



DECA Knowledge Test Guide

2020-2021

The first part of this guide covers California DECA specific information. The rest of the guide is sourced from the DECA Guide, deca.org, and DECA Direct; which includes general information, details, and facts about DECA. Test questions will be drawn from all areas of this guide. Please keep in mind that if you are planning to run for a state office, you must attain a score of 90% or higher.

California DECA

QUICK FACTS		
Charter Year	1951	
CADECA Inc.	Adult governing body of California DECA.	
CADECA Inc. Board of Directors	Sets policies for California DECA	
CA Advisory Board (CAB)	Industry representatives that advise and validate California DECA activities.	
www.californiadeca.org	Web address for California DECA. Contains information on State Officers and California DECA activities.	
@CaliforniaDECA	Social media handle for Twitter, Instagram, Snapchat, Facebook, and YouTube.	
Three Geographical Regions of California DECA	NorCal, SoCal, and Silicon Valley	
Career Technical Student Organizations (CTSO) recognized by the California Department of Education	DECA, FCCLA, FBLA, FFA, HOSA, and SkillsUSA	
Number of Active Members (2019-2020)	5,550	
KEY INDIVIDUALS		
California State Director	Brycen Woodley	
California State Advisor	Molly Anderson	
State President	Amory Gao	
Vice President of Leadership	Jacob Bright	
Vice President of Marketing	Ramya Subramanian	
Vice President of Northern California	Adithi Jawahar	
Vice President of Silicon Valley	Tyler Shern	
Vice President of Southern California	Gavin Zhang	
CONFERENCES		
Advisor Conference	September 19, 2020	Virtual
Power Trip	November 2-20, 2030	Virtual
Western Region Leadership Conference	November 9-13, 2020	Virtual
Silicon Valley CDC	January 8-10, 2021	Santa Clara, California
Southern California CDC	January 8-10, 2021	Anaheim, California
Northern California CDC	January 15-17, 2021	San Ramon, California
California DECA State CDC	March 5-8, 2021	Santa Clara, California
International CDC	April 24-27, 2021	Anaheim, California

DECA Inc.

QUICK FACTS	
Founded	1946
Headquarters	1908 Association Drive Reston, VA 20191
www.deca.org	Web address for DECA Inc. Contains information on organization, competitive events, and resources.
@DECAinc	Social media handle for Twitter, Instagram, Snapchat, Facebook, and YouTube.
DECA Month	November
CTE Month	February
Geographical Regions	Central, North Atlantic, Southern, and Western
Chartered Associations	All 50 United States, Canada, Guam, Puerto Rico, and Germany
Number of Active Members (2019-2020)	225,000
KEY INDIVIDUALS	
DECA Inc Executive Director	Frank Peterson
High School Division President	Catherine Horton
Western Region Vice President	Mattie Bradford

GENERAL INFORMATION

DECA MISSION STATEMENT

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality, and management in high schools and colleges around the globe.

LOGO

DECA's affinity for the diamond logo has resulted in five logos during the organization's nearly 75-year history.



FORMATION OF DECA INC.

The first interstate conference occurred in Memphis, Tennessee, in 1947 where the first National Officer team was elected.



ADVISORS

Adults charged with the responsibility of giving guidance to the chapter and chartered associations.

DELEGATES

The term which refers to any DECA member, including advisors, attending DECA approved activities.

DIVISIONS OF DECA

- **HIGH SCHOOL**
The largest division of DECA; membership is available to high school students enrolled in marketing, entrepreneurship, finance, financial literacy, hospitality and management courses.
- **COLLEGIATE**
Division offering membership to students enrolled in post-secondary institutions and in a variety of academic programs with a strong focus on business-related fields. This division offers members the opportunity to develop personally and professionally through chapter activities, individual projects, and a competitive events program.
- **ALUMNI**
A support division to provide a means by which former members can maintain an association with DECA; encourage support for DECA on the local, state/provincial or national/ international level; and promote the purposes of DECA.
- **PROFESSIONAL**
A support division established to provide teachers of Career and Technical Education, businesspersons, parents and administrators a means of membership in DECA.

DECA DIAMOND + GUIDING PRINCIPLES

Perhaps the most significant symbol of our organization is the DECA Diamond. The four points inside the diamond represent the first set of DECA's guiding principles, while the four outer points represent the second set of DECA's guiding principles and the polished leaders DECA prepares.

DECA'S COMPREHENSIVE LEARNING PROGRAM (Inner):

- **INTEGRATES INTO CLASSROOM INSTRUCTION** - An integral component of classroom instruction, DECA activities provide authentic, experiential learning methods to prepare members for college and careers.
- **APPLIES LEARNING** - DECA members put their knowledge into action through rigorous project- based activities that require creative solutions with practical outcomes.
- **CONNECTS TO BUSINESS** - Partnerships with businesses at local and broader levels provide DECA members realistic insight into industry and promote meaningful, relevant learning.
- **PROMOTES COMPETITION** - As in the global economy, a spark of competition drives DECA members to excel and improve their performance.

DECA PREPARES THE NEXT GENERATION TO BE (Outer):

- **ACADEMICALLY PREPARED** - DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.
- **COMMUNITY ORIENTED** - Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.
- **PROFESSIONALLY RESPONSIBLE** - DECA members are poised professionals with ethics, integrity and high standards.
- **EXPERIENCED LEADERS** - DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation.



DECA INC. CONSTITUTION

The DECA Inc. Constitution includes the major categories presented below:

- I. Name and Purpose
- II. Organization
- III. Membership
- IV. Voting
- V. Meetings
- VI. National Officers
- VII. Advisors
- VIII. Finances
- IX. Emblem and Colors
- X. Amendments

BYLAWS

The High School and Collegiate Divisions each have their own set of bylaws (rules for internal governance of an organization) that complement the DECA Inc. Constitution.

PROGRAM OF LEADERSHIP

The DECA Program of Leadership brings together the leadership team, DECA goals and action items for the year into one strategic leadership plan. The program of leadership provides a comprehensive plan of the chapter's goals and activities for the school year. Each goal is aligned with a mission area, assigns overall responsibility to a leader and indicates the key project initiatives, success criteria, time frame and project leaders.

RESOURCES

There is access to publications, materials, and websites that make everything you do in the classroom more relevant.

- **DECA GUIDE**
The annual publication for DECA's programs, including competitive events guidelines and Shop DECA products.
- **DECA DIRECT MAGAZINE**
This instructional-based magazine published four times a year provides supplemental content for instructional areas in your classroom. A worksheet is provided for each issue.
- **DECA DIRECT ONLINE**
One-stop information destination for the latest DECA news, chapter resources; competition tips; college and career advice; and profiles of members, alumni, advisors and partners.
- **DECA DIRECT WEEKLY**
Delivered directly to students' and advisors' email inbox each Tuesday to inform of the latest DECA happenings and share articles on classroom and chapter strategies.
- **DECA INSIGHT**
informs chapter advisors about DECA events and programs and provides professional development articles.
- **THIS IS HOW WE DO DECA**
Is a resource guide for Chapter Advisors providing an overview of DECA, how to establish a chapter, and best practices.
- **SHOP DECA**
The organization within DECA that sells student-related materials, awards, and supplies for DECA members and advisors.
- **DECA RELATED MATERIALS (DRM)**
Educational materials for advisors to use with DECA members; a product line of Shop DECA.

ORGANIZATIONAL STRUCTURE



DECA Inc.

DECA Inc. is a 501(c)(3) not-for-profit student organization. The United States Congress, The United States Department of Education and state, district and international departments of education authorize DECA's programs.

- DECA Inc. is the legal identity of the adult representatives from each chartered association of DECA who are legally responsible for DECA. Comprised of representatives from the High School and Collegiate Divisions.
- Local chapter and chartered association members join DECA Inc.
- Representatives of Chartered Associations provide recommendations regarding DECA Inc. activities.
- DECA Inc. Board of Directors: A twelve-member board directs the affairs of DECA Inc. to include setting DECA policies and guidelines. Eight directors are members elected (two from each region) from the DECA Inc. representatives appointed by the chartered associations. One director is the chair of the National Advisory Board. Three directors are ex-officio (non- voting) and include the Executive Director of DECA Inc., the Vice-President of the Marketing Education Division of ACTE and a representative from the State Directors of Career and Technical Education.
- DECA's Executive Director receives direction from the Board of Directors.
- All other DECA Inc. staff are employed by the Executive Director and responsible for implementing assigned programs. See deca.org/about for a listing of DECA Inc. staff.

CHARTERED ASSOCIATIONS

Consist of local school chapters within a state, province, territory, or equivalent geographic unit and perform four (4) major functions.

- Act as a unifying body by providing an opportunity for the chapters to work and plan together on an association-wide basis.
- Set standards which local chapters must meet before a charter can be granted.
- Act as a clearinghouse for information and ideas that will benefit DECA locally, association- wide, and nationally/internationally.
- Act as a liaison between DECA Inc. and chapters in carrying out programs and projects.

CHAPTERS

- Local chapters are unincorporated student organizations operating under the authority of the local school district and the chartered association.
- Chapters (not referred to as a "club") are comprised of student members and chapter advisors.
- Chapters shall comply with all policies set forth by the local school district and their chartered association. When policies of the local school district differ from those of the chartered association, the chapter shall comply with the most restrictive policies.

CONGRESSIONAL ADVISORY BOARD (CAB)

Consists of members of Congress who support DECA Inc.

NATIONAL ADVISORY BOARD (NAB)

Business representatives from donor companies who lend financial and personal support to DECA and serve in an advisory capacity to the DECA Board of Directors.



CALIFORNIA ASSOCIATION OF DECA
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1-888-605-DECA (3322) | FAX: (760) 301-0049
WWW.CALIFORNIADECA.ORG

SECONDARY PROGRAM ADVISORY COUNCIL

Members are appointed by the Board of Directors with the responsibility to develop recommendations relating to the operation of DECA programs, including competitive events, and to submit those recommendations to the Board of Directors for consideration.

EXECUTIVE OFFICER TEAMS

Elected representatives for the Collegiate and High School Divisions; act as liaisons between DECA Inc. and the student membership and serve as ambassadors for DECA programs and membership development. Offices available for the high school division include president and a vice president representing each of the four regions.

EXECUTIVE COUNCIL

Made up of the executive student officers of the High School and Collegiate Divisions, this council makes recommendations to DECA staff and to the Board of Directors of DECA Inc. regarding student programs and services.

PROGRAMS

FIDM ENTREPRENEUR OF TOMORROW CHALLENGE

Demonstrate your entrepreneurial spirit by proposing a new product idea for a specific market segment. Pitch your new clothing, beauty, home, health, food or entertainment concept in a four-minute YouTube presentation that describes your target market, product offering and benefits, market potential, and marketing and distribution strategy.

INTUIT INNOVATION CHALLENGE

A premier DECA event during Global Entrepreneurship Week, the Intuit Innovation Challenge is a hands-on design thinking project, daring students around the globe to innovate for impact to help reverse the effect of global warming. Through the challenge, teams will apply Intuit's design thinking methodology, Design for Delight, to develop an innovative sustainability solution. Teams will demonstrate their use of the design thinking process through a three-minute video presentation that brings to life their process and outcomes. The presentations should include their experiences with empathy, brainstorming and coming up with the solution, as well as experimentation within their community.

KNOWLEDGE MATTERS DIGITAL PRESENTATION SKILLS CHALLENGE

Demonstrate your digital presentation skills utilizing a Virtual Business simulation in a one- to two-minute digital presentation. The topic is up to you. You can talk solely about the strategies you use in the simulation. You could discuss real-world business stories and illustrate the stories with sim exercises. Or, you could talk about your own life, your knowledge of business and financial literacy, and again utilize a Virtual Business simulation to relate to and illustrate your topic.

EMERGING LEADER HONOR AWARD

Provides recognition of students studying marketing, finance, hospitality and management for being an academically prepared, community oriented, professionally responsible, experienced leader through participation in DECA. Members must be a senior to receive this award.

EMERGING LEADER SERIES

The DECA Emerging Leader Series strives to empower DECA members to provide effective leadership through goal setting, consensus building and project implementation. Aligned with 21st Century Skills in the areas of critical thinking and problem solving, communication, collaboration, and creativity and innovation, DECA's Emerging Leader Series prepares DECA members to be effective leaders in college and careers.

COMPREHENSIVE LEARNING PROGRAM

CHAPTER CAMPAIGNS

Designed to engage all members of a chapter in the promotion and advocacy of DECA within their school and community. The chapter campaigns also encourage members to connect with alumni and business partners to enhance the success and growth of the chapter. Rewards include plaques, pennants, certificates and allocations to attend the THRIVE Academy.

- **COMMUNITY SERVICE CAMPAIGN**
Designed to help chapters earn recognition for their support of charitable organizations.
- **GLOBAL ENTREPRENEURSHIP WEEK CAMPAIGN**
Designed to promote awareness of DECA's connection to the career area of entrepreneurship during Global Entrepreneurship Week, which is held annually each November. Includes school and community outreach activities, local entrepreneur success stories and the DECA Idea Challenge.
- **MEMBERSHIP CAMPAIGN**
Designed to recognize those chapters that recruit student, alumni and professional members and grow their chapter.
- **PROMOTIONAL CAMPAIGN**
Designed to help chapters promote DECA within their school and community. Includes school outreach activities, community outreach activities and alumni success stories.
- **ADVOCACY CAMPAIGN**
Designed to recognize those chapters who advocate for DECA during Career and Technical Education Month in February. Includes school outreach activities, community outreach activities and public policymakers outreach activities.

EDUCATIONAL CONFERENCES

DECA conferences are targeted, highly focused learning experiences for members and advisors. They bring members into the larger DECA community while providing unique opportunities to extend classroom learning. There are four major types of conferences.

- **LEADERSHIP CONFERENCES**
These conferences focus on leadership development and college and career preparation through a variety of engaging workshops and speakers.
- **CAREER PATHWAYS CONFERENCES**
Each of these conferences features highly specialized content that aligns with specific career pathways and courses, providing an excellent opportunity to connect classroom instruction to the conferences.
- **STATE CAREER DEVELOPMENT CONFERENCES (SCDC)**
These conferences provide a venue for DECA's Competitive Events Program as well as additional career and leadership development programs. Chartered Associations host their own CDCs to determine which members earn the right to represent them at the International CDC.
- **INTERNATIONAL CAREER DEVELOPMENT CONFERENCES (ICDC)**
This is the pinnacle event of the year for more than 13,000 competitors vying for the title of international champion in DECA's Competitive Events Program.

SCHOLARSHIPS

DECA's scholarship program provides more than \$300,000 in scholarships to DECA members each year. Many corporate partners of DECA provide scholarships through the DECA scholarship program. DECA Inc. administers the program based on guidelines set by the donor. DECA scholarships are strictly merit based.

SUPPORTS EDUCATIONAL INITIATIVES

The DECA experience starts in the classroom, where students learn business concepts in preparation for college and careers. A powerful instructional component, DECA brings the classroom to life by empowering the teacher-educator to make learning relevant with educational programs that integrate into classroom instruction, apply learning, connect to business and promote competition. DECA continues to be a leader in supporting key educational initiatives through its comprehensive learning program, which directly supports Career Clusters®, National Curriculum Standards, 21st Century Skills, project-based learning and financial literacy.

- **CAREER CLUSTERS**

Career Clusters® provide students with relevant contexts for studying and learning by linking school-based learning with the knowledge and skills required for success in the workplace. DECA's Comprehensive Learning Program supports the career clusters of marketing, business management and administration, finance and hospitality & tourism.

- **NATIONAL CURRICULUM STANDARDS**

The National Curriculum Standards for Business Administration provide insight into what business leaders view as important to the success of employees at various levels and in various specialties. These standards define the content for the respective Career Cluster®. They inform teachers, administrators and curriculum developers as to what should be taught. DECA's Comprehensive Learning Program provides instructional strategies that align with National Curriculum Standards.

- **21ST CENTURY SKILLS**

21st century skills are a series of skills and abilities that employers seek in their employees. In order to succeed in today's workplace, employees must excel in the 4Cs: critical thinking and problem solving, communication, collaboration, and creativity and innovation. DECA understands that 21st century skills are important to college and career success, and its programs can help students develop these important skills.

- **PROJECT-BASED LEARNING**

Project-based learning (PBL) is a dynamic classroom approach in which students actively explore real-world problems and challenges while acquiring a deeper knowledge. DECA's Comprehensive Learning Program can help teachers engage students in project-based learning while teaching and reinforcing course curriculum.

- **PERSONAL FINANCIAL LITERACY**

The demand for personal financial literacy resources has never been greater, and DECA has developed an ever-expanding list of programs to help educators teach personal financial literacy standards and engage students in meaningful instructional activities.

SCHOOL-BASED ENTERPRISE (SBE)

A school-based enterprise (SBE) is an entrepreneurial operation in a school setting that provides goods/services to meet the needs of the market. SBEs are managed and operated by students as hands-on learning laboratories that integrate National Curriculum Standards in marketing, finance, hospitality, or management. DECA offers SBE certification on two levels: chapter level through a written project and individual level through a comprehensive exam. The certification program reinforces the integration of National Curriculum Standards and 21st century employability skills into the SBE learning lab environment. Standards covered in both the written project and exam include retail, marketing and entrepreneurship concepts, and a range of business operations standards.

SOCIAL MEDIA CORRESPONDENT PROGRAM

Members and advisors simply submit one article per month on a topic of their choice in areas such as recruitment, fundraising, competition, school-based enterprises and more. The program is designed to create conversation among chapters and share best practices and ideas.

RECOGNITION

DECA recognizes its members through a variety of recognition programs for distinguished achievement as academically prepared, community oriented, professionally responsible, experienced leaders.



CAREER AND TECHNICAL EDUCATION

CTE

Career & Technical Education (CTE) is an instructional program that is delivered through comprehensive programs of study to help students succeed in education and careers.

CTSO

There are nine Career and Technical Student Organization (CTSO): DECA, BPA, Educators Rising, FFA, FCCLA, FBLA, HOSA, SkillsUSA, and TSA.

ACTE

The Association for Career & Technical Education (ACTE) is the professional association for career & technical educators and students.

NCCCTSO

The National Coordinating Council for Career & Technical Student Organizations (NCCCTSO) identifies and coordinates activities that are mutually beneficial to CTSO's and their members, share information that will enhance the development of CTE students, and to strengthen career and technical education.

COMPETITIVE EVENTS PROGRAM

COMPETITIVE EVENTS

DECA's Competitive Events Program is an incredible tool for curriculum. As an integral part of the classroom curriculum, DECA's industry-validated competitive events are aligned with National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism, as well as personal financial literacy and entrepreneurship.

BUSINESS ADMINISTRATION CORE

The foundation for all of DECA's competitive events, it includes the following instructional areas: business law, communication skills, customer relations, economics, emotional intelligence, financial analysis, human resources management, information management, marketing, operations, professional development, and strategic management.

INSTRUCTIONAL AREAS

Performance indicators that are grouped by similar knowledge and skills.

PERFORMANCE INDICATORS

Specific knowledge/skills categorized by instructional area used in DECA's Competitive Events Program.

TRANSCRIPTS

Provide feedback to chapter advisors, association advisors and students regarding performance in DECA's Competitive Events Program.

CATEGORIES

Principles of Business Administration Events (4 types):	
<i>Consist of a 100-question exam and one business situation role-play. Open to first year DECA members only, these events measure the knowledge/skills identified by career practitioners as common academic/technical content aptitude.</i>	
Principles of Business Management & Administration (PBM)	10 minutes preparation time, 10 minutes presentation
Principles of Finance (PFN)	10 minutes preparation time, 10 minutes presentation
Principles of Hospitality and Tourism (PHT)	10 minutes preparation time, 10 minutes presentation
Principles of Marketing (PMK)	10 minutes preparation time, 10 minutes presentation
Individual Series Events (14 types):	
<i>Measure students' proficiency in the knowledge and skills identified by occupational practitioners as essential to success in a given career. Series Events consists of a 100-question exam and two role-plays.</i>	
Accounting Applications (ACT)	10 minutes preparation time, 10 minutes presentation
Apparel & Accessories Marketing (AAM)	10 minutes preparation time, 10 minutes presentation
Automotive Services Marketing (ASM)	10 minutes preparation time, 10 minutes presentation
Business Finance (BFS)	10 minutes preparation time, 10 minutes presentation
Business Services Marketing (BSM)	10 minutes preparation time, 10 minutes presentation
Entrepreneurship (ENT)	10 minutes preparation time, 10 minutes presentation
Food Marketing (FMS)	10 minutes preparation time, 10 minutes presentation
Hotel and Lodging Management (HLM)	10 minutes preparation time, 10 minutes presentation
Human Resources Management (HRM)	10 minutes preparation time, 10 minutes presentation
Marketing Communications (MCS)	10 minutes preparation time, 10 minutes presentation
Quick Serve Restaurant Management (QSRM)	10 minutes preparation time, 10 minutes presentation
Restaurant and Food Service Management (RFSM)	10 minutes preparation time, 10 minutes presentation
Retail Merchandising (RMS)	10 minutes preparation time, 10 minutes presentation
Sports and Entertainment Marketing (SEM)	10 minutes preparation time, 10 minutes presentation
Personal Financial Literacy Event (1 type):	
<i>Designed to measure the student's ability to apply reliable information and systematic decision making to personal financial decisions. Event consists of a 100-question exam and one role-play.</i>	
Personal Financial Literacy (PFL)	10 minutes preparation time, 10 minutes presentation
Team Decision-Making Events (8 types):	
<i>Provide an opportunity for participants to analyze elements essential to the effective operation of a business in the specific career area. Teams are composed of 2 members who each complete a 100-question exam and one role-play.</i>	
Business Law and Ethics (BLTDM)	30 minutes preparation time, 15 minutes presentation
Buying and Merchandising (BTDM)	30 minutes preparation time, 15 minutes presentation
Entrepreneurship (ETDM)	30 minutes preparation time, 15 minutes presentation
Financial Services (FTDM)	30 minutes preparation time, 15 minutes presentation
Hospitality Services (HTDM)	30 minutes preparation time, 15 minutes presentation
Marketing Management (MTDM)	30 minutes preparation time, 15 minutes presentation
Sports and Entertainment Marketing (STDM)	30 minutes preparation time, 15 minutes presentation
Travel & Tourism (TTDM)	30 minutes preparation time, 15 minutes presentation
Operations Research Events (5 types):	
<i>Provide opportunities for participants to demonstrate knowledge and skills needed by management. A group of 1-3 members complete a written document submitted before event and present their project to a judge/panel the day of competition.</i>	
Business Services (BOR)	Prepared 20-page manual, 15 minutes presentation
Buying and Merchandising (BMOR)	Prepared 20-page manual, 15 minutes presentation
Finance (FOR)	Prepared 20-page manual, 15 minutes presentation
Hospitality and Tourism (HTOR)	Prepared 20-page manual, 15 minutes presentation
Sports and Entertainment (SEOR)	Prepared 20-page manual, 15 minutes presentation

Project Management Events (6 types): <i>Require participants to use project management skills to initiate, plan, execute, monitor & control, and close a project. A group of 1-3 members complete a written document submitted before event and present their project to a judge/panel the day of competition.</i>	
Business Solutions Project (PMBS)	Prepared 20-page manual, 15 minutes presentation
Career Development Project (PMCD)	Prepared 20-page manual, 15 minutes presentation
Community Awareness Project (PMCA)	Prepared 20-page manual, 15 minutes presentation
Community Giving Project (PMCG)	Prepared 20-page manual, 15 minutes presentation
Financial Literacy Project (PMFL)	Prepared 20-page manual, 15 minutes presentation
Sales Project (PMSP)	Prepared 20-page manual, 15 minutes presentation
Entrepreneurship Events (6 types): <i>Provide opportunities to explore entrepreneurial concepts from idea generation, business planning, to growing an existing business. A group of 1-3 members complete a written document submitted before event and present their project to a judge/panel the day of competition.</i>	
Innovation Plan (EIP)	Prepared 10-page manual, 15 minutes presentation
Start-Up Business Plan (ESB)	Prepared 10-page manual, 15 minutes presentation
Independent Business Plan (EIB)	Prepared 20-page manual, 15 minutes presentation
Business Growth Plan (EBG)	Prepared 20-page manual, 15 minutes presentation
International Business Plan (IBP)	Prepared 20-page manual, 15 minutes presentation
Franchise Business Plan (EFB)	Prepared 20-page manual, 15 minutes presentation
Integrated Marketing Campaign Events (3 types): <i>Provide opportunities for members to develop an integrated marketing campaign of no more than 45 days in length for a real event, product or service and present the campaign. A group of 1-3 members submit a written document before event, complete a 100-question exam, and present their project to a judge/panel the day of competition.</i>	
Integrated Marketing Campaign–Event (IMCE)	Prepared 10-page manual, 15 minutes presentation
Integrated Marketing Campaign–Product (IMCP)	Prepared 10-page manual, 15 minutes presentation
Integrated Marketing Campaign–Service (IMCS)	Prepared 10-page manual, 15 minutes presentation
Professional Selling Events (2 types): <i>Participants will organize and deliver a sales presentation or consultation for one or more products/services/customers. These are an individual event with no written document to submit ahead of time. On the day of their competition there is a 100-question written exam and will present their presentation to a judge.</i>	
Financial Consulting Event (FCE)	Prepared scenario, 15 minutes presentation
Hospitality and Tourism Professional Selling (HTPS)	Prepared scenario, 15 minutes presentation
Professional Selling Event (PSE)	Prepared scenario, 15 minutes presentation
Online Events (8 types): <i>Provide opportunities for students to participate online to learn how to invest in the stock market, manage personal finances, or operate a business venture. A group of 1-3 members compete in virtual simulations against others in their national DECA region.</i>	
Stock Market Game (SMG)	Prepared 10-page portfolio, 15 minutes presentation
Virtual Business Challenge - Accounting (VBCAC)	Online only
Virtual Business Challenge - Entrepreneurship (VBCEN)	Online only
Virtual Business Challenge - Fashion (VBVFA)	Online only
Virtual Business Challenge - Hotel Management (VBCHM)	Online only
Virtual Business Challenge - Personal Finance (VBCPF)	Online only
Virtual Business Challenge - Restaurant (VBCRS)	Online only
Virtual Business Challenge - Retail (VBCRT)	Online only
Virtual Business Challenge - Sports (VBCSP)	Online only

PARLIAMENTARY PROCEDURES

Parliamentary procedure is the body of rules, ethics and customs governing meetings and other operations of clubs, organizations, legislative bodies and other deliberative assemblies. According to Robert's Rules of Order, parliamentary procedure is based on the consideration of the rights of the majority, the rights of the minority (especially a large minority greater than one-third), the rights of individual members, the rights of absentee members, and the rights of all of these groups taken together.

FOUR MAIN OBJECTIVES OF PARLIAMENTARY LAW

1. To do one thing at a time
2. Courtesy to everyone
3. The rule of the majority must prevail
4. The rights of the minority must be protected

PRINCIPLES

- Only one main motion may be considered at a time.
- Each member's rights are equal to those of his/her fellow members.
- The majority has the right to work its will and its decisions must be followed.
- The minority has the right to be heard.

QUORUM

One plus 50% of the members are present and eligible to vote.

STANDARD ORDER OF BUSINESS

- I. Reading and Approval of the Minutes
- II. Reports of Officers
- III. Boards and Standing Committees
- IV. Reports of Special Committees
- V. Special Orders
- VI. Unfinished Business and General Orders
- VII. New Business

TYPES OF AMENDMENTS

- First order – an amendment to the motion
- Second order – an amendment to the amendment

TYPES OF MOTIONS

- Main
- Subsidiary
- Incidental
- Privileged
- Motions that bring a question again before the assembly

CORRECT WAY TO MAKE A MOTION

"I move that" followed by a statement of the proposal.