

Principles of Business and Marketing (6115, 6116)

DECA, Inc. Information

DECA, the co-curricular student organization for Marketing, provides many opportunities through its program of work for students to apply the knowledge, skills, and processes learned in a variety of courses. The purposes of DECA's program of competitive events are as follows:

- To contribute to the development of skills necessary for careers in marketing, merchandising, management, and entrepreneurship
- To evaluate student achievement of the skills through careful measurement devices (performance indicators)
- To provide opportunities for student and team recognition
- To provide constructive avenues for individual or team expression, initiative, and creativity
- To motivate students to assume responsibility for self-improvement and self-discipline
- To provide a vehicle for students to demonstrate (via performance indicators) their acquired skills through individual or team activities
- To assist students in acquiring a realistic self-concept through individual and team activities
- To help students participate in an environment of cooperation and competition
- To provide visibility for the educational goals and objectives of marketing education.

For additional information about the student organization, contact:

DECA, Inc.

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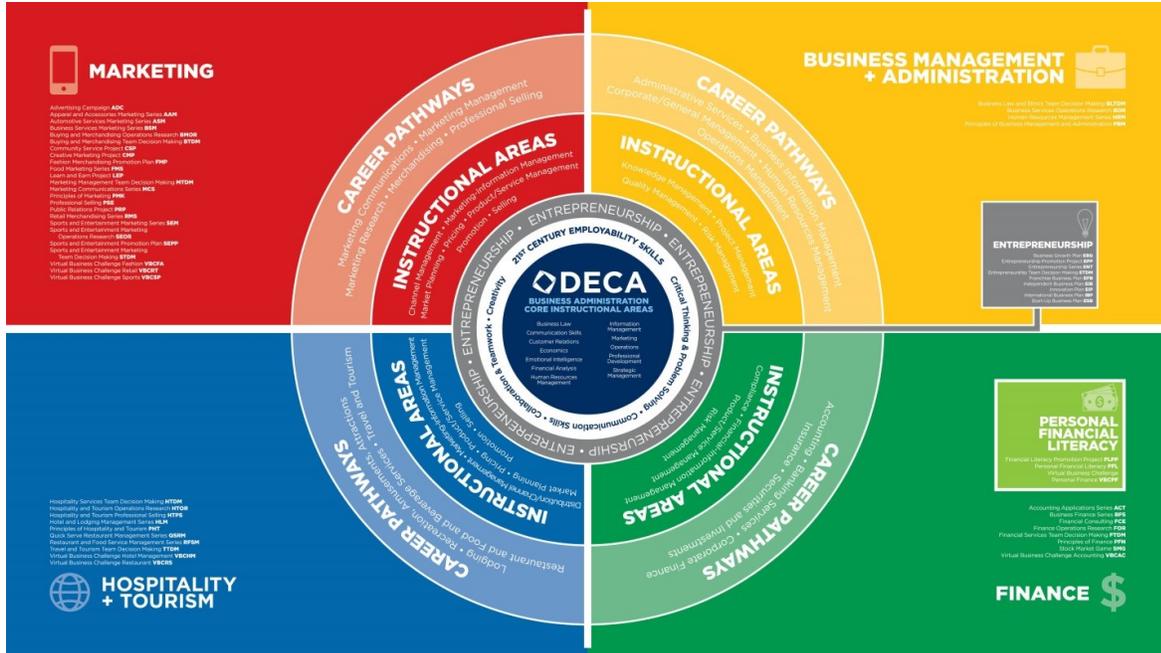
Online: [DECA, Inc. \(http://www.deca.org\)](http://www.deca.org) and [Virginia DECA \(http://www.vadeca.org\)](http://www.vadeca.org).

Common Skills Developed When Participating in DECA Events

- Communication skills—The ability to exchange information and ideas with others through writing, speaking, reading, or listening
- Analytical skills—The ability to derive facts from data, findings from facts, conclusions from findings, and recommendations from conclusions
- Critical thinking/problem-solving skills
- Production skills—The ability to take a concept from an idea and make it real
- Teamwork—The ability to plan, organize, and conduct a group project
- Priorities/time management—The ability to determine priorities and manage time commitments
- The ability to evaluate presentations

Related DECA, Inc. Competitive Events

Career and Technical Education student organization information correlates to course content. Listed below are DECA Inc. competitive events available in Virginia that enable students to apply and practice tasks they have mastered within the Cybersecurity and Marketing and other marketing courses. Other events may be applicable upon instructor discretion.* Refer to the Chapter Management Guide at <http://vadeca.org> for further details of Virginia events.



Please use this model DECA has provided to help place students in appropriate competitive events.

- Freshman year: Principles of Business Administration Events
- Sophomore year: Team Decision Making Events and Business Operations Research Events
- Junior year: Individual Series Events and Prepared Presentation Events
- Senior year: Business Plans, Chapter Projects, and Online Events

PERFORMANCE INDICATORS



- **Tier 1—Business Administration Core:** Consists of 12 instructional areas each with foundational knowledge and skills common to the four career clusters that DECA supports. Performance indicators in this tier are used in the Business Administration Core exam and the four Career Cluster exams. Performance indicators in this tier are used in role-plays for Principles of Business Administration Events, case studies for Team Decision Making Events and role-plays for individual Series Events.
- **Tier 2—Cluster Core:** Each career cluster has its own set of instructional areas and knowledge and skills unique to careers within that cluster. Performance indicators in this tier are used in Career Cluster exams. Performance indicators in this tier are used in case studies for Team Decision Making Events and role-play for Individual Series Events.
- **Tier 3—Career Pathways:** Career Clusters are then separated into career pathway, grouping similar careers together in broad based pathways representing knowledge and skills unique to the pathway. Performance indicators in this tier are not used in exams. The performance indicators in the respective pathway are used in role-plays for Individual Series Events.



- **Tier 4—Specialties:** The specialty level addresses knowledge and skills needs for each specific career within a pathway. For example, in professional selling, some job opportunities are pharmaceutical sales, real estate sales and advertising sales. Because they are so specialized, performance indicators from this tier are not used in DECA's competitive events.



- **Principles of Business Administration Events:** Performance indicators for role-plays and exams will be selected from the business administration core.
- **Team Decision-Making Events:** Performance indicators for case studies and exams will be selected from the business administration core and appropriate career cluster.
- **Individual Series Events:** Performance indicators will be selected from the business administration core and appropriate career cluster. Performance indicators for the role-plays will be selected from the business and administration core, appropriate career cluster and appropriate pathway.
- **Personal Financial Literacy Event:** Performance indicators for the exam and role-plays will be selected from the National Standards in K-12 Personal Finance Education, created and maintained by the JumpStart Coalition for Personal Financial Literacy.
- **Marketing Representative Events and Professional Selling and Consulting Events:** Performance indicators for the exams will be selected from the business administration core and appropriate career cluster.

Get complete lists of Performance Indicators at www.deca.org.

Individual Series Events

- Accounting Applications (ACT)
- Apparel and Accessories Marketing Series (AAM)
- Automotive Services Marketing Series (ASM)
- Business Finance Series (BFS)
- Business Services Marketing Series (BSM)
- Entrepreneurship Series (ENT)
- Food Marketing Series (FMS)
- Hotel and Lodging Management Series (HLM)
- Human Resources Management Series (HRM)
- Marketing Communications Series (MCS)
- Quick Service Restaurant Management Series (QRSM)
- Restaurant and Food Service Management Series (RFSM)
- Retail Merchandising Series (RMS)
- Sports and Entertainment Marketing Series (SEM)

Personal Financial Literacy Event

- Personal Financial Literacy (PFL)

Team Decision Making Events

- Business Law and Ethics Team Decision Making (BLTDM)
- Buying and Merchandising Team Decision Making (BTDM)
- Entrepreneurship Team Decision Making (ETDM)
- Financial Services Team Decision Making (FTDM)
- Hospitality Services Team Decision Making (HTDM)
- Marketing Communications Team Decision Making (MTDM)
- Sports and Entertainment Team Decision Making (STDM)
- Travel and Tourism Team Decision Making (TTDM)

Business Operations Research Events

- Business Services Operations Research (BOR)
- Buying and Merchandising Operations Research (BMOR)
- Finance Operations Research (FOR)
- Hospitality and Tourism Operations Research (HTOR)
- Sports and Entertainment Marketing Operations Research (SEOR)

Chapter Team Events

- Community Service Project (CSP)
- Creative Marketing Project (CMP)
- Entrepreneurship Promotion Project (EPP)
- Financial Literacy Promotion Project (FLPP)
- Learn and Earn Project (LEP)
- Public Relations Project (PRP)

Entrepreneurship Events

- Innovation Plan (EIP)
- Start-Up Business Plan (ESB)
- Independent Business Plan (EIB)
- International Business Plan (IBP)
- Business Growth Plan (EBG)
- Franchise Business Plan (EFB)

Integrated Marketing Campaign Events

- Integrated Marketing Campaign – Event (IMCE)
- Integrated Marketing Campaign – Product (IMCP)
- Integrated Marketing Campaign – Service (IMCS)

Marketing Representative Events

- Advertising Campaign Event (ADC)

- Fashion Merchandising Promotion Plan (FMP)
- Sports and Entertainment Promotion Plan (SEPP)

Professional Selling and Consulting Events

- Financial Consulting (FCE)
- Hospitality and Tourism Professional Selling (HTPS)
- Professional Selling (PSE)

Online Events

- Stock Market Game (SMG)
- Virtual Business Challenge Accounting (VBCAC)
- Virtual Business Challenge Fashion (VBCFA)
- Virtual Business Challenge Hotel Management (VBCHM)
- Virtual Business Challenge Personal Finance (VBCPF)
- Virtual Business Challenge Restaurant (VBCRS)
- Virtual Business Challenge Retail (VBCRT)
- Virtual Business Challenge Sports (VBCSP)

Other Events

- SBE Certification

*Other events may also be relevant predicated on career interests and the synthesis of multiple tasks listed in the curriculum. Students may also opt to spend time outside of class in occupationally specific skills so that curriculum tasks may be applied to occupationally specific events.