



www.VADECA.org

www.DECA.org

MISSION STATEMENT

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management



GUIDING PRINCIPLES

DECA'S COMPREHENSIVE LEARNING PROGRAM

INTEGRATES INTO
CLASSROOM
INSTRUCTION

APPLIES
LEARNING

PROMOTES
COMPETITION

CONNECTS
TO BUSINESS

GUIDING PRINCIPLES

DECA PREPARES THE NEXT GENERATION TO BE

ACADEMICALLY
PREPARED

COMMUNITY
ORIENTED

PROFESSIONALLY
RESPONSIBLE

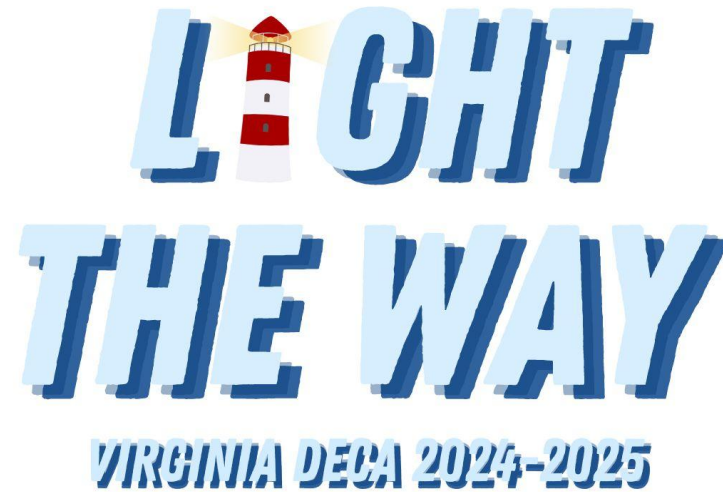
EXPERIENCED
LEADERS

DECA Membership 24-25 Video

DECA
Membership
Theme
24-25



**Virginia DECA
2024 - 2025 Theme**





What is DECA?

DECA is your professional student organization!

It is a co-curricular student organization. (Not a club!)

Co-curricular means an activity at a school or college pursued in addition to the normal course of study.

You will see DECA lessons, projects, and competition prep throughout your marketing classes.

You can join DECA in your marketing classes!

DECA - Across the Globe



225,000

Members

3,700

High School Chapters

215

Collegiate Chapters

5,500

Advisors

DECA Inc. is a 501(c)(3) not-for-profit student organization with more than 225,000 members in all 50 United States, Canada, Guam, Puerto Rico and Germany. The United States Congress, the United States Department of Education and state, district and international departments of education authorize DECA's programs.

Why become a member?

- Members prepare for careers in marketing, finance, hospitality, management and entrepreneurship.
- You'll have the opportunity to become an academically prepared, community oriented, professionally responsible, experienced leader.
- From community service projects, competitive events, educational conferences, leadership positions, networking and social media, you'll attain the knowledge and skills you need to be college and career ready.

More answers [here!](#)





What do I do as a member?

- Attend meetings
- Participate in community service
- Compete in DLC, SLC, ICDC
- Hold Leadership Positions
- Field trips
- Networking events
- Apply for scholarships



District Leadership Conference

December 5th (weather date: December 10th)

Chesterfield Towne Center



VA DECA ACRONYMS?



DLC - December 5, 2024
Chesterfield Town Center
10 minutes to Read Event and Prepare
10 minute presentation with a judge (1:1)
If you place 1st-3rd (possibly 4th) in your event, you move on to SLC.

SLC - February 28 - March 2, 2025
Virginia Beach, Virginia
If you place 1st or 2nd in your event, you move on to ICDC

ICDC - April 26-29, 2025 (+travel days)
Orlando, Florida



VA DECA
State Leadership Conference
March 1-3, 2024
Virginia Beach

DECA

ICDC 23-24



FOR FRESHMAN ONLY / VIRGINIA ONLY EVENTS



DLC > SLC (VA Only not part of ICDC)




10 MINUTE PREP & 10 MINUTE ROLE PLAY - NO EXAM. SIGN UP FOR THIS EVENT FOR DISTRICT LEADERSHIP CONFERENCE.

- **Job Interview** = Online Application The business situation is a mock interview for a position as presented in the role play.
- **Selling** - No Exam The business situation involves the Seven Steps of Selling. Competitor will be asked to role play selling a particular product to the judge in a setting as outline in the role play.

Principles of Business Administration (New to DECA 9th-12th)

DLC > SLC > ICDC

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION	PBM	BUSINESS ADMINISTRATION CORE EXAM	 1 PARTICIPANT	 1 ROLE-PLAY 2 ND ROLE-PLAY FOR FINALS	 10 MINUTES PREPARATION TIME	 10 MINUTES INTERVIEW TIME
PRINCIPLES OF ENTREPRENEURSHIP	PEN					
PRINCIPLES OF FINANCE	PFN					
PRINCIPLES OF HOSPITALITY AND TOURISM	PHT					
PRINCIPLES OF MARKETING	PMK					

Individual Series Events

DLC > SLC > ICDC

INDIVIDUAL SERIES EVENTS

ACCOUNTING APPLICATIONS	ACT	FINANCE EXAM	   
APPAREL AND ACCESSORIES MARKETING	AAM	MARKETING EXAM	
AUTOMOTIVE SERVICES MARKETING	ASM	MARKETING EXAM	
BUSINESS FINANCE	BFS	FINANCE EXAM	
BUSINESS SERVICES MARKETING	BSM	MARKETING EXAM	
ENTREPRENEURSHIP	ENT	ENTREPRENEURSHIP EXAM	
FOOD MARKETING	FMS	MARKETING EXAM	
HOTEL AND LODGING MANAGEMENT	HLM	HOSPITALITY AND TOURISM EXAM	
HUMAN RESOURCES MANAGEMENT	HRM	BUSINESS MANAGEMENT AND ADMINISTRATION EXAM	
MARKETING COMMUNICATIONS	MCS	MARKETING EXAM	
QUICK SERVE RESTAURANT MANAGEMENT	QSRM	HOSPITALITY AND TOURISM EXAM	
RESTAURANT AND FOOD SERVICE MANAGEMENT	RFSM	HOSPITALITY AND TOURISM EXAM	
RETAIL MERCHANDISING	RMS	MARKETING EXAM	
SPORTS AND ENTERTAINMENT MARKETING	SEM	MARKETING EXAM	

Personal Financial Literacy Event

DLC > SLC > ICDC





PERSONAL FINANCIAL LITERACY EVENT

PERSONAL FINANCIAL LITERACY	PFL	PERSONAL FINANCIAL LITERACY EXAM				
-----------------------------	-----	----------------------------------	--	--	--	--

DECA (9th-12th) - Team Decision Making

****TEAM DECISION** - If you don't place at DLC, but have high scores, you might qualify to can attend SLC in TEAM. There are limited spots.**

SLC > ICDC

TEAM DECISION MAKING EVENTS			
BUSINESS LAW AND ETHICS	BLTDM	BUSINESS MANAGEMENT AND ADMINISTRATION EXAM	 2 PARTICIPANTS
BUYING AND MERCHANDISING	BTDM	MARKETING EXAM	
ENTREPRENEURSHIP	ETDM	ENTREPRENEURSHIP EXAM	
FINANCIAL SERVICES	FTDM	FINANCE EXAM	
HOSPITALITY SERVICES	HTDM	HOSPITALITY AND TOURISM EXAM	
MARKETING MANAGEMENT	MTDM	MARKETING EXAM	
SPORTS AND ENTERTAINMENT MARKETING	STDm	MARKETING EXAM	
TRAVEL AND TOURISM	TTDM	HOSPITALITY AND TOURISM EXAM	
			 1 CASE STUDY 2 ND CASE STUDY FOR FINALS
			 30 MINUTES PREPARATION TIME
			 15 MINUTES INTERVIEW TIME

*****New Event*****
SLC Entrepreneurship Pitch Lab



Prepared Events **SLC > ICDC**



BUSINESS OPERATIONS RESEARCH EVENTS

BUSINESS SERVICES OPERATIONS	BOR	NO EXAM			20 PAGES ALLOWED	
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			20 PAGES ALLOWED	
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				
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			10 PAGES ALLOWED	
INTEGRATED MARKETING CAMPAIGN-PRODUCT	IMCP					
INTEGRATED MARKETING CAMPAIGN-SERVICE	IMCS					

PROFESSIONAL SELLING AND CONSULTING EVENTS

FINANCIAL CONSULTING	FCE	FINANCE EXAM			N/A	
HOSPITALITY AND TOURISM PROFESSIONAL SELLING	HTPS	HOSPITALITY AND TOURISM EXAM				
PROFESSIONAL SELLING	PSE	MARKETING EXAM				



Online Events - Qualifying Event

ONLINE EVENTS						
STOCK MARKET GAME	SMG			PRESENT PORTFOLIO	10 PAGES ALLOWED	15 MINUTES INTERVIEW TIME
VIRTUAL BUSINESS CHALLENGE-ACCOUNTING	VBCAC	NO EXAM	1-3 PARTICIPANTS	N/A	N/A	N/A
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					

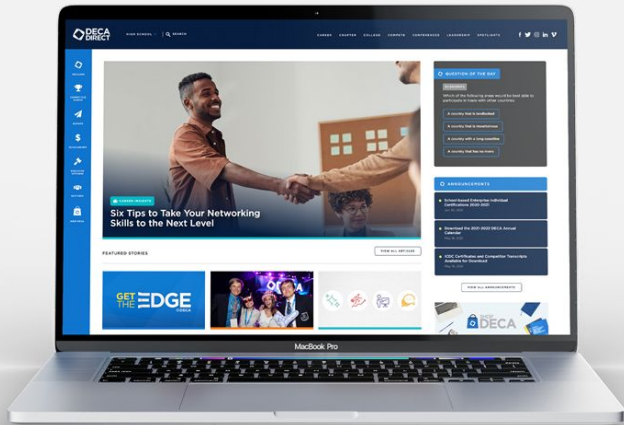
*Written Event Qualifiers for the DECA International Career Development Conference must electronically submit the written entry to the online portal between March 27 - April 8, 2025.

*Written entries must follow the specifications in the Penalty Point Checklist. Consult the DECA Guide for complete details.

www.deca.org/compete

DECA Direct Online

www.DECAdirect.org
communications@deca.org



DECA Direct Online is the one-stop location for news, tips and resources for members and advisors, making it an exceptional member benefit.

Resources include information on career insights, chapter strategy, college success, conferences and events, competition tips, member spotlights, leadership advice, partner opportunities, and more

Get information quickly through the Announcements and Calendar sections

Practice for competitive events with the Exam Question of the Day and Case Study of the Week

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management



CEO [Advisor]



President



VP of Leadership



VP of Career Development



VP of Marketing



VP of Finance



VP of Hospitality



CHAPTER OFFICER DUTIES AND STRUCTURE

Advisors



CEO [Advisor]

DECA Student Leader



President

President
Position
Overview

Practice the "Entrepreneurial" and "Management" elements of DECA's Mission Statement. Responsible for connecting with Chartered Association Officers and establishing chapter vision, management, and organization that ensures each chapter officer has the training, support, accountability, and resources to deliver a powerful DECA experience for each DECA member.

Model Chapter Executive Team



VP of
Leadership



VP of Career
Development



VP of
Marketing



VP of
Finance



VP of
Hospitality

Position
Overview

Practices the "Emerging Leaders" element of the DECA Mission. Responsible for all non-competitive event career and leadership activities.

Practices the "Careers" element of the DECA mission. Responsible for chapter participation, preparation, and performance in Competitive Events

Practices the "Marketing" element of the DECA mission. Responsible for initial member recruitment, branding, promotions.

Practices the "Finance" element of the DECA Mission. Responsible for chapter budgeting, accounting and fund development efforts.

Puts into practice the "Hospitality" element of the DECA Mission. Responsible for connecting members to a welcome, value-filled, fun educational experience.

Team Structure

Leadership Team	Career Development Team	Marketing Team	Finance Team	Hospitality Team
<ul style="list-style-type: none"> • DECA Campaigns Director • Community Service Director • School Service Director • Conference Director • Recognition/Scholarships Director • Leadership Training Director • Freshman Class Director • Sophomore Class Director • Junior Class Director • Senior Class Director 	<ul style="list-style-type: none"> • DECA Challenges Director • Principles Events Director • Series Events Director • Written Events Director • Online Events Director • Principles of Business Administration Events Director • Management Team Decision Making Events Director • Individual Series Events Director • Business Operations Research Events Director • Chapter Team Events Director • Marketing Representative Events Director • Professional Selling Events Director 	<ul style="list-style-type: none"> • Creative Director • Member Recruitment Director • Digital Media Director • Public Relations Director • School Relations Director • Community Relations Director • Social Media Director • Website Director • Chapter Newsletter Director 	<ul style="list-style-type: none"> • Partnerships Director • Local Advocacy Director • Event Fundraising Director • Member Fundraising Director • School-based Enterprise Director • Budget Director • Accounting Director 	<ul style="list-style-type: none"> • New Member Director • Member Experiences Director • Chapter Meetings Director • Chapter Events Director • Alumni & Professional Member Director • Ambassador Director • DECA Mentor Director

Sample Project Manager/Leadership Positions

These could be appointed positions to committees or positions that fit your chapter size, goals and interests.



To learn more about
**DECA Competitive
Events:**

[DECA Guide](#)

[DECA Competition
Poster](#)



In addition to an official membership card and pin, DECA members have exclusive access to all of the college and career preparation opportunities DECA provides These include:

- Four issues of the DECA Direct digital magazine
- Participation in DECA's Competitive Events Program to demonstrate their knowledge and earn recognition
- Opportunities to attend conferences designed to prepare them for college and careers
- Access to \$200,000 in scholarships and more!
- DECA membership is for one school year, culminating June 30 of each year.

CAMP DECA - September

