

DECA Connects

The Classroom to the Boardroom

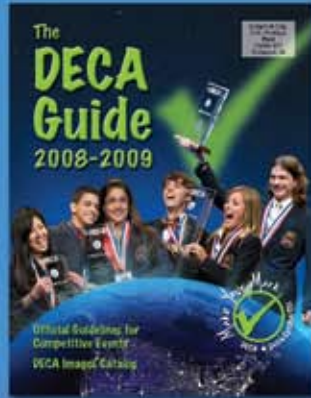
Enriching Classrooms

DECA activities are integrated into the leading textbooks covering marketing, management, entrepreneurship and Internet marketing.

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 apply computer technology to 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



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 \$1.6 million annually to benefit DECA members and teachers

- college scholarships
- cash awards to competitive event winners



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, Admin. and Management	Entrepreneurship	Finance	Marketing, Sales and Service	Hospitality and Tourism
---------------------------------	------------------	---------	------------------------------	-------------------------

Individual Series Events

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

Management Team Decision Making Events

1. Business Law and Ethics Management Team Decision Making Event	•	•	•	•	•
2. Buying and Merchandising Management Team Decision Making Event	•	•		•	
3. Financial Analysis Management Team Decision Making Event	•	•	•		
4. Hospitality Services Management Team Decision Making Event	•	•			•
5. Internet Marketing Management Team Decision Making Event	•	•	•	•	•
6. Sports and Entertainment Marketing Management Team Decision Making Event	•	•		•	•
7. Travel and Tourism Marketing Management Team Decision Making Event	•	•		•	•

Marketing Research Events

1. Business and Financial Services Marketing Research Event	•	•	•	•	
2. General Marketing Research Event	•	•		•	
3. Hospitality and Recreation Marketing Research Event	•	•		•	•
4. Retail Marketing 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	•	•	•	•	•
-------------------	---	---	---	---	---