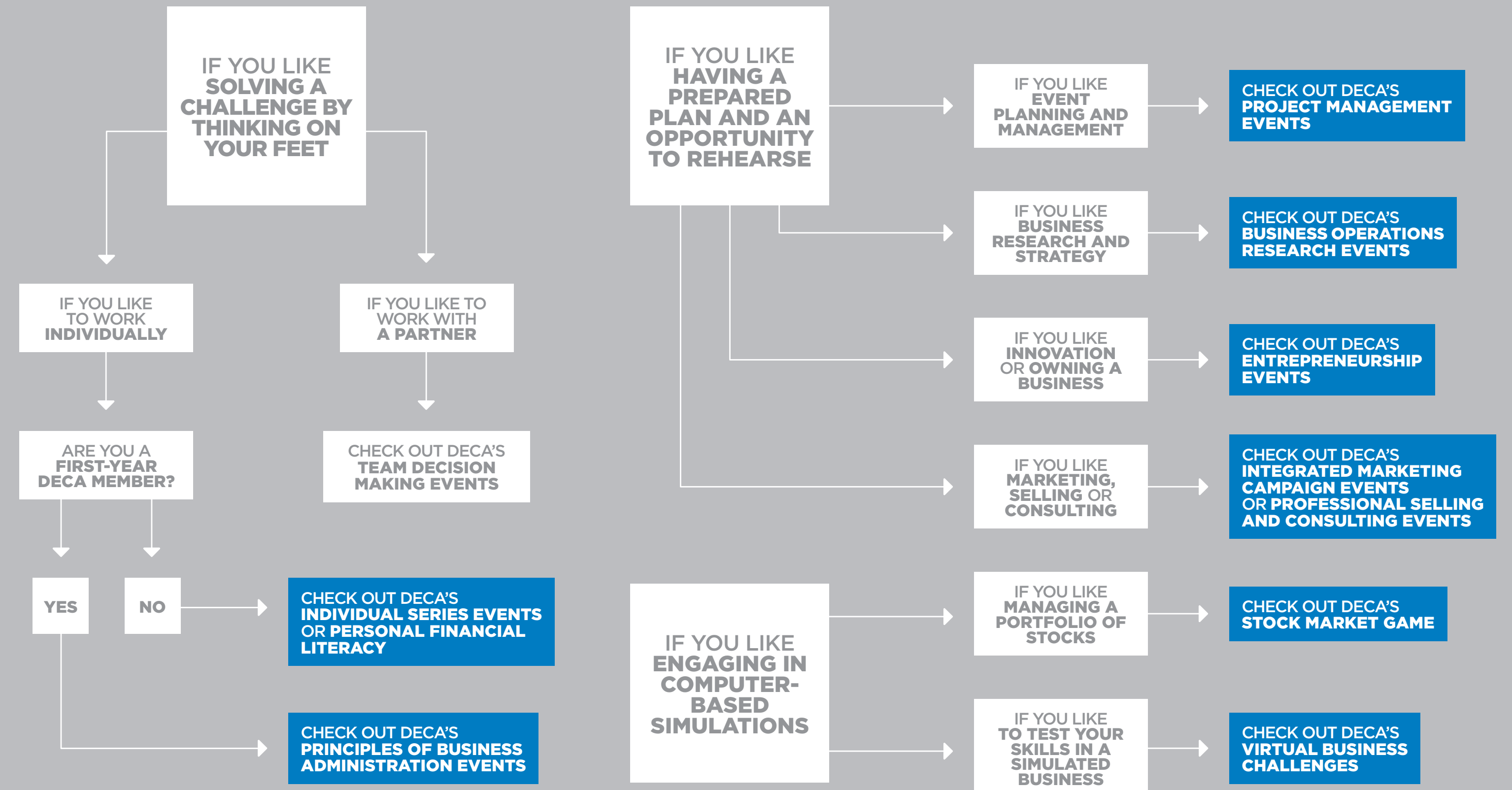




DECA

2023-2024
COMPETITIVE EVENTS PROGRAM

DECA's competitive events program directly supports members' skill development, contributing to every member being college and career ready upon graduation from high school. DECA members can compete in a wide variety of events. Use this flow chart to find your type of event and then find your specific event below.



PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS											
PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION	PBM	BUSINESS ADMINISTRATION CORE EXAM		 2 ND ROLE-PLAY FOR FINALS	 PREPARATION TIME	 INTERVIEW TIME					
PRINCIPLES OF FINANCE	PFN										
PRINCIPLES OF HOSPITALITY AND TOURISM	PHT										
PRINCIPLES OF MARKETING	PMK										
TEAM DECISION MAKING EVENTS											
BUSINESS LAW AND ETHICS	BLTDM	BUSINESS MANAGEMENT AND ADMINISTRATION EXAM		 2 ND CASE STUDY FOR FINALS	 PREPARATION TIME	 INTERVIEW TIME					
BUYING AND MERCHANDISING	BTDM	MARKETING EXAM									
ENTREPRENEURSHIP	ETDM	ENTREPRENEURSHIP EXAM									
FINANCIAL SERVICES	FTDM	FINANCE EXAM									
HOSPITALITY SERVICES	HTDM	HOSPITALITY AND TOURISM EXAM									
MARKETING MANAGEMENT	MTDM	MARKETING EXAM									
SPORTS AND ENTERTAINMENT MARKETING	STDM	MARKETING EXAM									
TRAVEL AND TOURISM	TTDM	HOSPITALITY AND TOURISM EXAM									
INDIVIDUAL SERIES EVENTS											
ACCOUNTING APPLICATIONS	ACT	FINANCE EXAM		 3 RD ROLE-PLAY FOR FINALS	 PREPARATION TIME	 INTERVIEW TIME					
APPAREL AND ACCESSORIES MARKETING	AAM	MARKETING EXAM									
AUTOMOTIVE SERVICES MARKETING	ASM	MARKETING EXAM									
BUSINESS FINANCE	BFS	FINANCE EXAM									
BUSINESS SERVICES MARKETING	BSM	MARKETING EXAM									
ENTREPRENEURSHIP	ENT	ENTREPRENEURSHIP EXAM									
FOOD MARKETING	FMS	MARKETING EXAM									
HOTEL AND LODGING MANAGEMENT	HLM	HOSPITALITY AND TOURISM EXAM									
HUMAN RESOURCES MANAGEMENT	HRM	BUSINESS MANAGEMENT AND ADMINISTRATION EXAM									
MARKETING COMMUNICATIONS	MCS	MARKETING EXAM									
QUICK SERVE RESTAURANT MANAGEMENT	QSRM	HOSPITALITY AND TOURISM EXAM									
RESTAURANT AND FOOD SERVICE MANAGEMENT	RFSM	HOSPITALITY AND TOURISM EXAM									
RETAIL MERCHANDISING	RMS	MARKETING EXAM									
SPORTS AND ENTERTAINMENT MARKETING	SEM	MARKETING EXAM									
PERSONAL FINANCIAL LITERACY EVENT											
PERSONAL FINANCIAL LITERACY	PFL	PERSONAL FINANCIAL LITERACY EXAM						 2 ND ROLE-PLAY FOR FINALISTS	 PREPARATION TIME	 INTERVIEW TIME	
BUSINESS OPERATIONS RESEARCH EVENTS											
BUSINESS SERVICES OPERATIONS	BOR	NO EXAM				 INTERVIEW TIME					
BUYING AND MERCHANDISING OPERATIONS	BMOR										
FINANCE OPERATIONS	FOR										
HOSPITALITY AND TOURISM OPERATIONS	HTOR										
SPORTS AND ENTERTAINMENT MARKETING OPERATIONS	SEOR										
PROJECT MANAGEMENT EVENTS											
BUSINESS SOLUTIONS PROJECT	PMBS	NO EXAM				 INTERVIEW TIME					
CAREER DEVELOPMENT PROJECT	PMCD										
COMMUNITY AWARENESS PROJECT	PMCA										
COMMUNITY GIVING PROJECT	PMCG										
FINANCIAL LITERACY PROJECT	PMFL										
SALES PROJECT	PMSP										
ENTREPRENEURSHIP EVENTS											
INNOVATION PLAN	EIP	NO EXAM				 INTERVIEW TIME					
START-UP BUSINESS PLAN	ESB										
FRANCHISE BUSINESS PLAN	EFB										
INDEPENDENT BUSINESS PLAN	EIB										
BUSINESS GROWTH PLAN	EBG										
INTERNATIONAL BUSINESS PLAN	IBP										
INTEGRATED MARKETING CAMPAIGN EVENTS											
INTEGRATED MARKETING CAMPAIGN-EVENT	IMCE	MARKETING EXAM				 INTERVIEW TIME					
INTEGRATED MARKETING CAMPAIGN-PRODUCT	IMCP										
INTEGRATED MARKETING CAMPAIGN-SERVICE	IMCS										
PROFESSIONAL SELLING AND CONSULTING EVENTS											
FINANCIAL CONSULTING	FCE	FINANCE EXAM			N/A	 INTERVIEW TIME					
HOSPITALITY AND TOURISM PROFESSIONAL SELLING	HTPS	HOSPITALITY AND TOURISM EXAM									
PROFESSIONAL SELLING	PSE	MARKETING EXAM									
ONLINE EVENTS											
STOCK MARKET GAME	SMG	NO EXAM				 INTERVIEW TIME					
VIRTUAL BUSINESS CHALLENGE-ACCOUNTING	VBCAC			N/A	N/A	N/A					
VIRTUAL BUSINESS CHALLENGE-ENTREPRENEURSHIP	VBCEN										
VIRTUAL BUSINESS CHALLENGE-FASHION	VBCFA										
VIRTUAL BUSINESS CHALLENGE-HOTEL MANAGEMENT	VBCHM										
VIRTUAL BUSINESS CHALLENGE-PERSONAL FINANCE	VBCPF										
VIRTUAL BUSINESS CHALLENGE-RESTAURANT	VBCRS										
VIRTUAL BUSINESS CHALLENGE-RETAIL	VBCRT										
VIRTUAL BUSINESS CHALLENGE-SPORTS	VBCSP										

*Written Event Qualifiers for the DECA International Career Development Conference must electronically submit the written entry to the online portal between March 27 - April 10, 2024.
*Written entries must follow the specifications in the Penalty Point Checklist. Consult the DECA Guide for complete details.