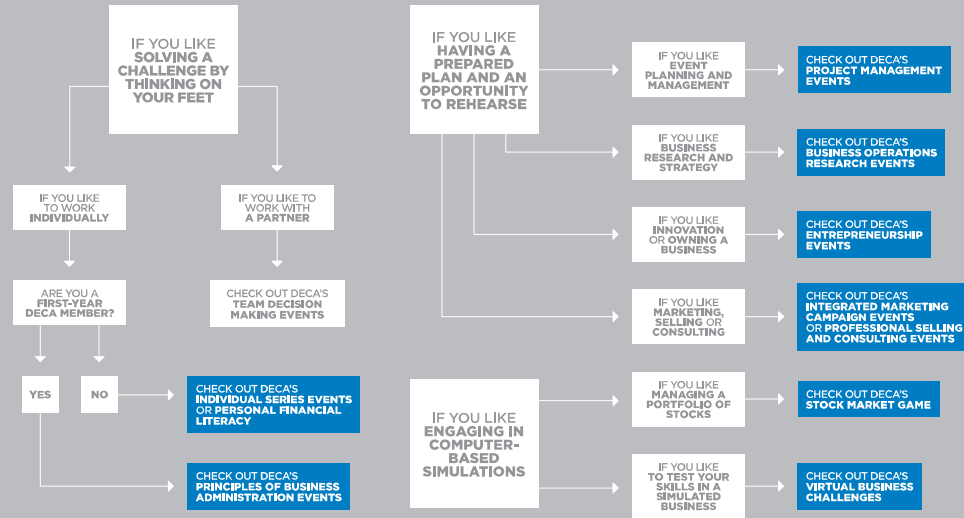


# DECA 2024-2025 COMPETITIVE EVENTS PROGRAM



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           | 1 PARTICIPANT   | 1 ROLE-PLAY<br>2 <sup>ND</sup> ROLE-PLAY FOR FINALS   | 10 MINUTES<br>PREPARATION TIME | 10 MINUTES<br>INTERVIEW TIME |  |
| PRINCIPLES OF ENTREPRENEURSHIP                       | PEM   |   |                 |   |                                |                              |  |
| PRINCIPLES OF FINANCE                                | PFM   |   |                 |   |                                |                              |  |
| PRINCIPLES OF HOSPITALITY AND TOURISM                | PHM   |   |                 |   |                                |                              |  |
| PRINCIPLES OF MARKETING                              | PMK   |   |                 |   |                                |                              |  |
| TEAM DECISION MAKING EVENTS                          |       |   |                 |   |                                |                              |  |
| BUSINESS LAW AND ETHICS                              | BLTDM | BUSINESS MANAGEMENT AND ADMINISTRATION EXAM | 2 PARTICIPANTS  | 1 CASE STUDY<br>2 <sup>ND</sup> CASE STUDY FOR FINALS | 10 MINUTES<br>PREPARATION TIME | 10 MINUTES<br>INTERVIEW TIME |  |
| BUYING AND MERCHANDISING                             | BTDM  |   |                 |   |                                |                              |  |
| ENTREPRENEURSHIP                                     | ETDM  |   |                 |   |                                |                              |  |
| FINANCIAL SERVICES                                   | FTDM  |   |                 |   |                                |                              |  |
| HOSPITALITY SERVICES                                 | HTDM  |   |                 |   |                                |                              |  |
| MARKETING MANAGEMENT                                 | MTDM  |   |                 |   |                                |                              |  |
| SPORTS AND ENTERTAINMENT MARKETING                   | STDM  |   |                 |   |                                |                              |  |
| TRAVEL AND TOURISM                                   | TTDM  |   |                 |   |                                |                              |  |
|  |       |   |                 |   |                                |                              |  |
|  |       |   |                 |   |                                |                              |  |
| INDIVIDUAL SERIES EVENTS                             |       |   |                 |   |                                |                              |  |
| ACCOUNTING APPLICATIONS                              | ACT   | FINANCE EXAM                                | 1 PARTICIPANT   | 2 ROLE-PLAYS<br>3 <sup>RD</sup> ROLE-PLAY FOR FINALS  | 10 MINUTES<br>PREPARATION TIME | 10 MINUTES<br>INTERVIEW TIME |  |
| APPAREL AND ACCESSORIES MARKETING                    | AAM   |   |                 |   |                                |                              |  |
| AUTOMOTIVE SERVICES MARKETING                        | ASM   |   |                 |   |                                |                              |  |
| BUSINESS FINANCE                                     | BFS   |   |                 |   |                                |                              |  |
| BUSINESS SERVICES MARKETING                          | BSM   |   |                 |   |                                |                              |  |
| ENTREPRENEURSHIP                                     | ENT   |   |                 |   |                                |                              |  |
| FOOD MARKETING                                       | FMS   |   |                 |   |                                |                              |  |
| HOTEL AND LODGING MANAGEMENT                         | HLM   |   |                 |   |                                |                              |  |
| HUMAN RESOURCES MANAGEMENT                           | HRM   |   |                 |   |                                |                              |  |
| MARKETING COMMUNICATIONS                             | MCS   |   |                 |   |                                |                              |  |
| QUICK SERVE RESTAURANT MANAGEMENT                    | QSRM  |   |                 |   |                                |                              |  |
| RESTAURANT AND FOOD SERVICE MANAGEMENT               | RFSM  |   |                 |   |                                |                              |  |
| RETAIL MERCHANDISING                                 | RMS   |   |                 |   |                                |                              |  |
| SPORTS AND ENTERTAINMENT MARKETING                   | SEM   |   |                 |   |                                |                              |  |
|  |       |   |                 |   |                                |                              |  |
| PERSONAL FINANCIAL LITERACY EVENT                    |       |   |                 |   |                                |                              |  |
| PERSONAL FINANCIAL LITERACY                          | PFL   | PERSONAL FINANCIAL LITERACY EXAM            | 1 PARTICIPANT   | 1 ROLE-PLAY<br>2 <sup>ND</sup> ROLE-PLAY FOR FINALS   | 10 MINUTES<br>PREPARATION TIME | 10 MINUTES<br>INTERVIEW TIME |  |
| BUSINESS OPERATIONS RESEARCH EVENTS                  |       |   |                 |   |                                |                              |  |
| BUSINESS SERVICES OPERATIONS                         | BSOR  | NO EXAM                                     | 14 PARTICIPANTS | PRESENT RESEARCH<br>AND STRATEGIC PLAN                | 20 PAGES<br>ALLOWED            | 15 MINUTES<br>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                                     | 14 PARTICIPANTS | PRESENT PROJECT                                       | 20 PAGES<br>ALLOWED            | 15 MINUTES<br>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                                     | 14 PARTICIPANTS | PRESENT PLAN  | 20 PAGES<br>ALLOWED            | 15 MINUTES<br>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                              | 14 PARTICIPANTS | PRESENT CAMPAIGN                                      | 10 PAGES<br>ALLOWED            | 15 MINUTES<br>INTERVIEW TIME |  |
| INTEGRATED MARKETING CAMPAIGN-PRODUCT                | IMCP  |   |                 |   |                                |                              |  |
| INTEGRATED MARKETING CAMPAIGN-SERVICE                | IMCS  |   |                 |   |                                |                              |  |
| PROFESSIONAL SELLING AND CONSULTING EVENTS           |       |   |                 |   |                                |                              |  |
| FINANCIAL CONSULTING                                 | FCE   | FINANCE EXAM                                | 1 PARTICIPANT   | CONSULTATION OR<br>SALES PRESENTATION                 | N/A                            | 15 MINUTES<br>INTERVIEW TIME |  |
| HOSPITALITY AND TOURISM PROFESSIONAL SELLING         | HTPS  | HOSPITALITY AND TOURISM EXAM                |                 |   |                                |                              |  |
| PROFESSIONAL SELLING                                 | PSF   | MARKETING EXAM                              |                 |   |                                |                              |  |
| ONLINE EVENTS  |       |   |                 |   |                                |                              |  |
| STOCK MARKET GAME                                    | SMG   | NO EXAM                                     | 14 PARTICIPANTS | PRESENT PORTFOLIO                                     | 10 PAGES<br>ALLOWED            | 15 MINUTES<br>INTERVIEW TIME |  |
| VIRTUAL BUSINESS CHALLENGE-ACCOUNTING                | VBCAC |   |                 |   |                                |                              |  |
| 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 8, 2025.  
 \*\*Written entries must follow the specifications in the Penalty Point Checklist. Consult the DECA Guide for complete details.