

DECA CHALLENGES

Visit www.deca.org/challenges to learn more.
Please consult each challenge's guidelines for specific information.

DECA's Challenges provide members opportunities to demonstrate the knowledge and skills learned in the classroom through innovative challenges in partnership with several corporate partners. Each challenge has a unique focus and a specific set of required tasks and timelines. The top performers will receive recognition on-stage at the DECA International Career Development Conference (ICDC) with approval from the chartered association advisor.

CHALLENGE	SPONSOR	OVERVIEW	START	END	MEMBERS	ELEMENTS
Auction Marketing Campaign Challenge		Develop a marketing campaign for a full estate sale that will utilize the live auction method and include both real estate and personal property. Present your marketing campaign that will use social, print, and email direct marketing strategies in a video presentation.	September 1	February 1	1-3 Members	• 4-Minute Video
DECA at the Bell Challenge		Bring the world of business to the members of DECA, in a creative and engaging way, by writing, producing and publishing an episode of DECA at the Bell.	September 1	November 3	1-3 Members	• Script • 3 to 5-Minute Video
Digital Presentation Skills Challenge		Demonstrate your digital presentation skills utilizing a Virtual Business simulation in a one- to two-minute digital presentation. The top finalists will deliver a live, digital presentation.	January 1	January 31	Individual	• 1 to 2-Minute Presentation
Disability Is Diversity Challenge		Create a focused Disability Is Diversity presentation that highlights the obstacles and experience of navigating an educational environment with differing abilities. Learn first-hand about the barriers encountered by a student with a disability and determine how you can advocate for needed change.	October 2	February 16	1-4 Members	• 4-Minute Video
Ethical Leadership Challenge		Develop a public service announcement (PSA) video describing one of the following ethical principles: integrity, trust or respect. The PSA should be designed to educate your local community and those afar through social media.	November 1	November 21	1-4 Members	• 1-Minute Video • Social Media Campaign
Social Impact Leader of Tomorrow Challenge		Demonstrate your creativity by producing the next big cause marketing idea for the National Pediatric Cancer Foundation. DECA chapters can participate by developing and executing a unique fundraising campaign with a social media component and video.	September 1	February 6	1-4 Members	• 4-Minute Video • Fundraising Campaign • Social Media Campaign
Social Media Simternship™ Challenge		Take charge of a dynamic simulated company, strategically allocating your ad budget to maximize revenue. Craft captivating content, engage target audiences and analyze your metrics across simulation rounds. Showcase your social media marketing skills in this exciting challenge.	February 1	March 1	Individual	• Virtual Simulation
Unreal Campaign Video Challenge		Produce a public service announcement (PSA) to demonstrate your knowledge on the dangers of counterfeits and to dissuade your peers from purchasing fake products.	December 1	January 19	1-3 Members	• 1-Minute Video

Challenge offerings and deadlines are subject to change.