	6 - 8	9 - 10	
Classroom Work Sample	1 - 2	3 - 5	6 - 8	9 - 10	
Advisor's Evaluation	1 - 2	3 - 5	6 - 8	9 - 10	
Training Station or Project Method Experience					
Student Duties & Responsibilities	1 - 2	3 - 5	6 - 8	9 - 10	
Competencies Mastered	1 - 2	3 - 5	6 - 8	9 - 10	
Training Evaluations	1 - 2	3 - 5	6 - 8	9 - 10	
<b>DECA Activities</b> (60 Points)					
Leadership Development	1 - 4	5 - 8	9 - 11	12 - 15	
Vocational Understanding	1 - 4	5 - 8	9 - 11	12 - 15	
Social Intelligence	1 - 4	5 - 8	9 - 11	12 - 15	
Civic Consciousness	1 - 4	5 - 8	9 - 11	12 - 15	
<b>School and Community Involvement</b> (40 Points)					
Scholastic Record	1 - 2	3 - 5	6 - 8	9 - 10	
Attendance	1 - 2	3 - 5	6 - 8	9 - 10	
Character	1 - 2	3 - 5	6 - 8	9 - 10	
School and Community Involvement and Awards	1 - 2	3 - 5	6 - 8	9 - 10	

TOTAL (180 Points) \_\_\_\_\_

\*\*Note: Numbers in parentheses indicate the maximum number of points that can be awarded in each category. Judges may grant any point value on the continuum.

# OHIO DECA

Participant \_\_\_\_\_ School \_\_\_\_\_

## OUTSTANDING MARKETING EDUCATION STUDENT INTERVIEW - RATING SHEET

Area	Poor	Fair	Good	Excellent	Points Awarded
<b>Understanding of Economic Concepts</b> (10 Points) Knowledge of Free Enterprise Understanding of Competition Appreciation of the Profit Motive Application to Current Events	1 - 2	3 - 5	6 - 8	9 - 10	
<b>Understanding of Marketing Concepts</b> (10 Points) Role of Marketing Functions of Marketing Applications to Current Events	1 - 2	3 - 5	6 - 8	9 - 10	
<b>Value of Marketing Education</b> (10 Points) Classroom Training Station DECA Activities	1 - 2	3 - 5	6 - 8	9 - 10	
<b>Career Objective and Strategy</b> (10 Points)	1 - 2	3 - 5	6 - 8	9 - 10	
<b>Appearance and Conduct During Interview</b> (10 Points) Enthusiasm Self-confidence Proper Use of the English Language Proper Introduction Appropriate, Businesslike Appearance	1 - 2	3 - 5	6 - 8	9 - 10	

TOTAL (40 Points) \_\_\_\_\_

\*\*Note: Numbers in parentheses indicate the maximum number of points that can be awarded in each category. Judges may grant any point value on the continuum.

## OHIO/NATIONAL CHAPTER AWARDS PROGRAM

- Objectives:** The objectives of the Chapter Awards program are:
1. to reorganize and encourage local chapter organization by planning a yearly program of activities
  2. to develop student competencies in marketing instructional areas
  3. to build member involvement
  4. to encourage DECA membership at local, state, and international levels
  5. to build school and community recognition for the marketing education program and the DECA chapter
  6. to learn of activities and projects that strengthen the local chapter
  7. to provide a platform for international recognition of outstanding DECA chapter projects

**Description:** The Chapter Awards Program is an instructional enrichment program for marketing education. The program is designed for chapter to develop a well-rounded program of work and is based on chapter achievement accompanied with an awards program for chapter recognition.

The Chapter Awards Program will provide recognition at three levels; bronze, silver, and gold. The level of recognition will be determined by the number and type of activities a chapter completes in each of the following categories: membership development, civic consciousness, leadership development, social intelligence and promotion/public relations. Chapters not completing the minimum number of activities in each section will **NOT** receive recognition at the claimed level. Chapters may receive recognition at a lower level if those requirements are met. Completion of the Chapter Awards Program **IS NOT** to be counted as an activity in this project.

Chapters may claim credit for activities by submitting a narrative report, documentation and presentation for Gold Level projects at the state level. Chapters will submit their reports to their State Office for verification of the award achievement level. The state/provincial advisor will submit with conference registration to DECA Inc. a list of 100% chapters by level (bronze, silver and gold). All 100% gold award chapters may attend with state advisor approval the International Career Development Conference and participate in either the Leadership Development Academy or the Senior Management Institute.

Information contained on the following pages will give the advisor background for a class presentation. The Chapter Awards Program should be initiated early in the year, so chapter members will realize the greatest benefits of their involvement. A thorough orientation of the purpose and operation of the program is vital for the preparation of the members.

**Procedure.** The project consists of two major parts: the **written document** and an **oral presentation** by chapter representatives. The written document will account for 390 points and the oral presentation will account for the remaining 130 of the total 520 points.

This is a project for the entire DECA chapter. **One to three** chapter representatives may participate in the oral presentation. All chapter representatives must present the activity to the judges. Each chapter representative must participate in the presentation and respond to questions. Only 100% chapters achieving the gold award on the state level may attend with state advisor approval the International Career Development Conference. Up to three (3) members may attend from each local gold level chapter. Eligibility to attend the international conference is determined by the state/provincial association based on policies. Participants should check with their state/provincial advisors for eligibility guidelines. Participants at the International Career Development Conference will attend either the Leadership Development Academy or the Senior Management Institute.

Format Guidelines for the Chapter Awards Program: **The entry must follow these specifications.**

**Title page.** The first page of the project is the title page, which lists the following:

CHAPTER AWARDS PROGRAM

Designated level of achievement (bronze, silver, or gold)

Name of DECA chapter (including chapter number if applicable, i.e. DECA I, DECA II)

Name of high school

School address

City/State/Province/ZIP/Postal Code

Names of chapter representatives

Date

The title page *will not* be numbered.

**Table of contents.** The table of contents should follow the title page. It must list the Roman numeral sections and the page on which each section starts. 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 project.** The body of the written entry begins with Section 1, 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. Each activity is to include a narrative explaining goals, completion and evaluation of the activity, and documentation of the activity. Documentation may include photos, programs, brochures, etc. Narrative and documentation *may be* longer or shorter than one page.

Follow this outline when you prepare your entry. Each section must be titled.

## I. EXECUTIVE SUMMARY

One-page description of the project

## II. INTRODUCTION

One-page description of the local Marketing Education Program/DECA chapter, school and community

## III. MEMBERSHIP DEVELOPMENT

### A. Requirement

1. Bronze level: DECA membership for a minimum of 50% of the marketing education students and completion of any two (2) membership activities
2. Silver level: DECA membership for a minimum of 75% of the marketing education students and completion of any four (4) membership development activities
3. Gold level: DECA membership for 100% of the marketing education students and completion of any six (6) membership development activities

### B. Membership development activities can include but are not limited to:

1. Conduct a marketing education parents' orientation to explain marketing education and DECA
2. Conduct faculty/counselor/administration appreciation functions
3. Local chapter hosts current DECA State Officer(s) as guest speaker(s) during the chapter meeting (officer is **not** from the local chapter)
4. Complete a chapter fund raising project, including sales goals, final report and an evaluation
5. Conduct professional development activities
6. Other activities related to membership development

## IV. COMMUNITY SERVICE

### A. Requirement

1. Bronze level: complete any two (2) *community service activities*
2. Silver level: complete any four (4) *community service activities*
3. Gold level: complete any six (6) *community service activities*

### B. Community service activities can include but are not limited to:

1. Provide assistance to a civic organization engaged in a community service project (i.e., food drive, clean-up, anti-drug, homeless, etc.)
2. Sponsor a "get out and vote" campaign
3. Sponsor MDA or a similar organization with a fund raising activity
4. Visit a children's ward or senior citizens' home, etc.
5. Participate in or support a blood drive
6. Compete in the *Community Service Project* in the competitive events program
7. Other activities related to community service

## V. LEADERSHIP DEVELOPMENT

### A. Requirement

1. Bronze level: complete any two (2) leadership development activities
2. Silver level: complete any four (4) leadership development activities
3. Gold level: complete any six (6) leadership development activities

B. Leadership development activities can include but are not limited to:

1. Officer elections
2. Advisory committee membership
3. Chapter meeting minutes
4. Annual budget
5. Chapter officers conduct a workshop at the State Leadership Conference
6. Attend a leadership conference, workshop *or camp*
7. Hold a chapter installation ceremony
8. Other activities related to leadership development

## VI. VOCATIONAL UNDERSTANDING

A. Requirement

1. Bronze level: complete any two (2) vocational understanding activities
2. Silver level: complete any four (4) vocational understanding activities
3. Gold level: complete any six (6) vocational understanding activities

B. Vocational understanding activities can include but are not limited to:

1. Assist a business with taking inventory
2. Conduct a local Career Development Conference
3. Complete the Creative Marketing Project in the competitive events program
4. Complete the Entrepreneurship Promotion Project in the competitive events program
5. Complete the Learn and Earn Project in the competitive events program
6. Majority of chapter members participate in the DECA District Conference
7. Chapter serves as “Host Chapter” for a District/Regional Conference
8. Majority of members participate in a competitive event
9. Other activities related to vocational understanding

## VII. SOCIAL INTELLIGENCE

A. Requirement

1. Bronze level: complete any two (2) social intelligence activities
2. Silver level: complete any four (4) social intelligence activities
3. Gold level: complete any six (6) social intelligence activities

B. Professional activities can include but are not limited to:

1. Plan a series of guest speakers for chapter meetings throughout the year (training sponsors, career specialists, marketing professionals, etc.)
2. Conduct a fashion show
3. Conduct a job interview seminar for other classes in your school
4. Conduct mock job interviews for all DECA members
5. Organize a chapter field trip, i.e. tour of a mall, merchandise show
6. Hold an employee/employer function
7. Chapter nominates and supports candidate(s) for any state office
8. Organize an alumni chapter with alumni activities
9. Other activities related to social intelligence

C. Social & recreational activities

1. Organize and implement a fall employer orientation to explain the organization and operation of the total marketing education program
2. Conduct a chapter breakfast with a formalized program
3. Sponsor a school-wide dance or other social activity
4. Other activities related to social intelligence

## VIII. PROMOTION/PUBLIC RELATIONS

### A. Requirement

1. Bronze level: complete any two (2) promotion/pr activities
2. Silver level: complete any four (4) promotion/pr activities
3. Gold level: complete any six (6) promotion/pr activities

### B. In-school activities can include but are not limited to:

1. Bulletin board
2. PA announcement
3. Reader board
4. Marquee message
5. Posters
6. Displays
7. School paper
8. Local brochure
9. Teacher recognition
10. Other activities related to promotion/public relations

### C. Submitting articles to

1. DECA Dimensions
2. State association newsletters
3. Other publications

### D. Community activities can include but are not limited to:

1. Newspaper/TV
2. Radio
3. Transit (bus)
4. Billboard (outdoor)
5. Community marquee
6. Fairs, parades, festivals
7. Display in community place
8. Civic appearance/presentation
9. Other activities related to promotion/public relations

### E. DECA Week

1. Publish an article in the school or local newspaper
2. Publish an article in the state association newspaper/Dimensions
3. Participate in a television/radio interview about marketing education or DECA
4. Sponsor a career fair
5. Present a formal program before a civic group
6. Participate in a community fair using a booth
7. Plan and organize community involvement/advisory committee meetings
8. Obtain a proclamation from your mayor or city council
9. Other activities related to promotion/public relations

### **Written Document Standards.** The entry must follow these standards:

- The entry must be submitted in an official DECA scrapbook (Images #DSSC) or binder (Images #DSBND). Entries may *not* be submitted in a DECA folio. No markings, tape or other material should be attached to the binder.
- All materials ***must be enclosed*** in sheet protectors or laminated and labeled. Attachments, paste-ups and photographs may be used as long as they are contained in the sheet protectors or are laminated to the page.
- The pages must be numbered in sequence starting with the executive summary and ending with DECA week promotion.
- For state level certification of the award level, the body of the entry must be limited to 35 numbered pages for the bronze award, 70 total pages for the silver award and 105 total pages for the gold award. Page numbers must include all narrative and documentation.
- Major content of the written entry must be at least **double-spaced** (not space-and-a-half). Figures and exhibits, headings, lists, sample letters, etc. may be single-spaced.
- The entry must be typed/word processed (not handwritten). Charts and graphs may be handwritten.
- Each specific activity will count only once, but chapters can do multiple versions of an activity. For example chapters may raise funds for two different organizations and count it as two separate activities.

- The entry may include activities conducted *after the completion of the Ohio Career Development Conference* and prior to the annual submission deadline.
- All activities must have a heading that contains:
  - Activity area – i.e. Membership Development
  - Activity title – i.e. Parent Orientation
  - Designated level of Achievement
  - Activity date
- Each activity must contain narrative information directly followed by the documentation for that activity. **Narrative and documentation may be any length, provided the entire contents of the project meet the guidelines for the total number of pages as listed above.**
- The narrative of each activity should contain:
  - Goals of the activity
  - A summary of the activity (write as though the reader knows nothing about the activity)
  - Explain how the activity was completed
  - Evaluation of the activity
- Documentation may come in the form of pictures, programs, charts, etc. **All documentation must be labeled.** These pages must be numbered in sequence with the rest of the project.
- The following is a **sample format** to use for the written narrative.

Chapter Awards Program  
Activity Report Sheet

Activity Area: (ex: Membership)

Activity Title: (ex: Parent Orientation)

Designated Level of Achievement: (ex: Gold)

Date of Activity: (ex: September 6, 2009)

The narrative of each activity should follow. It should include the goals of the activity, summary of the activity, how the activity was completed, and an evaluation of the activity.)

**Presentation Standards:**

- 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 chapter representatives will present one activity to the judge in a 15-minute presentation worth ?? points.
- The chapter will choose one activity for this presentation. It must be selected from (IV) Community Service, (V) Leadership Development, (VI) Vocational Understanding, or (VII) Social Intelligence.
- The chapter cannot use any activity that is being presented or is the focus of another presentation. For example: you may include a Learn and Earn Project in the written document, but if you have submitted it in the Learn and Earn Event, it cannot be used for this presentation.
- The presentation begins immediately after the introduction of the chapter representatives to the judge by the adult assistant. Each chapter representative must take part in the presentation.
- The chapter representatives will spend not more than 10 minutes, at the beginning of the presentation, describing the activity, its process and recommendations. Each chapter representative 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 chapter representatives. (See Presentation Evaluation Form.) Each chapter representative must respond to at least one question posed by the judge.
- The chapter representatives may use as visual aids only display material mounted on not more than three (3) standard-sized posters 22 inches by 30 inches each (variable by 1/2 inch) and/or one (1) standard-sized presentation display board 36 inches by 48 inches (variable by 1/2 inch). Chapter representatives 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 chapter representatives will be permitted, and the chapter representatives themselves must set up the visuals. Chapter representatives are allowed

to make use of a desktop flip chart presentation easel 12 inches by 10 inches (dimensions of the page). Chapter representatives 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. No sound may be used. If chapter representatives 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 chapter representatives.

- No material of any kind may be passed to the judge.
- If any of these rules are violated, the adult assistant must be notified by the judge.

**CHECKLIST – PENALTY POINTS**  
**Ohio/National Chapter Awards Program**

School Chapter: \_\_\_\_\_

Area	Checked	Circle Penalty Points Assessed	Page Number
1. Information submitted in an official DECA scrapbook or DECA Notebook			
2. Document limited to 105 pages Gold, 70 pages Silver, 35 pages Bronze			
3. Title page includes the required information			
4. The first numbered page is the Executive Summary			
5. All pages, except the title page and table of contents, must be numbered in sequence			
6. The sections are labeled and in the correct sequence			
7. No extra sections are added			
8. Sheet protectors or laminated pages are used			
9. The activity narrative information is typewritten or word processed. Charts and graphs may be handwritten.			
10. Major content is at least double-spaced (not space-and-a-half). Figures and exhibits, headings, lists, sample letters etc. may be single-spaced. Table of contents may be single-spaced.			
11. No pull-out or fold-out pages			
12. Activities are claimed from the end of the Ohio DECA CDC of the previous school year up to the manual turn in date prior to the Ohio DECA CDC			
13. All documentation is captioned or labeled.			

Total Penalty Points Assessed \_\_\_\_\_

NOTES:           A check indicates that an item has been examined.  
                       A circled number indicates an infraction.  
                       A page number must be shown to indicate the location of the infraction.  
                       No penalty points are to be assessed for more than the number of activities required in a section. The extra activities will not be judged.

**CHAPTER AWARDS PROGRAM**  
**OHIO DECA – RATING SHEET**

Area	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>I. Executive Summary</b>	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
<b>II. Introduction</b>	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
<b>III. Membership Development</b>					
100% chapter membership certificate from National DECA	0			10	
1.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
2.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
3.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
4.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
5.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
6.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
<b>IV. Community Service</b>					
1.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
2.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
3.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
4.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
5.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
6.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
<b>V. Leadership Development</b>					
1.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
2.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
3.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
4.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
5.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
6.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	

Area	Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>VI. Vocational Understanding</b>	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
1.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
2.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
3.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	
4.	0 – 1 – 2 – 3	4 – 5 – 6	7 – 8	9 - 10	

5.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
6.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
<b>VII. Social Intelligence</b>					
1.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
2.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
3.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
4.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
5.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
6.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
<b>VIII. Promotion/Public Relations</b>					
1.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
2.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
3.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
4.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
5.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	
6.	0 - 1 - 2 - 3	4 - 5 - 6	7 - 8	9 - 10	

Total Points (maximum 390 points) \_\_\_\_\_

Chapter/School \_\_\_\_\_

I.D. Number \_\_\_\_\_

**CHAPTER AWARDS PROGRAM  
OHIO DECA – RATING SHEET  
Presentation Evaluation Form**

	<b>Exceeds Expectations</b>	<b>Meets Expectations</b>	<b>Below Expectations</b>	<b>Little/No Value</b>	<b>Judged Score</b>
1. Opening presentation: description of the chosen activity; organization, clarity and effectiveness of the presentation	26-25-24-23-22-21	20-19-18-17-16-15-14	13-12-11-10-9-8-7-6	5-4-3-2-1-0	
2. Question on rationale for selecting the activity completed	26-25-24-23-22-21	20-19-18-17-16-15-14	13-12-11-10-9-8-7-6	5-4-3-2-1-0	
3. Question on organization and implementation of the activity	26-25-24-23-22-21	20-19-18-17-16-15-14	13-12-11-10-9-8-7-6	5-4-3-2-1-0	
4. Question on goals and evaluation of the activity	26-25-24-23-22-21	20-19-18-17-16-15-14	13-12-11-10-9-8-7-6	5-4-3-2-1-0	
5. To what extent did the chapter representatives demonstrate professional appearance, poise and confidence?	13-12-11	10-9-8	7-6-5-4-3	2-1-0	
6. Overall performance, presentation technique, effective use of visual aids and participation of all three chapter representatives	13-12-11	10-9-8	7-6-5-4-3	2-1-0	

Presentation Total Points (maximum 130 points): \_\_\_\_\_

## OHIO DECA SCHOLARSHIP

The Ohio DECA Scholarship has been established to reward student's interested in pursuing careers in marketing and management for their achievements as Marketing Education students and Ohio DECA members. The scholarship will provide funds for students interested in continuing their education in marketing and management at any approved two- or four-year institution.

### *Purpose:*

- To encourage Marketing Education students to achieve the highest possible level of marketing competencies and leadership through classroom participation, training station performance, and DECA activities.
- To provide funds for continued education.

### *Entries:*

- Every Ohio DECA Chapter will have the opportunity to enter four (4) students in this event. Each entry must follow the guidelines included for this event.
- **One (1) copy (stapled)** of the document must be submitted to the Ohio DECA State Advisor by the date specified on the *Ohio DECA Calendar of Activities*. (Submitted copy will not be returned.)
- No pictures or page protectors are allowed.

**Requirements:** A completed application form signed by the applicant and verified by the marketing instructor must be submitted. In addition, each entry must include the following information:

Section I: **Evidence of Career Planning**

Statement of Career Plan relating to marketing and management (not to exceed 150 words).

Section II: **Scholastic Standing**

Complete high school transcript including ACT/SAT scores (if available) and other valuable scholastic information (not to exceed two [2] pages).

Section III: **DECA Activities**

Description of involvement at the local, state and national level of DECA (not to exceed two (2) pages).

Section IV: **School and Community Involvement**

Explanation of the applicant's additional contributions to school and community (not to exceed two [2] pages).

Section V: **Marketing Application Essay**

Description of how marketing education and DECA have assisted you in progressing toward your career objective (not to exceed one [1] page).

Section VI: **Open Ohio Essay**

A different topic is to be selected yearly. **The 2010 Open Ohio Essay is: "Explain the difference between marketing education and DECA and how each has helped you towards your career goal."** (Not to exceed one [1] page).

Appendix: **Letters of Recommendation**

Letters of recommendation from your employer (if applicable), local DECA advisor, a school official and/or one other community leader.

**Judging:** All required written documentation submitted by each applicant will be reviewed by a screening committee. A specified number of students (5 - 10) will be invited to be interviewed at the Ohio DECA Career Development Conference.

**Awards:** The scholarship amounts will be determined yearly.

**OHIO DECA SCHOLARSHIP APPLICATION FORM**

Applicant's Name: \_\_\_\_\_

Applicant's Address: \_\_\_\_\_

\_\_\_\_\_

Applicant's Phone: \_\_\_\_\_

Name of School: \_\_\_\_\_

Advisor's Name: \_\_\_\_\_

Advisor's E-Mail: \_\_\_\_\_

School Phone: \_\_\_\_\_

Name of Employer: \_\_\_\_\_

Proposed Major Field of Study: \_\_\_\_\_

Institution you plan to attend: \_\_\_\_\_

I have read the guidelines for the Ohio DECA Scholarship and verify that all of the information submitted in the application and accompanying documents is correct. I accept the decision of the judging committee in determining the winner.

\_\_\_\_\_  
Date of Application

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Social Security Number

All information submitted in this application and attached documents are correct.

Member of Ohio Marketing Education Association (OMEA)  
Yes \_\_\_\_\_ No \_\_\_\_\_

\_\_\_\_\_  
Date of Application

\_\_\_\_\_  
Signature of Advisor

# OHIO DECA

Participant \_\_\_\_\_ School \_\_\_\_\_

## OHIO DECA SCHOLARSHIP WRITTEN - RATING SHEET

Area	Poor	Fair	Good	Excellent	Points Awarded
<b>Section I: Evidence of Career Planning</b> (20 Points)	1 - 2	3 - 5	6 - 8	9 - 10	
<b>Section II: Scholastic Standing</b> (10 Points) (Documentation may include complete transcripts, ACT/SAT scores, marketing grades, other considerations)	1 - 2	3 - 5	6 - 8	9 - 10	
<b>Section III: DECA Activities</b> (20 Points)	1 - 3	4 - 16	7 - 11	12 - 15	
<b>Section IV: School and Community Involvement</b> (10 Points) Additional contributions made at school and in the community	1 - 2	3 - 5	6 - 8	9 - 10	
<b>Section V: Evaluation of Marketing Application Essay</b> (20 Points)	1 - 5	6 - 10	11 - 15	16 - 20	
<b>Section VII: Open Ohio Essay</b> (10 points)	1 - 2	3 - 5	6 - 8	9 - 10	
<b>Appendix: Letters of Recommendation</b>	0	1 - 2	3	4 - 5	

TOTAL (80 Points) \_\_\_\_\_

\*\*Note: Numbers in parentheses indicate the maximum number of points that can be awarded in each category. Judges may grant any point value on the continuum.

# OHIO DECA

Participant \_\_\_\_\_ School \_\_\_\_\_

## OHIO DECA SCHOLARSHIP INTERVIEW - RATING SHEET

Area	Poor	Fair	Good	Excellent	Points Awarded
<b>Professional Appearance and Conduct During Interview</b> (10 Points) Appropriate, Businesslike Appearance Proper Introduction Proper Language Enthusiasm and Self-confidence	1 - 2	3 - 5	6 - 8	9 - 10	
<b>Career Goal</b> (30 Points) Appropriate Marketing/ Management Career Goal Realistic Plans to Reach Goal	1 - 7	8 - 15	16 - 23	24 - 30	
<b>Value of Marketing Education</b> (60 Points) Classroom Training Station/Laboratory DECA	1 - 5	6 - 10	11 - 15	16 - 20	

TOTAL (100 Points) \_\_\_\_\_

Interview Points \_\_\_\_\_

Written Points \_\_\_\_\_

Total Points \_\_\_\_\_

\*\*Note: Numbers in parentheses indicate the maximum number of points that can be awarded in each category. Judges may grant any point value on the continuum.

## **OHIO DECA WEEK PROMOTION**

The purpose of Ohio DECA Week Promotion is to promote Ohio DECA throughout the school, community and/or state.

**Specifications:** Chapters should develop a plan of activities which will involve as many chapter members as possible to promote their chapter, district, Ohio DECA or National DECA. These activities can be conducted during National DECA and Ohio Marketing Education/DECA Week. These activities could include, but are not limited to, displays at schools or malls, presentations, community endorsements, community service projects, TV or radio promotions, etc.

**Documentation:** At the conclusion of the activities, chapter members should prepare a written summary, not longer than one (1) page, describing the promotions and the participants. This one-page summary must be submitted to the Ohio DECA office by the date set on the *Calendar of Activities*.

**Recognition:** A participation award will be given at the Ohio DECA Career Development Conference to all chapters entering the Ohio DECA Week Promotion activity.

## **OHIO DECA QUIZ BOWL**

In this competitive event, members of Ohio DECA chapters demonstrate their understanding of the fields of marketing, management and DECA. This is a state and national event.

**Purpose:** The purpose of this competition is to allow members to show their quick response to questions on the topics of general marketing and DECA facts.

**Specifications:**

- The Ohio DECA Quiz Bowl competition consists of teams from chapters answering questions on general marketing and DECA facts.
- Four-player (4) teams, with two (2) teams matched against each other, will answer 45 to 75 questions on general marketing and DECA facts to determine heat winners.
- Competition will be at the fairgrounds in Columbus, Ohio before the CDC. The competition lasts until one team is declared the winner.

**Recognition:**

- The four (4) team members from the 1<sup>st</sup> place team will be recognized at the first general session of the CDC.
- Trophies will be presented to the chapters, and medals will be given to all team members at the fairgrounds.

# APPENDIX

## OHIO DECA COMPETITIVE EVENT ELIGIBILITY LIST

NATIONAL EVENTS	To State From District	To Nationals from State
<b>Principles of Business Administration Events</b>	2	5
Principles of Business Management and Administration	2	5
Principles of Finance	2	5
Principles of Hospitality and Tourism	2	5
Principles of Marketing	2	5
<b>Individual Series Event</b>		
Accounting Applications Series Event	3	5
Apparel and Accessories Marketing Series Event	3	5
Automotive Services Marketing Series Event	3	5
Business Services Marketing Series Event	3	5
Food Marketing Series Event	3	5
Hotel and Lodging Management Series Event	3	5
Marketing Management Series Event	3	5
Quick Serve Restaurant Management Series Event	3	5
Restaurant and Food Service Management Series Event	3	5
Retail Merchandising Series Event	3	5
Sports and Entertainment Marketing Series Event	3	5
<b>Team Decision Making Events</b>		
Business Law and Ethics Management	2	5
Buying and Merchandising Management	2	5
Financial Analysis Management	2	5
Hospitality Services Management	2	5
Sports and Entertainment Marketing Management	2	5
Travel and Tourism Marketing	2	5
<b>Business Management and Entrepreneurship Events</b>		
Entrepreneurship Participating Event	2	4
Entrepreneurship Written Event	2 per Chapter	4
International Business Plan Event	2 per Chapter	4
Internet Marketing Plan Event	2 per Chapter	4
<b>Marketing Representative Events</b>		
Advertising Campaign Event	2	4
Fashion Merchandising Promotion Plan Event	2	4
Technical Sales Event	2	4

<b>NATIONAL EVENTS (con't)</b>	<b>To State From District</b>	<b>To Nationals from State</b>
<b>Business Operations Research Events</b>	2 per Chapter	4
Business Services Operations Research Event	2 per Chapter	4
Buying and Merchandising Operations Research Event	2 per Chapter	4
Finance Operations Research Event	2 per Chapter	4
Hospitality and Tourism Operations Research Event	2 per Chapter	4
Sports and Entertainment Marketing Operations Research Event	2 per Chapter	4
<b>Chapter Team Events</b>		
Community Service Project	1 per Chapter	4
Creative Marketing Research Project	1 per Chapter	4
Entrepreneurship Promotion Project	1 per Chapter	4
Financial Literacy Promotion Project	1 per Chapter	4
Learn and Earn Project	1 per Chapter	4
Public Relations Project	1 per Chapter	4
<b>Special Activity</b>		
DECA Quiz Bowl	1 per Chapter	1 Team from State
National Marketing Education Honor Award		By Application
Ohio/National Chapter Award	1 per Chapter	Gold Level
<b>Directly Submitted to Nationals</b>		
Stock Market Game		Per National Guidelines
Virtual Business Challenge Retail		Per National Guidelines
Virtual Business Challenge Sports		Per National Guidelines

<b>OHIO ONLY EVENTS</b>	<b>To State From District</b>
<b>Ohio Individual Events</b>	
Business Operations Project	2 per Chapter
Career Activity Project	2 per Chapter
Marketing Math/Communications Test	3
Marketing Test	3
Merchandise Information Written Event	2 per Chapter
<b>Ohio Special Individual Competition</b>	
Ohio Outstanding Marketing Education Student	2 per Chapter
Ohio DECA Scholarship	4 per Chapter
<b>Ohio Special Chapter Competition</b>	
Ohio DECA Week Promotion	1 per Chapter
Ohio/National Chapter Awards Program	1 per Chapter

<b>OHIO ONLY EVENTS (con't)</b>	<b>To State From District</b>
<b>Extra Competition</b>	
Parliamentarian	3 per District
Public Relations Representative	2 Males per District 2 Females per District

## OHIO DECA PARTICIPATION LEVELS

Event	District	State	Nationals
Elected Officer		Yes	Yes
Parliamentarian	Yes	Yes	Yes
Public Relations Representative (Male and Female)	Yes	Yes	Yes
Principles of Business Management and Administration	Yes	Yes	Yes
Principles of Finance	Yes	Yes	Yes
Principles of Hospitality and Tourism	Yes	Yes	Yes
Principles of Marketing	Yes	Yes	Yes
Accounting Applications Series Event	Yes	Yes	Yes
Apparel and Accessories Marketing Series Event	Yes	Yes	Yes
Automotive Services Marketing Series Event	Yes	Yes	Yes
Business Services Marketing Series Event	Yes	Yes	Yes
Food Marketing Series Event	Yes	Yes	Yes
Hotel and Lodging Management Series Event	Yes	Yes	Yes
Marketing Management Series Event	Yes	Yes	Yes
Quick Serve Restaurant Management Series Event	Yes	Yes	Yes
Restaurant and Food Service Management Series Event	Yes	Yes	Yes
Retail Merchandising Series Event	Yes	Yes	Yes
Sports and Entertainment Marketing Series Event	Yes	Yes	Yes
Business Law and Ethics Team Decision Making	Yes	Yes	Yes
Buying and Merchandising Team Decision Making Event	Yes	Yes	Yes
Financial Analysis Team Decision Making	Yes	Yes	Yes
Hospitality Services Team Decision Making	Yes	Yes	Yes
Sports and Entertainment Marketing Management Team Decision Making	Yes	Yes	Yes
Travel and Tourism Marketing Management Team Decision Making	Yes	Yes	Yes
Entrepreneurship Participating Event	Yes	Yes	Yes
Entrepreneurship Written Event		Yes	Yes
International Business Plan Event		Yes	Yes
Internet Marketing Plan Event		Yes	Yes
Advertising Campaign Event	Yes	Yes	Yes
Fashion Merchandising Promotion Plan Event	Yes	Yes	Yes
Technical Sales Event	Yes	Yes	Yes
Business Services Operations Research Event		Yes	Yes
Buying and Merchandising Operations Research Event		Yes	Yes
Finance Operations Research Event		Yes	Yes
Hospitality and Tourism Operations Research Event		Yes	Yes
Sports and Entertainment Marketing Operations Research Event		Yes	Yes
Community Service Project		Yes	Yes
Creative Marketing Research Project		Yes	Yes
Entrepreneurship Promotion Project		Yes	Yes
Financial Literacy Promotion Plan		Yes	Yes
Learn and Earn Project		Yes	Yes
Public Relations Project		Yes	Yes
Quiz Bowl		Yes	Yes
National Marketing Education Honor Award		Yes	Yes
Ohio/National Chapter Awards Program		Yes	Yes
Stock Market Game			Yes
Virtual Business Challenge Retail			Yes
Virtual Business Challenge Sports			Yes

Business Operations Project		Yes	
Career Activity Project		Yes	
Marketing Test	Yes	Yes	
Marketing and Management Math/Communication Test	Yes	Yes	
Merchandise Information Written Event		Yes	
Ohio Outstanding Marketing Education Student		Yes	
Ohio DECA Scholarship		Yes	
Ohio DECA Week Promotion		Yes	

## **COMPETITIVE EVENTS LISTING**

### **Individual Series Events:**

- 01 Accounting Applications Series
- 02 Apparel and Accessories Marketing Series
- 03 Automotive Services Marketing Series
- 04 Business Services Marketing Series
- 05 Food Marketing Series
- 06 Hotel and Lodging Management Series
- 07 Marketing Management Series
- 08 Quick Serve Restaurant Management Series
- 09 Restaurant and Food Service Management Series
- 10 Retail Merchandising Series
- 11 Sports and Entertainment Marketing Series

### **State Only Events:**

- 12 Mathematics and Communications Tests
- 13 Marketing Test
- 14 Business Operations Project
- 15 Merchandise Information Written Event
- 16 Career Activity Project
- 17 Ohio Outstanding Marketing Student
- 18 Ohio/National Chapter Awards Program

### **Team Decision Making Events:**

- 20 Business Law and Ethics
- 21 Buying and Merchandising
- 22 Financial Analysis
- 23 Hospitality Services
- 24 Sports and Entertainment Marketing
- 25 Travel and Tourism Marketing

### **Principles of Business Administration Events:**

- 30 Principles of Business Management and Administration
- 31 Principles of Finance
- 32 Principles of Hospitality and Tourism
- 33 Principles of Marketing

### **Business Operations Research Events:**

- 40 Business Services Operations Research Event
- 41 Buying and Merchandising Operations Research Event
- 42 Finance Operations Research Event
- 43 Hospitality and Tourism Operations Research Event
- 44 Sports and Entertainment Marketing Operations Research Event

### **Chapter Team Events:**

- 50 Community Service Project
- 51 Creative Marketing Research Project
- 52 Entrepreneurship Promotion Project
- 53 Financial Literacy Promotion Project
- 54 Learn and Earn Project
- 55 Public Relations Project

### **Business Management and Entrepreneurship Events:**

- 60 Entrepreneurship Participating Event
- 61 Entrepreneurship Written Event
- 62 International Business Plan Event
- 63 Internet Marketing Plan

### **Marketing Representative Events:**

- 70 Advertising Campaign
- 71 Fashion Merchandising Promotion Plan
- 72 Technical Sales Event

### **Special Activities:**

- 80 National Marketing Education Honor Award
- 81 Ohio DECA Week Promotion
- 82 Ohio DECA Scholarship Candidate
- 83 Quiz Bowl

### **Other:**

- 97 Guest
- 98 Spouse
- 99 Advisor