

DECA Connects

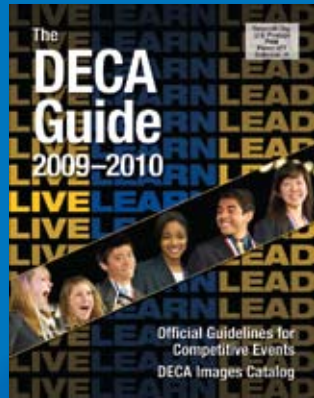
The Classroom to the Boardroom

Enriching Classrooms

DECA activities are integrated into leading textbooks used to teach marketing, management, entrepreneurship, finance, hospitality and tourism. DECA's Competitive Events Program extends classroom concepts through powerful teaching techniques

- academic integration
- teamwork
- recognition

DECA offers hands-on experience, connecting the classroom to real-world situations.



Applying Technology

DECA competitive events encourage students to use technology in the business world.

DECA's online activities also challenge students to learn and use technology

- The Stock Market Game
- The Virtual Business Challenge—Retail
- The Virtual Business Challenge—Sports



Developing Student Leaders

DECA develops leadership, character and self-confidence.

DECA recognizes students' achievements and rewards them for work well done

- scholarships
- cash awards
- industry certifications
- recognition in DECA publications



Business Networking

DECA's partners in the business community are ready to connect with your school through

- jobs for students
- professional expertise in your classroom
- chapter resources

Business sponsors contribute nearly \$1.2 million annually to benefit DECA members and teachers

- college scholarships
- cash awards to competitive event winners
- educational grants to teachers



DECA Connects to College

A large percentage of DECA members go on to college. When they get there, Delta Epsilon Chi, DECA's College Division, is waiting for them.

Delta Epsilon Chi helps colleges recruit top students and develop them as campus leaders. Students have access to career-oriented programs

and networking opportunities. Delta Epsilon Chi offers competitive events in over 20 different professional fields for students to explore career options, develop strategic decision-making skills and demonstrate their knowledge by participating in real-life business scenarios.

www.deca.org

www.deltaepsilonchi.org



DECA's Competitive Events Apply to Career Clusters

Business Administration Core	Business Management & Administration	Entrepreneurship	Finance	Marketing	Hospitality and Tourism
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Principles of Business Administration Events

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

Team Decision Making Events

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 & Entertainment Marketing Team Decision Making Event	•		•	•	
6. Travel and Tourism Team Decision Making Event	•		•		•

Individual Series Events

1. Accounting Applications Series Event	•		•	•	
2. Apparel and Accessories Marketing Series Event	•		•		•
3. Automotive Services Marketing Series Event	•		•		•
4. Business Services Marketing Series Event	•		•		•
5. Food Marketing Series Event	•		•		•
6. Hotel and Lodging Management Series Event	•		•		•
7. Marketing Management Series Event	•		•		•
8. Quick Serve Restaurant Management Series Event	•		•		•
9. Restaurant and Food Service Management Series Event	•		•		•
10. Retail Merchandising Series Event	•		•		•
11. Sports and Entertainment Marketing Series Event	•		•		•

Business Operations Research Events

1. Business Services Operations Research Event	•	•	•		
2. Buying and Merchandising Operations Research Event	•		•		•
3. Finance Operations Research Event	•		•	•	
4. Hospitality and Tourism Operations Research Event	•		•		•
5. Sports and Entertainment Marketing Operations Research Event	•		•		•

Chapter Team Events

1. Community Service Project	•	•	•	•	•	•
2. Creative Marketing Project	•	•	•	•	•	•
3. Entrepreneurship Promotion Project	•	•	•	•	•	•
4. Financial Literacy Promotion Project	•	•	•	•	•	•
5. Learn and Earn Project	•	•	•	•	•	•
6. Public Relations Project	•	•	•	•	•	•

Business Management and Entrepreneurship Events

1. Entrepreneurship Written Event	•		•	•	•	•
2. International Business Plan Event	•	•	•	•	•	•
3. Internet Marketing Plan Event	•	•	•	•	•	•
4. Entrepreneurship Participating Event (Creating an Independent or Franchising Business)	•	•	•	•	•	•

Marketing Representative Events

1. Advertising Campaign Event	•	•	•	•	•	•
2. Fashion Merchandising Promotion Plan Event	•	•	•	•	•	
3. Technical Sales Event	•	•	•	•	•	

Online Events

1. Stock Market Game	•	•	•	•	•	
2. Virtual Business Challenge—Retail	•	•	•	•	•	
3. Virtual Business Challenge—Sports	•	•	•	•	•	

Special Event

1. DECA Quiz Bowl	•	•	•	•	•	
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