

DECA - Individual Event Descriptions

- **Apparel and Accessories Marketing:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in apparel and accessories marketing or marketing management. 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. The concepts include the instructional areas in the **Marketing cluster** and the Merchandising pathway.
- **Automotive Services Marketing:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in automotive services marketing. Students will be challenged to perform marketing and management functions and tasks related to auto dealers, service stations and related businesses or auto parts stores. Roles in these events are those of customers, employees, supervisors, managers and entrepreneurs. The concepts include the instructional areas in the **Marketing cluster** and the Marketing Management pathway.
- **Business Finance:** The student is given a description of a specific situation that measures skills, knowledge and attitudes in business finance. 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 and interpretation of data for corporate planning purposes. Roles in these events are those of supervisors, managers, financial experts or entrepreneurs. The concepts include the instructional areas in the **Finance cluster** and the Corporate Finance pathway.
- **Business Services Marketing:** 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. The concepts include the instructional areas in the **Marketing cluster** and the Marketing Management pathway.
- **Food Marketing:** 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. The concepts include the instructional areas in the **Marketing cluster** and the Marketing Management pathway.
- **Hotel and Lodging Management:** 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. The concepts include the instructional areas in the **Hospitality and Tourism cluster** and the Lodging pathway.

- **Human Resources Management:** 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. The concepts include the instructional areas of the **Business Management and Administration cluster** and Human Resources Management pathway.
- **Marketing Management:** Students will be challenged to perform marketing and 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. The concepts include the instructional areas in the **Marketing cluster** and the Marketing Management pathway.
- **Quick Serve Restaurant Management:** Students will be challenged to perform marketing and management 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. The concepts include the instructional areas in the **Hospitality and Tourism cluster** and the Restaurants and Food and Beverage Services pathway.
- **Restaurant and Food Service Management:** 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. The concepts include the instructional areas in the **Hospitality and Tourism cluster** and the Restaurants and Food and Beverage Services Pathway.
- **Retail Merchandising:** 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. The concepts include the instructional areas in the **Marketing cluster** and the Merchandising pathway.
- **Sports and Entertainment Marketing:** 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. The concepts include the instructional areas in the **Marketing cluster** and the Marketing Management pathway.