

DECA Competitive Events Changes for 2009–2010

New Category of Events! Four Principles of Business Administration Events titled

1. Principles of Business Management and Administration
2. Principles of Finance
3. Principles of Hospitality and Tourism
4. Principles of Marketing

New Event Titles! The High School Management Team Decision Making Events will be reclassified as Team Decision Making Events. The revised list of events is:

1. Business Law and Ethics Team Decision Making Event
2. Buying and Merchandising Team Decision Making Event
3. Financial Analysis Team Decision Making Event
4. Hospitality Services Team Decision Making Event
5. Sports and Entertainment Marketing Team Decision Making Event
6. Travel and Tourism Team Decision Making Event

Delete! The Internet Marketing Management Team Decision Making Event will be dropped effective with the 2009–10 school year.

Change to Research Events! The High School Marketing Research Events will be reclassified as Business Operations Research. The category includes the following events:

1. Business Services Operations Research includes human resources, information technology, and personal and contracted services businesses.
2. Buying and Merchandising Operations Research includes retail and wholesale businesses that provide consumer goods.
3. Finance Operations Research includes banks, credit unions, accounting, investments and other financial businesses.
4. Hospitality and Tourism Operations Research includes hotel, restaurants, and tourism related businesses.
5. Sports and Entertainment Marketing Operations Research includes businesses that conduct sporting and/or entertainment events.

Marketing Research by definition is one type of research that organizations conduct. Often the research topic selected for a particular year is not exclusively “Marketing Research.” Changing the category title to the broader Business Operations Research recognizes this practice. The category name change encourages teachers to incorporate a research event into their curriculum in all four clusters, three of which do not include significant “Marketing Research Performance Indicators.” Most teachers that currently use the Marketing Research Events in their classroom will not experience a significant change in the focus of the events.

Change in Comprehensive Exams! Beginning in 2009-10 the number and type of comprehensive exams used in High School DECA competition will be reduced to five comprehensive exams. See page 60 for a comprehensive exam matrix.

Change in the Stock Market Game! The body of the written entry must be limited to 11 numbered pages, not including the title page and table of contents. Check the guidelines for details.

2009–2010 Comprehensive Exam Matrix					
EVENT	Business Administration Core Exam	Business Management & Administration Exam	Finance Exam	Hospitality & Tourism Exam	Marketing Exam
Principles of Business Administration Events					
Principles of Business Administration	X				
Principles of Finance	X				
Principles of Hospitality and Tourism	X				
Principles of Marketing	X				
Team Decision Making Events					
Business Law and Ethics Team		X			
Buying and Merchandising Team					X
Financial Analysis Team			X		
Hospitality Services Team				X	
Sports and Entertainment Marketing Team					X
Travel and Tourism Team				X	
Individual Series Events					
Accounting Applications			X		
Apparel and Accessories Marketing					X
Automotive Services Marketing					X
Business Services Marketing					X
Food Marketing					X
Hotel and Lodging Management				X	
Marketing Management					X
Quick Serve Restaurant Management				X	
Restaurant and Food Service Management				X	
Retail Merchandising					X
Sports and Entertainment Marketing					X
Marketing Representative Events					
Advertising Campaign Event					X
Fashion Merchandising Promotion Plan					X
Technical Sales					X
Special Event					
DECA Quiz Bowl					X