



DECA Knowledge Test Guide 2011-2012

This is a DECA knowledge review sheet designed for your study convenience. Please keep in mind that if you are planning to run for a state office, you must attain a score of 90% or higher. The 2011-2012 State Officer Team would like to encourage you to look over and study this information. Start studying now!

DECA'S MISSION AND VALUES

DECA's mission is to prepare emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

DECA's core values and attributes are competence, innovation, integrity and teamwork.

GENERAL INFORMATION

Founded in 1946, DECA Inc. is a 501(c)(3) not-for-profit student organization with more than 200,000 members in all 50 U.S. states, the District of Columbia, Canada, China, Germany, Guam, Hong Kong, Korea, Mexico and Puerto Rico. The United States Congress, The United States Department of Education and state, district and international departments of education authorize DECA's programs.

2011-2012 State/National Theme: *"Aspire Higher"*

Official DECA Emblem:

- Diamond-shaped design has remained consistent since DECA began
- The DECA Diamond has had been represented in five distinct forms in DECA's history
- The newest version of the DECA Logo was unveiled at the 2010 International Career Development Conference in Louisville, Kentucky.
- The inner four points of the DECA Diamond represent the guiding principles which address the purpose of DECA's comprehensive learning program:
 - Integrates into Classroom Instruction
 - Applies Learning
 - Connects to Business
 - Promotes Competition
- The outer four points of the DECA Diamond address the results of DECA's comprehensive learning program. DECA prepares the next generation to be:
 - Academically Prepared
 - Community Oriented
 - Professionally Responsible
 - Experienced Leaders

DECA's strength and achievements are exemplified through the cooperation of the local advisor, school officials, students, parents, and business people working together.

IMPORTANT DECA TERMS

DECA Constitution/Bylaws – The high school division of DECA has a written constitution outlining important guidelines related to DECA's name, organization, membership, operations and governance. DECA's written bylaws complement the DECA Constitution by providing additional rules for governance and operations.

Congressional Advisory Board – DECA's Congressional Advisory Board is a body made up of members of the United States Senate and House of Representatives who openly support the organization at the federal level.

Chapter/State/Region/National – DECA's operating structure is divided into four levels: **chapters** operate at the local level; **state/provincial associations** hold the official DECA charter for their state, coordinate activities for chapters in their area and act as the connection between chapters and the regional and national levels; each state/province belongs to one of four **regions** (Western, Southern, North Atlantic and Central) which coordinate regional conferences and elect members to the DECA, Inc. Board of Directors; the **national level** of DECA is comprised of the representatives of DECA, Inc., as well as the adult employees of the national headquarters in Reston, Virginia.

Charter States – In 1948, 17 states were the first to adopt the DECA Constitution and official name. These states were Arkansas, Georgia, Indiana, Kansas, Kentucky, Louisiana, Michigan, Missouri, North Carolina, Ohio, Oklahoma, South Carolina, Tennessee, Texas, Utah, Virginia, and Washington.

DECA Images – DECA's official supplier of DECA materials, including competitive event materials, awards and DECA-branded apparel.

DECA, Inc. – The legally recognized body responsible for governance of the organization. Each state and provincial association has at least one DECA, Inc. representative, but states/provinces are allocated additional representatives based on their percentage of total DECA membership.

DECA, Inc. Board of Directors – The elected leaders of DECA, Inc. The Board is comprised of two DECA, Inc. members from each region, the National Advisory Board chairperson, the Executive Director, and the marketing liaison from the Association of Career and Technical Educators.

Honorary Life Membership – The highest honor granted to individuals for their service to DECA. Honorary Life Membership is awarded at the State and National level.

Program of Work – A planning document used to set goals and define a detailed plan of action for an organization. A new Program of Work is developed each year by State and National Officers.

COMPETITIVE EVENTS

Principles of Business Administration Events: (4)	
<i>Principles of Business Administration Events consist of a 100-question written test, and 1 content interview (10 minutes preparation time, 10 minutes presentation). Open to first year DECA members only.</i>	
Principles of Business Management and Administration	PBM
Principles of Finance	PFN
Principles of Hospitality and Tourism	PHT
Principles of Marketing	PMK
Individual Series Events: (13)	
<i>Series Events consists of a 100-question written test, and 2 role-plays (10 minutes preparation time, 10 minute presentation)</i>	
Accounting Applications	ACT
Apparel & Accessories Marketing	AAM
Automotive Services Marketing	ASM
Business Finance	BFS
Business Services Marketing	BSM
Food Marketing	FMS
Hotel and Lodging Management	HLM
Human Resources Management	HRM
Marketing Management	MMS
Quick Serve Restaurant Management	QSRM
Restaurant and Food Service Management	RFSM
Retail Merchandising	RMS
Sports and Entertainment Marketing	SEM
Team Decision-Making Events: (7)	
<i>Teams are composed of two members who each complete a 100-question written test and 1 team role-play (30 minutes preparation time, 15 minute presentation)</i>	
Business Law and Ethics	BLTDM
Buying and Merchandising	BTDM
Financial Services	FTDM
Hospitality Services	HTDM
Marketing Communications	MTDM
Sports and Entertainment Marketing	STD
Travel & Tourism	TTDM
Operations Research Events: (5)	
<i>A group of 1-3 members complete a 30-page written document submitted before competition. On the day of competition, competitors are given 10 minutes to present their project to a panel of judges with an additional 5 minutes for judges' questions.</i>	
Business Services	BOR
Buying and Merchandising	BMOR
Finance	FOR
Hospitality and Tourism	HTOR
Sports and Entertainment	SEOR
Written Chapter Team Events: (6)	
<i>An entire chapter may contribute to this project. The chapter completes a 30-page written document submitted before competition. On the day of competition, 1-3 members from the chapter are given 10 minutes to present their project to a panel of judges with an additional 5 minutes for judges' questions.</i>	
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

Business Management and Entrepreneurship Events: (5)

A group of 1-3 members complete a 30-page written document submitted before competition. On the day of their competition, the group is given 10 minutes to present their project to a panel of judges with an additional 5 minutes for judges' questions.

Entrepreneurship Written	ENW
International Business Plan	IBP
Entrepreneurship Participating-Independent	ENPI
Entrepreneurship Participating-Franchising	ENPF

Marketing Representative Events: (3)

A group of 1-3 members complete an 11-page written document submitted before competition. On the day of competition, each group member completes a 100-question written exam. The group is given 15 minutes to present their speech, prepared ahead of time, to a panel of judges with an additional 5 minutes for judges' questions.

Advertising Campaign	ADC
Fashion Merchandising Promotion Plan	FMP
Sports and Entertainment Promotion Plan	SEPP

Professional Selling Events: (2)

Individual events with no written document to submit ahead of time. On the day of their competition there is a 100-question written exam and the student is given 15 minutes to present their project to a panel of judges with an additional 5 minutes for judges' questions.

Hospitality and Tourism Professional Selling	HTPS
Professional Selling Event	PSE

Online Events: (3)

Stock Market Game	SMG
Virtual Business Challenge-Retail or Sports	VBCR or VBCS

Conferences

DECA University (Northern)	September 10, 2011	San Francisco, California
DECA University (Southern)	September 17, 2011	Los Angeles, California
Western Region Leadership Conference	November 10-12, 2011	San Diego, California
Northern California CDC	January 12-15, 2012	San Ramon, California
Southern California CDC	January 27-29, 2012	Anaheim, California
California DECA State CDC	February 23-26, 2012	Irvine, California
International CDC	April 27 – May 2, 2012	Salt Lake City, Utah
1st Interstate DECA Conference	1947	Memphis, Tennessee

DECA

Career Development Conference (CDC)	A DECA conference, which features competitive events.
Leadership Development Conference (LDC)	A DECA conference, which features officer training and leadership activities.
DECA Inc.	Adult governing body of national DECA.
The DECA Inc. Board of Directors	Sets the policies for national DECA.
DECA Guide	Contains the competitive event guidelines and DECA Images Catalog.
DECA Dimensions	Official National DECA publication.
www.deca.org	Web address for National DECA.
Geographical Regions (4)	North Atlantic, Western, Central, Southern.
Levels (4)	Local, State, Region, National.
Divisions (4)	High School, Collegiate, Alumni, Professional.
Collegiate DECA	Postsecondary division of DECA.

California DECA	
Active in:	1951
CA DECA Inc.:	Adult governing body of California DECA.
CA DECA Inc. Board of Directors:	Sets policies for California DECA
CA Advisory Board (CAB):	Industry representatives that advise and validate California DECA activities.
Future Horizons	Official California DECA publication.
www.cadeca.org:	Web address for California DECA: contains information on state officers and California DECA activities.
Two Geographical Regions:	Northern, Southern.
Career Technical Student Organizations (CTSO) recognized by the California Department of Education:	DECA, FBLA, Skills USA-VICA, FFA, HOSA and FHA/HERO
Number of Active Members (2010-2011)	Approximately 3,000
People	
Executive Director (National DECA)	Dr. Ed. Davis
High School Division Director (National DECA)	Shirlee Kyle
National President	Claire Coker
Western Region Vice-President	Johnny Martin
California State Director (Advisor)	Brycen Woodley
State President	Shruti Thundiyl
Vice President of Civic Consciousness	Sri Muppudi
Vice President of Chapter Development	Jose Romero
Vice President of Northern District	Priyanka Saha
Vice President of Southern District	Geena Dai
Vice President of Public Relations	Siyang Qiu
Places	
National DECA Headquarters	1908 Association Drive, Reston, Virginia 20191
California DECA Headquarters	PO Box 1449, Ridgecrest, California 93556