

**Principles of Business Administration Events– first-year marketing students and DECA members only – 10-minute prep and 10-minute role play**

Event   # of Participants = 1	Event Code	Cluster Exam	Summary
<a href="#">Principles of Business Management and Administration</a>	PBM	Business Administration Core	The business situation will use language associated with careers in Administrative Services, Business Information Management, General Management, Human Resources Management, and Operations Management.
<a href="#">Principles of Entrepreneurship</a>	PEN	Business Administration Core	The business situation will use language associated with careers in Entrepreneurship and Small Business ownership.
<a href="#">Principles of Finance</a>	PFN	Business Administration Core	The business situation will use language associated with careers in Accounting, Banking Services, Business Finance, Insurance and Securities, and Investments.
<a href="#">Principles of Hospitality and Tourism</a>	PHT	Business Administration Core	The business situation will use language associated with careers in Hotels, Restaurants, Tourism, and Travel.
<a href="#">Principles of Marketing</a>	PMK	Business Administration Core	The business situation will use language associated with careers in Marketing Communications, Marketing Management, Marketing Research, Merchandising, and Professional Selling.

**Team Decision Making Events– case study analysis in teams of two – 30-minute prep and 15-minute role play**

Event   # of Participants = 2	Event Code	Cluster Exam	Summary
<a href="#">Business Law and Ethics Team Decision Making</a>	BLTDM	Business Management and Administration	For the purposes of this event, business law is U.S. law and will include contracts, product liability, employment, and types of business ownership. The ethics component involves evaluating competing social values that may reasonably be argued from either side.
<a href="#">Buying and Merchandising Team Decision Making</a>	BTDM	Marketing	Employees in buying and merchandising positions get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling, and providing customer service.
<a href="#">Entrepreneurship Team Decision Making</a>	ETDM	Entrepreneurship	Entrepreneurship includes the ability to recognize opportunities and to act on them, determine needs, identify markets, utilize marketing research, identify sources of capital, and use management skills.
<a href="#">Financial Services Team Decision Making</a>	FTDM	Finance	Financial services refer to services offered in the finance industry by financial institutions. 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 planning purposes.
<a href="#">Hospitality Services Team Decision Making</a>	HTDM	Hospitality and Tourism	Hospitality services include marketing and management functions and tasks that can be applied in hotels, motels, lodging services, related convention services, and related food and beverage services.
<a href="#">Marketing Management Team Decision Making</a>	MTDM	Marketing	Marketing management includes marketing and management functions and tasks that can be applied broadly in a non-retail marketing environment.
<a href="#">Sports and Entertainment Marketing Team Decision Making</a>	STDM	Marketing	Sports and entertainment marketing includes marketing functions and tasks that can be applied in 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.
<a href="#">Travel and Tourism Team Decision Making</a>	TTDM	Hospitality and Tourism	Travel and tourism includes marketing and management functions and tasks that can be applied in enterprises engaged in passenger transportation, travel service, attracting and serving the traveling public, arranging tours or acting as independent ticket agencies, and other services incidental to the travel or tourism industry.

**Individual Series Events - interactive role play situation – 10-minute prep and 10-minute role play**

Event   # of Participants = 1	Event Code	Cluster Exam	Summary
<a href="#">Accounting Applications Series</a>	ACT	Finance	Students will be challenged to perform management functions and tasks focusing on the application of financial data to 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 planning purposes.
<a href="#">Apparel and Accessories Marketing Series</a>	AAM	Marketing	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.
<a href="#">Automotive Services Marketing Series</a>	ASM	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.
<a href="#">Business Finance Series</a>	BFS	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.
<a href="#">Business Services Marketing Series</a>	BSM	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.
<a href="#">Entrepreneurship Series</a>	ENT	Entrepreneurship	Students will be challenged to perform the ability to recognize opportunities and to act on them, determine needs, identify markets, utilize marketing research, identify sources of capital and use management skills.
<a href="#">Food Marketing Series</a>	FMS	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.
<a href="#">Hotel and Lodging Management Series</a>	HLM	Hospitality and Tourism	Students will be challenged to perform marketing and management functions and tasks in hotels, motels, lodging services, convention services, and food and beverage services.
<a href="#">Human Resources Management Series</a>	HRM	Business Management and Administration	Students will be challenged to perform management functions and tasks focusing on staffing, recruitment, selection, training, performance appraisal, compensation and safety training.
<a href="#">Marketing Communications Series</a>	MCS	Marketing	Students will be challenged to perform marketing communications and functions and tasks that inform, persuade, or remind a target market of ideas experiences, goods or services.
<a href="#">Quick Serve Restaurant Management Series</a>	QSRM	Hospitality and Tourism	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.
<a href="#">Restaurant and Food Service Management Series</a>	RFSM	Hospitality and Tourism	Students will be challenged to perform marketing and management functions and tasks in a full-service restaurant or a food-service business.
<a href="#">Retail Merchandising Series</a>	RMS	Marketing	Students will be challenged to perform marketing and management functions and tasks that can be applied in any retail establishment.
<a href="#">Sports and Entertainment Marketing Series</a>	SEM	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.

**Personal Financial Literacy Event - role plays are based around making personal financial decisions – 10-minute prep and 10-minute role play**

Event   # of Participants = 1	Event Code	Cluster Exam	Summary
<a href="#">Personal Financial Literacy</a>	PFL	Personal Financial Literacy	Students will be assessed on their knowledge of areas such as: financial responsibility and decision making, income and careers, planning and money management, credit and debt, risk management and insurance, and saving and investing.

**Business Operations Research Events - students conduct research studies – 20-page paper with 15-minute presentation**

Event   # of Participants = 1-3	Event Code	Cluster Exam	Summary
<a href="#">Business Services Operations Research</a>	BOR	No Exam	Business Services includes human resources, information technology and personal and contracted services businesses.
<a href="#">Buying and Merchandising Operations Research</a>	BMOR	No Exam	Buying and Merchandising includes retail and wholesale businesses that provide consumer goods.
<a href="#">Finance Operations Research</a>	FOR	No Exam	Finance includes banks, credit unions, accounting, investments and other financial businesses.
<a href="#">Hospitality and Tourism Operations Research</a>	HTOR	No Exam	Hospitality and Tourism includes hotels, restaurants and tourism-related businesses.
<a href="#">Sports and Entertainment Marketing Operations Research</a>	SEOR	No Exam	Sports and Entertainment Marketing includes businesses that conduct sporting and/or entertainment events.

**Project Management Events - participants plan, implement and evaluate a project – 20-page paper with 15-minute presentation**

Event   # of Participants = 1-3	Event Code	Cluster Exam	Summary
<a href="#">Business Solutions Project</a>	PMBS	No Exam	<b>Business Solutions</b> uses the project management process to work with a local business to identify a specific problem with the current business operations and implement a solution. Examples include talent acquisition, employee on-boarding, policies and procedures, technology integration, customer service improvement, safety operations, marketing and promotion activities, and productivity and output enhancement.
<a href="#">Career Development Project</a>	PMCD	No Exam	<b>Career Development</b> uses the project management process to promote/educate the knowledge and skills needed for careers in marketing, finance, hospitality, management and entrepreneurship. Examples include career fairs, summer boot camps, professional dress seminars, resume development workshops, career exploration initiatives, mock interviews, educational paths, career paths, workplace re-entry and mentor programs.
<a href="#">Community Awareness Project</a>	PMCA	No Exam	<b>Community Awareness</b> uses the project management process to raise awareness for a community issue or cause. Examples include day of service, distracted driving, driving under the influence, bullying, disease awareness, mental illness awareness, drug awareness, ethics, environmental and green issues, and vaping.
<a href="#">Community Giving Project</a>	PMCG	No Exam	<b>Community Giving</b> uses the project management process to raise funds or collect donations to be given to a cause/charity. Examples include food bank donations, homeless shelters, 5K's, sports tournaments, auctions, banquets, item collections, holiday drives, adopt a family, etc.
<a href="#">Financial Literacy Project</a>	PMFL	No Exam	<b>Financial Literacy</b> uses the project management process to promote the importance of financial literacy, including spending and saving, credit and debt, employment and income, investing, risk and insurance and financial decision making. Examples include organizing and implementing seminars for students (elementary, middle, high and post-secondary), tax preparation assistance, retirement planning, student loan workshops.
<a href="#">Sales Project</a>	PMSP	No Exam	<b>Sales Project</b> uses the project management process to raise funds for the local DECA chapter. Examples include sports tournaments, t-shirt sales, 5Ks, school merchandise sales, catalog sales, sponsorship development initiatives, fashion shows, pageants, restaurant nights, value cards, and yearbook sales.

## Online Events

Event   # of Participants	Event Code	Cluster Exam	Summary
<a href="#">Stock Market Game</a> (20 slide pitch-deck, 1-3 participants, 15 minutes presentation)	SMG	No Exam	Participants in the SIFMA Foundation Stock Market Game develop and manage an online investment portfolio of stocks, mutual funds, bonds, ESG investments, and cash. The Stock Market Game is available via web browser on any device or on The Stock Market Game mobile app available on Android or Apple. SMG allows DECA members to test their investment knowledge and skills against other DECA members in an online competition. The goal of the competition is to provide participants with the skills needed to be successful in their future financial lives by managing a diversified investment portfolio.
<a href="#">Virtual Business Challenge-Accounting</a> (1-3 participants)	VBCAC	No Exam	Participants will use forensic accounting to identify fraud & errors and use managerial accounting techniques to maximize profits. Participants will analyze accounting documents such as T-accounts, worksheets, journals & the general ledger as well as source documents such as time sheets, customer invoices, pay records and more in order to identify issues.
<a href="#">Virtual Business Challenge-Entrepreneurship</a> (1-3 participants)	VBCEN	No Exam	Participants will conduct market research, spot new business opportunities and take the plunge by embarking on their very own entrepreneurial venture with 20 different businesses to choose from. Participants will implement new business strategies via requesting financing, building their team, acquiring resources, setting prices, developing their marketing and more. Participants will analyze market data, interpret financial reports and apply critical thinking and decision-making skills in order to make their entrepreneurial venture as successful as possible.
<a href="#">Virtual Business Challenge-Fashion</a> (1-3 participants)	VBCFA	No Exam	Participants will scour runway and street blogs for emerging and viral fashion trends; manage marketing, business and fashion-specific concepts such as design, buying, pricing and markdowns, social media promotion, window display and merchandising within their own fashion design business; and interpret actions, charts and reports, such as the Income Statement and the Instatrend report in order to make strategic marketing decisions for their fashion business to optimize profitability.
<a href="#">Virtual Business Challenge-Hotel Management</a> (1-3 participants)	VBCHM	No Exam	Participants will manage various aspects of a hotel, such as determining room rates, making bids on group sales, and setting front desk and housekeeping staffing schedules. Participants will monitor their competitors, analyze various reports and financial information, as well as keep a close watch on ratings and social media feedback.
<a href="#">Virtual Business Challenge-Personal Finance</a> (1-3 participants)	VBCPF	No Exam	Participants will manage bank accounts, credit and debit cards, bills, credit scores, taxes, insurance, and investing. Participants will interpret actions, charts, and graphs to make strategic financial decisions and optimize net worth.
<a href="#">Virtual Business Challenge-Restaurant</a> (1-3 participants)	VBCRS	No Exam	Participants will manage specific marketing and business concepts such as market research, menu design and pricing, advertising strategies, and purchasing within a restaurant. Participants will interpret actions, reports, and financial information in order to make strategic marketing decisions for their restaurant to optimize profitability.
<a href="#">Virtual Business Challenge-Retail</a> (1-3 participants)	VBCRT	No Exam	Participants will manage specific marketing concepts such as pricing, purchasing, and promotion within a convenience store. Participants will interpret actions, charts, and graphs in order to make strategic marketing decisions for their store to optimize profitability.
<a href="#">Virtual Business Challenge-Sports</a> (1-3 participants)	VBCSP	No Exam	Participants will manage specific marketing concepts such as ticket pricing, media planning, and sponsorships within a football franchise. Participants will interpret actions, charts, and graphs in order to make strategic marketing decisions for their franchise to optimize profitability.

**Entrepreneurship Events – explore entrepreneurial concepts from idea generation to growing a business – paper with 15-minute presentation**

<b>Event   # of Participants = varies based on guidelines</b>	<b>Event Code</b>	<b>Cluster Exam</b>	<b>Summary</b>
<a href="#">Innovation Plan</a> (20 slide pitch deck)	EIP	No Exam	The Innovation Plan Event involves the idea generation and opportunity recognition needed to take advantage of market opportunities to introduce a new business, product or service. Any type of business, product or service may be used.
<a href="#">Start-Up Business Plan</a> (20 slide pitch deck)	ESB	No Exam	The purpose of the Start-Up Business Plan Event is to provide an opportunity for participants to develop and present a proposal to form a business. The event provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity.
<a href="#">Independent Business Plan</a> (20 pages)	EIB	No Exam	The Independent Business Plan Event involves the development of a comprehensive proposal to start a new business. Any type of business may be used.
<a href="#">International Business Plan</a> (20 pages)	IBP	No Exam	The International Business Plan Event involves the development of a proposal to start a new business venture in an international setting. Any type of business may be used.
<a href="#">Business Growth Plan</a> (20 pages)	EBG	No Exam	The Business Growth Plan involves the idea generation and strategy development needed to grow an existing business. Participants in the Business Growth Plan will analyze their current business operations and identify opportunities to grow and expand the business. Options may include franchising, expanding into new markets, opening a second location, licensing agreements, merging with or acquiring another business, diversifying product lines, forming strategic alliances with other businesses, expanding to the Internet, etc.
<a href="#">Franchise Business Plan</a> (20 pages)	EFB	No Exam	The purpose of the Franchise Business Plan Event is designed for participants to present a comprehensive business plan proposal to buy into an existing franchise. The participant seeks to become a franchisee. The Franchise Business Plan Event includes the development and presentation of various aspects of a plan to form a business. The event provides an opportunity for a participant to develop and demonstrate mastery of essential knowledge and skills as they apply to the analysis of a business opportunity, the development of a marketing/promotion plan and the development of a financial plan.

**Integrated Marketing Campaign Events – 20 slide pitch deck with 15-minute presentation**

<b>Event   # of Participants = 1-3</b>	<b>Event Code</b>	<b>Cluster Exam</b>	<b>Summary</b>
<a href="#">Integrated Marketing Campaign - Product</a>	IMCP	Marketing	Integrated Marketing Campaign—Product includes a campaign that is related to any hard/soft line retail products, including e-commerce. Examples include apparel and accessories, retail products, etc.
<a href="#">Integrated Marketing Campaign - Service</a>	IMCS	Marketing	Integrated Marketing Campaign—Service includes a campaign that is related to any service or intangible product. Examples may include pet services, golf lessons, healthcare services, salons, restaurants, amusement parks, etc.
<a href="#">Integrated Marketing Campaign - Event</a>	IMCE	Marketing	Integrated Marketing Campaign—Event includes a campaign that is related to any sports and entertainment event and/or company event. Examples include concerts, festivals, fairs, tournaments, pet adoption day, charity events, etc.

**Professional Selling and Consulting Events - organize and present a sales presentation or consultation – 15-minute presentation**

Event   # of Participants = 1	Event Code	Cluster Exam	Summary
<a href="#">Financial Consulting</a>	FCE	Finance	For 2025-2026, you will assume the role of a financial consultant who specializes in advising small business owners and entrepreneurs. A potential new client, a local artist who sells paintings, prints, sculptures, etc., has recently turned their passion into a successful online business. The potential new client has scheduled a meeting with you to discuss strategies for managing the rapid growth.
<a href="#">Hospitality and Tourism Professional Selling</a>	HTPS	Hospitality and Tourism	For 2025-2026, you will assume the role of director of sales for a company specializing in social media influencer partnership strategy. The vice president of marketing for a local convention and visitors bureau has scheduled a meeting with you to discuss using your services to create an influencer program to drive brand awareness, increase hotel occupancy, and create authentic visitor engagement.
<a href="#">Professional Selling</a>	PSE	Marketing	For 2025-2026, you will assume the role of a sales representative for a company that specializes in subscription-based employee training and development platforms. A local non-profit executive director has scheduled a meeting with you to explore how your platform can help upskill their staff, improve customer service, and increase employee retention. The executive director is particularly interested in solutions that are cost-effective, easy to implement, and tailored to the unique challenges of the non-profit industry

**NEW MEXICO ONLY EVENTS**

Event   # of Participants = varies based on guidelines	Event Code	Cluster Exam	Summary
<a href="#">NM DECA Promotion Event</a>	DPE	No Exam	To encourage DECA members to analyze the general public's understanding of DECA and to use technology to produce a visual promotion announcement that informs the community about NM DECA. In this event, teams consisting of one to two (1-2) members will produce a 30-second visual promotion announcement. The video will promote NM DECA, bring awareness to NM DECA, or educate the public about NM DECA.
<a href="#">NM DECA Banner Event Banner Theme</a>	BAN	No Exam	To encourage DECA Chapters to creatively connect with the National DECA Theme each year.
<a href="#">Dr. Finical Quiz Bowl</a>	DQB	No Exam	To encourage DECA members to participate in a competition displaying their knowledge of marketing, finance, entrepreneurship, hospitality and tourism, parliamentary procedure, and a variety of other topics. This is set up in a Knowledge Bowl-type competition.