



## 2012 State Career and Development Conference Event Descriptions

### OPTION 1

#### **Written Events**

#### *2 day commitment*

**Friday, January 27, 2012 – 7:30 a.m. – 3:30 p.m. (Microsoft, Building 25)**

**Friday, March 9, 2012 – 7:00 a.m. – 2:00 p.m. (Bellevue Hyatt)**

#### **Business Operations Research Events**

#### *Research Events*

The Business Operations Research Events provide an opportunity for participants to demonstrate skills needed by management personnel.

<b>Business Services</b>	Includes human resources, information technology and personal and contracted services businesses.
<b>Buying and Merchandising</b>	Includes retail and wholesale businesses that provide consumer goods.
<b>Finance</b>	Includes banks, credit unions, accounting, investments and other financial businesses.
<b>Hospitality and Tourism</b>	Includes hotel, restaurants and tourism-related businesses.
<b>Sports and Entertainment Marketing</b>	Includes businesses that conduct sporting and/or entertainment events.

#### **Business Management and Entrepreneurship**

#### *Business Plans*

<b>Entrepreneurship Written</b>	<p>The Entrepreneurship Written Event involves the development of a proposal to start a new business, a self-analysis (including the willingness to take risks), an analysis of the business situation, a description of the way the business will operate and detailed plans for financing the business through its first three years of operation. Any type of business may be used.</p> <p>The Entrepreneurship Written Event will provide the participants with the opportunity to</p> <ul style="list-style-type: none"> <li>◆ Prepare a written proposal for a new business</li> <li>◆ Request financing for the proposal in a role-playing interview with a bank or venture capital official</li> </ul>
<b>International Business Plan</b>	<p>The purpose of the International Business Plan Event is to provide an opportunity for the participants to:</p> <ul style="list-style-type: none"> <li>◆ Apply marketing skills in an international setting</li> <li>◆ Prepare a written proposal for a new business venture (a new business or a new product or service of an existing business)</li> </ul>



**Written Chapter Team Events**  
***Promotion Projects***

<b>Community Service Project</b>	The Community Service Project is a chapter project that provides an opportunity for chapter members to develop a better understanding of the role civic activities have in society, to make a contribution to a community service or charity, and to learn and apply the principles of the numerous components of marketing management. The purpose of the Community Service Project is to provide an opportunity for the chapter members to demonstrate the skills necessary in planning, organizing, implementing and evaluating a community service project.
<b>Creative Marketing Project</b>	The Creative Marketing Project is a chapter project that develops in chapter members an analytical and creative approach to the marketing process, and actively engages chapter members in the marketing activities of their community. The project should be a research study in the marketing field, planned, conducted and reported by a DECA chapter, the use of which will measurably improve the marketing activities of an individual company, a group of companies (such as a shopping mall), an organization, a club or the business community.
<b>Entrepreneurship Promotion Project</b>	The purpose of the Entrepreneurship Promotion Project is to provide an opportunity for the chapter members to demonstrate the skills needed in planning, organizing, implementing and evaluating a campaign to educate chapter members and the general public or an organized group about the opportunities available for becoming an entrepreneur. Suggested targeted audiences are educational groups, business groups, etc.
<b>Financial Literacy Promotion Project</b>	The purpose of the Financial Literacy Promotion Project is to provide an opportunity for the chapter members to demonstrate the skills needed in planning, organizing, implementing and evaluating a campaign to educate chapter members and the general public or an organized group about the importance of financial literacy.
<b>Learn and Earn Project</b>	The Learn and Earn Project is a chapter project that develops business and marketing skills. This project applies to entrepreneurial skills to a single sales/ service activity to be run as a real business venture. It also provides opportunity for chapter members to develop a business plan, implement a promotional campaign, and evaluate the planning, implementation and outcome of the entrepreneurial project.
<b>Public Relations Project</b>	The purpose of the Public Relations Project is to provide an opportunity for the chapter members to demonstrate the skills needed in planning, organizing, implementing, and evaluating a single public relations campaign conducted by the chapter.



**2012 State Career and Development Conference  
Event Descriptions**

**OPTION 2**

**Role Plays, Achievement Projects, Marketing Representative,  
Business Management, Professional Selling, Entrepreneurship,  
and Principles of Business Administration**

**Friday, March 9, 2012 – 7:00 a.m. – 5:00 p.m.  
(Meydenbauer Center and Bellevue Hyatt)**

**Individual Series Events**

***Role Play Events***

DECA's individual events effectively measure students' proficiency in those skills identified by occupational practitioners as essential to success in a given occupation.

*The student is given a description of a specific situation that measures skills, knowledge and attitudes in:*

<b>Accounting Applications</b>	Students will be challenged to perform marketing and management functions and tasks focusing on the application of financial data to business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for planning purposes. Roles in these events are those of supervisors, managers or entrepreneurs.
<b>Apparel and Accessories Marketing</b>	Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments, and/or manufacturing firms primarily engaged in the marketing of clothing and related articles for personal wear and adornment. Roles in these events are those of customers, employees, supervisors, and managers.
<b>Automotive Services Marketing</b>	Students will be challenged to perform marketing and management functions and tasks related to service stations and related businesses or auto parts stores. Roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.
<b>Business Finance Series</b>	Students will be challenged to perform management functions and tasks focusing on high-level financial and business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis of interpretation of data for corporate planning purposes. Roles in these events are those of supervisors, managers, financial experts or entrepreneurs.
<b>Business Services Marketing</b>	Students will be challenged to perform marketing functions and tasks involved in providing services to businesses on a fee or contract basis or providing services to consumers. Roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.



<b>Food Marketing</b>	Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing firms resulting in the sale of food. Roles in these events are those of customers, employees, supervisors and managers.
<b>Hotel and Lodging Management</b>	Students will be challenged to perform marketing and management functions and tasks in hotels, motels, lodging services, convention services, and food and beverage services. Roles in these events are those of customers, employees, supervisors and managers.
<b>Human Resource Management</b>	Students will be challenged to perform management functions and tasks focusing on staffing, recruitment, selection, training, performance appraisal, compensation and safety training. Roles in these events are those of supervisors, managers, human resource experts or entrepreneurs.
<b>Marketing Management</b>	Students will be challenged to perform marketing management functions and tasks that can be applied broadly in a non-retail marketing environment. Roles in these events are those of clients, employees, supervisors, managers and entrepreneurs.
<b>Quick Serve Restaurant Management</b>	Students will be challenged to perform marketing functions and tasks in retail establishments, wholesale establishments and manufacturing firms primarily engaged in the quick-serve restaurant industry. Roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.
<b>Restaurant and Food Service Management</b>	Students will be challenged to perform marketing and management functions and tasks in a full-service restaurant or a food-service business. Roles in these events are those of supervisors, managers and entrepreneurs.
<b>Retail Merchandising</b>	Students will be challenged to perform marketing and management functions and tasks that can be applied in any retail establishment. Roles in these events are those of customers, employees, supervisors and managers.
<b>Sports and Entertainment Marketing</b>	Students will be challenged to perform marketing and management functions and tasks related to amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time. Roles in these events are those of supervisors and managers.



## **Management Team Decision Making Events**

### ***Team Role Play Events***

The Management Team Decision Making Events provide an opportunity for participants to analyze one or a combination of elements essential to the effective operation of a business in the specific occupational area.

<b>Business Law and Ethics</b>	For the purposes of this event, business law is U.S. law and will include contracts, product liability, employment and types of business ownership. The ethics component involves evaluating competing social values that may reasonably be argued from either side.
<b>Buying and Merchandising</b>	Employees in buying and merchandising positions get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service.
<b>Financial Analysis</b>	Financial analysis is the application of financial data to business decision making in any business. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for planning purposes.
<b>Hospitality Services</b>	Marketing and management functions and tasks that can be applied in hotels, motels, lodging services, related convention services, and related food and beverage services.
<b>Marketing Communications</b>	Marketing functions and tasks that inform, remind and/or persuade a target market of ideas, experiences, goods/services, and/or images.
<b>Sports and Entertainment Marketing</b>	Marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.
<b>Travel and Tourism</b>	Marketing and management functions and tasks that can be applied in enterprises engaged in passenger transportation, travel service, attracting and serving the traveling public, arranging tours or acting as independent ticket agencies, and other services incidental to the travel or tourism industry.

## **Principles of Business Administration Events**

### ***Interviewing Events***

The Principles of Business Administration Events measure the student's proficiency in those skills identified for occupational practitioners as common academic and technical content across marketing, finance, hospitality, and business management and administration. These events are designed specifically for first-year marketing/ business students who are enrolled in introductory-level principles of marketing/business courses.

<b>Principles of Business Management and Administration</b>	The Interview events will use the language associated with jobs in Administrative Services, Business Information Management, General Management, Human Resources, Management, and Operations Management.
<b>Principles of Marketing</b>	The Interview events will use the language associated with jobs in Marketing Communications, Marketing Management, Marketing Research, Merchandising and Professional Sales/Sales Management.



## **Marketing Representative, Business Management, Professional Selling, & Entrepreneurship Events**

<b>Advertising Campaign</b>	<p>The purpose of the Advertising Campaign Event is to provide an opportunity for the participants to prepare an advertising campaign of any length for a real product, service, company or business and to present the campaign to a prospective client/advertiser. The participants will also indicate an appropriate budget and select media. The Advertising Campaign Event allows an opportunity for the participants to demonstrate promotional skills necessary for advertising management personnel.</p>
<b>Entrepreneurship Participating (Franchising and Independent)</b>	<p>The purpose of the Entrepreneurship Participating Event (Creating an Independent or Franchising Business) is to provide an opportunity for the participant to develop and present a proposal to form a business. The Entrepreneurship Participating Event includes the development and presentation of various aspects of a plan to form a business. The event provides an opportunity for a participant to develop and demonstrate mastery of essential skills as they apply to the analysis of a business opportunity, the development of a marketing/promotion plan and the development of a financial plan.</p>
<b>Fashion Merchandising Promotion Plan</b>	<p>The purpose of the Fashion Merchandising Promotion Plan is to provide an opportunity for the participant to demonstrate promotional competencies and other competencies needed by management personnel.</p> <p>The Fashion Merchandising Promotion Plan provides the participant with the opportunity to:</p> <ul style="list-style-type: none"> <li>◆ Develop a seasonal sales promotion plan, using apparel and accessory items only, for a retail store</li> <li>◆ Present the plan in a role-playing situation to the store manager</li> </ul>
<b>Hospitality and Tourism Professional Selling</b>	<p>The Professional Selling Events provide an opportunity for participants to demonstrate skills needed for a career in sales. Participants will organize and deliver a sales presentation for one or more products and/or services.</p>
<b>Professional Selling</b>	<p>The Professional Selling Events provide an opportunity for participants to demonstrate skills needed for a career in sales. Participants will organize and deliver a sales presentation for one or more products and/or services.</p>
<b>Sports and Entertainment Promotion Plan</b>	<p>The purpose of the Sports and Entertainment Promotion Plan is to provide an opportunity for the participants to demonstrate promotional competencies and other competencies needed by management personnel.</p> <p>The Sports and Entertainment Promotion Plan provides the participants with the opportunity to</p> <ul style="list-style-type: none"> <li>◆ Develop a seasonal sales promotion plan for a sports and/or entertainment company</li> <li>◆ Present the plan in a role-playing situation to the company manager</li> </ul>



## Achievement Projects

<p><b>Chapter Awards Project (CAP)</b></p>	<p>The purpose of CAP is to provide the opportunity for participants to share what their DECA Chapter has achieved throughout the year. This project is put together in a binder that includes chapter membership &amp; standards, promotion &amp; public relations, community service and chapter activities.</p> <p><b><i>Five Goals of CAP (Chapter Awards Project)</i></b></p> <ol style="list-style-type: none"> <li>1. To encourage chapters to conduct activities and projects.</li> <li>2. To build member involvement.</li> <li>3. To encourage membership in local, state and National DECA.</li> <li>4. To build school and community recognition for the Marketing Education program and DECA Chapter.</li> <li>5. To hold activities which strengthen the local Chapter.</li> </ol>
<p><b>Merit Awards Program (MAP)</b></p>	<p>The Merit Awards Program (MAP) is an instructional enrichment program for marketing education. The program is a competency based approach to career preparation in the occupational areas identified for marketing education and is based on individual member achievement accompanied with an awards program for member recognition.</p> <p><b><i>Objectives of the MAP Program</i></b></p> <ol style="list-style-type: none"> <li>1. To broaden the opportunities for DECA member recognition at the local, state and national levels.</li> <li>2. To provide a means for individual member expression of initiative and creativity.</li> <li>3. To motivate members to assume responsibility for self-improvement.</li> <li>4. To explore the opportunities available in marketing.</li> <li>5. To develop a greater awareness of the importance of marketing in the economy.</li> <li>6. To increase the employability of marketing education students.</li> </ol>