



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.

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.

📅 October 1 - December 1

👤 Individual

Elements

- Virtual Simulation

DECA at the Bell Challenge



Write and produce your very own episode of DECA at the Bell. Creativity is encouraged; what matters most is the ability to engage the audience while connecting something in the world of business to the world of DECA. The topic/theme of the 2024 challenge is Customer Service.

📅 Submissions due by: **November 1**

👤 2-4 Members

Elements

- Script
- Up to 3:30 Minute Video

Sustainable Water Solutions Challenge



Zurn Elkay would like to challenge students to study and assess their school system's clean/healthy drinking water solutions. Students will create a video of their product/service recommendations on clean/healthy drinking water solutions.

📅 Submissions due by: **November 1**

👤 1-3 Members

Elements

- 5 Minute Video



Policy Dilemma Simulation Challenge

In this challenge, you are the government of a medium-sized developed country with its own currency and central bank. You control fiscal, monetary, structural and exchange rate policy, and face elections at least every four years. Every policy decision that you make has an impact. Its objective is to review the basic concepts of macroeconomics, especially those related to policy, and to understand the effects of policy, external shocks and factors that lead to long-term, stable economic growth.

Elements

- Virtual Simulation
- 1-2 Page Reflection
- 3-5 Minute Video

 Submissions due by: **November 20**  2-3 Members



Ethical Leadership Challenge

Develop a public service announcement (PSA) video describing one of the following ethical principles: fairness, rule of law or transparency. The PSA should be designed to educate your local community and those afar through social media.

Elements

- 3-5 Minute Video
- Social Media Campaign

 Submissions due by: **December 2**  1-4 Members



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.

Elements

- 1-2 Minute Presentation

 Submissions due by: **January 31**  Individual



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.

Elements

- 4 Minute Video

 Submissions due by: **February 1**  1-3 Members



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.

Elements

- 4 Minute Video
- Fundraising Campaign
- Social Media Campaign

 Submissions due by: **February 6**  1-3 Members



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.

Elements

- 4 Minute Video

 Submissions due by: **February 14**  1-3 Members



Innovation in Action: Driving Next Gen to Insurance Careers

Develop a new and innovative marketing campaign to creatively rebrand the insurance industry to Gen Z. Use your creativity to brand insurance career opportunities in a dynamic way to help insurance companies/agencies recruit young talent.

Elements

- 3-5 Minute Video

 Submissions due by: **February 28**  1-3 Members

Challenge offerings and deadlines are subject to change.