

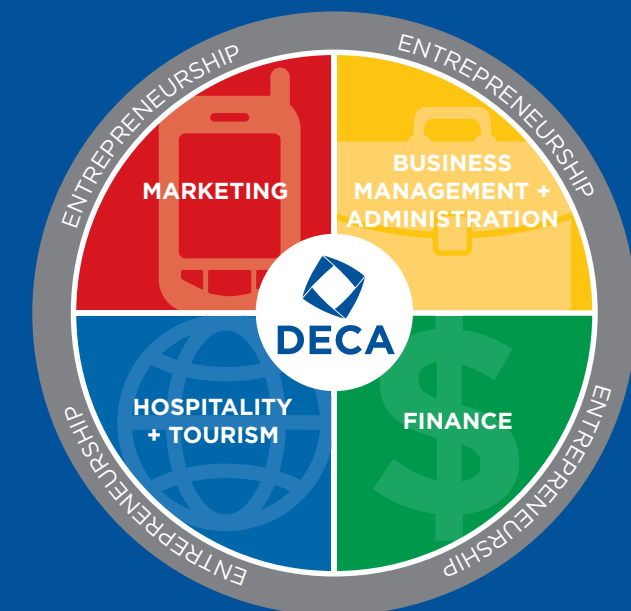
# DECA Competitive Events Program Overview for 2011-2012

[www.deca.org/competitions/highschool](http://www.deca.org/competitions/highschool)

[www.facebook.com/decainc](http://www.facebook.com/decainc)

## DECA's Mission

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



## 2011-2012 DECA Calendar

### Stock Market Game

September 6–December 16, 2011

### DECA Week

October 9–15, 2011

### Virtual Business Challenge I

October 24–November 18, 2011

### Innovations and Entrepreneurship Conference

November 3–5, 2011 • Chicago, IL

### Western Region Leadership Conference

November 10–12, 2011 • San Diego, CA

### Southern Region Leadership Conference

November 11–13, 2011 • Little Rock, AR

### Global Entrepreneurship Week

November 14–20, 2011

### North Atlantic Region Leadership Conference

November 18–20, 2011 • Philadelphia, PA

### The New York Experience I

Nov. 30–Dec. 4, 2011 • New York City, NY

### Central Region Leadership Conference

December 2–4, 2011 • Omaha, NE

### The New York Experience II

December 7–11, 2011 • New York City, NY

### Virtual Business Challenge II

January 2–27, 2012

### SBE Certification Documentation Due

January 13, 2012

### Student Scholarship Application Deadline

January 20, 2012

### Sports & Entertainment Marketing Conference

February 1–5, 2012 • Orlando, FL

### ICDC Competitors' Final Membership Eligibility

March 1, 2012

### International Career Development Conference

April 28–May 1, 2012 • Salt Lake City, UT

### Special Activities

Aspire Higher Membership Campaign

DECA Week Campaign

DeVry Innovation and Entrepreneurship Challenge

Emerging Leader Honor Award

FIDM Challenge

Finish Line Challenge

Global Entrepreneurship Week Campaign

H&R Block Dollars & Sense Challenge

Merit Awards Program

Scholarships

School-based Enterprises

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