

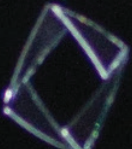


GUIDE

COMPREHENSIVE LEARNING PROGRAM | COMPETITIVE EVENT GUIDELINES




**COLLEGIATE
DECA.**
INTERNATIONAL
CAREER DEVELOPMENT CONFERENCE
International Marketing
**INTERNATIONAL
CHAMPION**
Washington, DC
2018


**COLLEGIATE
DECA.**
INTERNATIONAL
CAREER DEVELOPMENT CONFERENCE
International Marketing
**INTERNATIONAL
CHAMPION**
Washington, DC

www.collegiatedeca.org



GREETINGS!

It's a new year and we're excited to help you get **#ReadyForIt**.

With Collegiate DECA, your students will be **READY** for the opportunities ahead. Collegiate DECA's 25 competitive events offer fun, challenging experiences that help students explore various industries and career paths. Collegiate DECA works with you to supplement the instruction you're delivering every day. We're proud to provide programming that introduces students to workplace competencies and makes academic content accessible by providing it in a hands-on context through DECA's Comprehensive Learning Program.

The Collegiate DECA Guide provides all the information and updates you need to have a successful year. Explore our competitive events and check out this year's calendar. With so many resources in this one book, you will be **READY** to lead your students through their most successful year yet. Your Collegiate DECA Guide includes a breakdown of all the requirements and performance indicators for every event Collegiate DECA offers, making it a great tool for you and your students this year.

This year will bring exciting things to the world of Collegiate DECA. The DECA Inc. staff has worked hard to provide every resource to help you and your students excel in the classroom and beyond. ICDC 2019 in Orlando will be here before we know it.

Are you Ready For It?

Sincerely,

A handwritten signature in black ink that reads "Lou DiGioia".

Lou DiGioia, CAE
Executive Director
DECA Inc.




DECA Inc. is a 501(c)(3) not-for-profit student organization that prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management. With more than 225,000 members, DECA operates in all 50 United States, the District of Columbia, Canada, China, Germany, Guam, Mexico, Puerto Rico and Spain. The United States Congress, the United States Department of Education and the state and international departments of education authorize DECA's programs. For more information, visit www.deca.org. Copyright © 2018, DECA Inc. All rights reserved.

DECA Inc. is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status, are treated equally and respectfully. Any behavior in the form of discrimination, harassment or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate.

REVISED 9/18

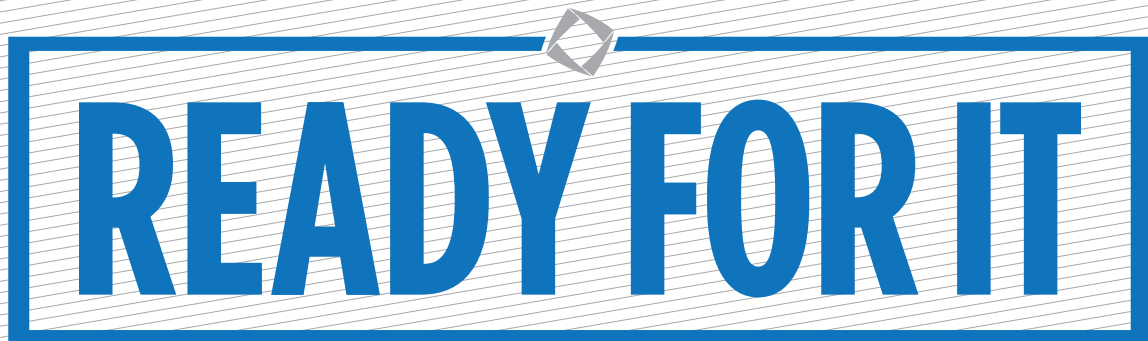
WWW.DECA.ORG



- 
- 4 READY FOR IT**
 - 5 CALENDAR**
 - 6 COMPREHENSIVE LEARNING PROGRAM**
 - 13 COLLEGIATE DECA'S COMPETITIVE EVENTS**
 - 16 INDIVIDUAL CASE STUDY EVENTS**
 - 20 TEAM CASE STUDY EVENTS**
 - 24 WRITTEN ENTRY CHECKLIST**
 - 25 WRITTEN STATEMENT OF ASSURANCES**
 - 26 PREPARED BUSINESS PRESENTATION EVENTS**

EMERGING LEADERS AND ENTREPRENEURS

IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT



READY FOR IT

Life moves pretty fast - one day you're a freshman just beginning your college journey and the next thing you know you're standing in line waiting to receive your diploma and walk across that stage.

Are you **READY FOR IT?**

Are you **ready** for your **career**? Knowing what career paths interest you the most, going on interviews and networking with business professionals?

Are you **ready** for the rest of your **life**? Juggling assignments, leading teams and making tough decisions every day that impact those around you?

Thanks to DECA, you're **READY FOR IT.**

You're ready to pursue the career you know you'll enjoy because you've already experienced industries like marketing, finance, business administration and hospitality. **You're ready** to get your dream job because after a DECA role-play, a job interview is a walk in the park.

You're ready to lead a team to success because you've already been a chapter or association leader. **You're ready** to take on any challenges life throws your way because you were a DECA member.

If you want to prepare yourself for a future filled with opportunities and achievements, then you're ready to join DECA.

So, the question is, are you **READY FOR IT?**

SEP

24
Stock Market Game
begins—Round 1

OCT

5-8
MBA Research Conclave
Kansas City, MO

10
ENGAGE conference
registration and
housing due

NOV

DECA MONTH

1
Honorary Life
Membership
Award Candidate
Nomination due

Outstanding Service
Award Candidate
Nomination due

8-10
ENGAGE,
New York City, NY

9
DECA Idea Challenge
begins

12-18
Global
Entrepreneurship
Week

15
Initial online
membership
dues

Membership Campaign
Goal—online
membership system
submissions

18
DECA Idea Challenge
entries due

28-Dec. 1
ACTE CareerTech VISION
San Antonio, TX

30
Stock Market Game
ends—Round 1

DEC

3
Membership Campaign
Goal—25 or more
submitted

Honorary Life
Membership Award due

Outstanding Service
Award Application
Packet due

JAN

18
Student scholarship
applications due

22
DECA Idea Challenge
Global winners
announced

FEB

1
Intent to Run for
Executive Office Form
due

4
Stock Market Game
begins—Round 2

15
Collegiate DECA
membership
submission and dues
deadline for ICDC
event competitors

Collegiate DECA
Academic Honor Award
applications due

Leadership Passport
Award submission
deadline

Chapter Leadership
Award submission
deadline

Community Service
Award submission
deadline

28
Membership Campaign
Goal—membership
increase submitted

MAR

CTE MONTH

1
Association
Administrator of the
Year Award recipients
due

Association Chapter
Advisor of the Year
Award recipients due

4
Advisor scholarship
applications postmark
deadline

Executive
Officer Candidate
applications due

7
Advocacy Campaign
submission deadline

15
Collegiate DECA ICDC
registration due (to
DECA Inc.)

Collegiate DECA ICDC
hotel reservations due
to Hilton Orlando Lake
Buena Vista

26
Online testing for
Collegiate ICDC begins

29
Recipients of student,
advisor and chapter
recognition announced

APR

3
Online testing for
Collegiate DECA ICDC
ends

12
Stock Market Game
ends—Round 2

13-16
Collegiate DECA
International Career
Development
Conference,
Orlando, FL

2018-2019



STAY CONNECTED

COLLEGIATE DECA DIRECT WEEKLY

Collegiate DECA Direct Weekly is the Collegiate DECA newsletter for members and advisors. Sign up today to get Collegiate DECA news, information and resources delivered to your inbox every Tuesday.

■ [SIGN UP TODAY](#)

DECADIRECT.ORG

DECA Direct Online is your online hub for news, updates and best practices. Keep up with everything Collegiate DECA, including conferences, competitions, and career advice by visiting decadirect.org.

■ www.decadirect.org

COLLEGIATEDECA.ORG

Access all the Collegiate DECA key information at deca.org. You'll find conference details, competitive event guidelines, calendars, links and more – all at your fingertips.

■ www.collegiatedeca.org

SOCIAL MEDIA

Join the conversation! Follow @decainc on Twitter, Instagram, Facebook and Snapchat to stay in-the-know. You'll gain access to videos, images and updates from the Collegiate DECA community.

■ www.deca.org/communications



MEMBERSHIP RECRUITMENT

MEMBERSHIP CAMPAIGN

Drive your chapter's membership using the Collegiate DECA Membership Campaign. Your chapter can earn recognition and rewards not only for growing your chapter, but also for submitting membership by set deadlines, thus engaging your members early in the academic year.

THE DEADLINES FOR RECOGNITION ARE NOVEMBER 1, DECEMBER 1 AND MARCH 1

FOR COMPLETE GUIDELINES

■ www.deca.org/college-programs/college-chapter-campaigns

MEMBERSHIP RECRUITMENT IDEAS

Host a table at your campus organization fair or other events – take every opportunity you can to get your name out there in front of lots of students. Split your time amongst your chapter officers, and check out our official Collegiate DECA merch to amp up your table at shopdeca.org.

Visit Classrooms – ask teachers in classes related to DECA's core areas (marketing, finance, hospitality, management and entrepreneurship) if you can share information on Collegiate DECA in their classes.

Get Social – many colleges have Facebook groups or pages where students can share information about upcoming events, ask questions about classes and more. These pages are a great opportunity for you to promote your chapter to incoming freshmen! In addition, be sure to interact with your school's outlets on your chapter's social media pages for more visibility.



The Collegiate DECA Leadership Passport Program encourages local chapters and individual members to plan activities and participate in events that enhance the experiences of members. The Leadership Passport Program rewards action taken by individual members and chapters that build personal and professional skill sets focused around helping members be academically successful, career ready, community oriented, professionally responsible and experienced leaders. Members and chapters earning the various levels of passport success will be recognized on DECA Direct Online and at the Collegiate DECA International Career Development Conference (ICDC).

- The **Individual Leadership Passport Program** provides student members a guide for year-round engagement and enhances the benefits of membership in Collegiate DECA. Activities are categorized using DECA's guiding principles in an effort to encourage a well-rounded college/university experience. There are two levels of achievement: gold and blue. The deadline for submission is **February 15, 2019**.
- The **Chapter Leadership Passport Program** provides chapters a guide for year-round engagement, enhancing the benefits received from membership in Collegiate DECA. Activities are categorized using DECA's guiding principles in an effort to encourage chapters to develop and participate in a wide range of activities that appeal to many different interests and contribute to the goals of your campus. There are three levels of achievement: executive, diplomat and presidential. The deadline for submission is **February 15, 2019**.

FOR COMPLETE GUIDELINES AND THE ONLINE SUBMISSION

■ www.deca.org/college-programs/passport-program



ADVOCACY CAMPAIGN

Advocate for Collegiate DECA during Career and Technical Education Month in February! Complete one outreach activity to public policymakers, one community outreach activity and one campus outreach activity. Additionally, you must submit one article about your chapter's advocacy to DECA Direct Online.

THE DEADLINE FOR SUBMISSION IS MARCH 7, 2019.

FOR COMPLETE GUIDELINES AND ONLINE SUBMISSION

■ www.deca.org/college-programs/college-chapter-campaigns

SCHOLARSHIPS

Each year, DECA's corporate partners provide scholarships to DECA and Collegiate DECA members. DECA scholarships are strictly merit based and are administered based on guidelines set by the donor.

THE DEADLINE TO APPLY FOR SCHOLARSHIPS IS JANUARY 18, 2019.

FOR COMPLETE GUIDELINES AND ONLINE SUBMISSION

■ www.deca.org/college-programs/scholarships-college



RECOGNITION AWARDS

The **Chapter Leadership Award** recognizes Collegiate DECA student members for their leadership on their campus and with their chapter. In addition to students who are members of a campus-based chapter, individual members are also eligible for this award based on efforts to establish a campus-based chapter. Each campus may nominate up to two members for this award. These members can be officers, but it is not a requirement. This is a recognition award, NOT a competition.

The **Association Leadership Award** is designed to recognize Collegiate DECA student members for their leadership at the association (state/provincial/territorial) level. Each association may nominate up to two student members for this award. These members can be officers, but it is not a requirement. The nomination must be approved by the association advisor. This is a recognition award, NOT a competition.

The **Collegiate DECA Community Service Award** is designed to recognize Collegiate DECA chapters for civic activities performed in their community. The activity may include any community service or civic activity the chapter completes during the current school year. In addition to campus-based chapters, individual members are also eligible for this award.

The **Collegiate DECA Academic Honor Award** recognizes Collegiate DECA members for their academic excellence, leadership and involvement in Collegiate DECA. To receive the Collegiate DECA Academic Honor Award, a student must: be a paid Collegiate DECA member, have completed a minimum 12 academic semester hours or the equivalent with an overall cumulative grade point average of 3.5 (with 4.0 being equal to an A; transcript must be attached to application), and participate in at least three of the areas listed under each of the three major categories: Collegiate DECA activities, leadership and community/school activities.

FOR COMPLETE GUIDELINES AND THE ONLINE SUBMISSION

■ www.deca.org/college-programs/college-recognition-awards

EDUCATIONAL CONFERENCES

ENGAGE

November 8-10, 2018 | Wyndham New Yorker | New York City

DECA's ENGAGE Conference will challenge Collegiate DECA members to understand their career interests, skills and experiences and empower them to stand out among the competition. A blend of career and leadership coaching, industry presentations and site visits in New York City, ENGAGE will connect Collegiate DECA members to business professionals who will help mentor them for their future. Finally, attendees will work in a small team to develop and present a solution to a real-time business simulation.

This year, ENGAGE is exclusively available to only 300 Collegiate DECA members. The deadline to register is **October 10, 2018**, unless it becomes full before then.

COLLEGIATE DECA INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

April 13-16, 2019 | Hilton Orlando Lake Buena Vista | Orlando, Florida

Join more than 1,500 Collegiate DECA members engaged in professional development academies, competitive events and management institutes at the pinnacle of the Collegiate DECA membership year. Engage with professionals through Professional Development Academies: Business Management and Administration, Communications and Technology, Entrepreneurship, Finance and Accounting, Hospitality and Tourism and Marketing.

Demonstrate your career knowledge and skills by participating in Collegiate DECA's Competitive Events Program in hopes of being named an international champion. Network with representatives from corporate supporters and educational partners participating in the College and Career Exhibits.

Don't miss out on special programs such as the Culinary Management Institute, Entrepreneurship Challenge, Sales Challenge and the election of the new executive officer team.



CHALLENGES

STOCK MARKET GAME

Collegiate DECA offers two competitive rounds of the Stock Market Game, provided by the SIFMA Foundation. The Collegiate DECA Stock Market Game challenges teams of one to three Collegiate DECA members to work together to build and manage a high performing investment portfolio of stocks, bonds and mutual funds.

Participants in the Collegiate DECA Stock Market Game develop and manage a virtual investment portfolio. The challenge is conducted online and calls teams of Collegiate DECA members to test their investment acumen against each other. The goal of the competition is to increase the value of the beginning portfolio , while maintaining a diversified mix of stocks, bonds and mutual funds.

ROUND 1

SEPTEMBER 24, 2018-NOVEMBER 30, 2018

ROUND 2

FEBRUARY 4, 2019-APRIL 12, 2019

FOR COMPLETE GUIDELINES AND TO REGISTER

■ deca.smgww.org

DECA IDEA CHALLENGE

A premier event of Global Entrepreneurship Week (GEW), the DECA Idea Challenge is a hands-on learning experience that dares students around the globe to generate an innovative use for a commonplace item in mere days. Students must pitch their invention in a three-minute video presentation. The item to be used in the challenge will remain a mystery until revealed by DECA Inc. on **November 9, 2018**, at 4:00 PM EST.



COLLEGIATE DECA COMPETITIVE EVENTS PROGRAM



COLLEGIATE DECA's COMPETITIVE EVENTS PROGRAM

directly supports our mission of preparing emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

As an integral part of the classroom curriculum, Collegiate DECA's industry-validated competitive events apply learning, connect to business and promote competition. Collegiate DECA's competitive events directly contribute to every student being career ready when they graduate from college. The program also strongly supports the development of 21st Century Skills.



GENERAL RULES AND REGULATIONS

In addition to the specific event guidelines, competitors are responsible for following these rules and guidelines below as they pertain to certain events.





- For official event competition, all students must be submitted and paid student members of Collegiate DECA. Dues must be received at DECA Inc. headquarters by February 15 of the current membership year. (This deadline does not apply to students in Management Institutes, Challenges and other conference activities, who may join at any time prior to the International Career Development Conference provided they follow chartered association and chapter guidelines). Graduate students are eligible to join Collegiate DECA and compete.
- All students must be approved and authorized for entering competition by their chartered association, or by their chapter (if not part of an association), through official competitive event registration forms.
- All entry forms and creative entries must be submitted by the association advisor, or designee, according to announced deadlines. While the Written Statement of Assurances must be signed and turned in during the event briefing session to avoid penalty points, a signed copy **MUST** be submitted before a student/team in a written event is permitted to present to judges.
- A student may enter only one of the official competitive events during an International Career Development Conference. Official events consist of the Individual Case Studies, Team Case Studies and Prepared Business Presentation categories.
- Students who are registered for an official competitive event may participate in Challenges and other special conference activities (see the specific guidelines for activity details and restrictions). However, they may not also participate in a Management Institute.
- All students must attend the briefing sessions and Professional Development Academy sessions scheduled for their competitive event during the International Career Development Conference. Failure to attend the scheduled sessions may result in disqualification.
- No additions or substitutions may be registered for competition after the "changes" deadline date set by DECA Inc. Late registrants may still participate in a Management Institute or Challenge, serve as a voting delegate, or help with an officer campaign.
- Students are responsible for providing all materials, equipment, supplies, etc. needed for the presentation. This includes: tape recorders, projectors, screens, flip charts, easels, extension cords, video equipment, computers, etc. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
- All students entering Individual Case Studies or Team Case Studies must have participated in an association, district and/or local competition.
- A written entry in a Prepared Business Presentation may not be entered in more than one competitive event or by more than one person/team in the same event during a given year.
- Once a written entry and/or prepared presentation is entered in international competition, the same/similar content material may not be entered in international competition again.
- Events that allow or require more than one student are noted on the competitive events list and within the detailed event guidelines.
- Students must be prepared to show a photo ID at all event briefings, testing, preparation and presentation times.

COPYRIGHT GUIDELINES

- For any registered logos, trademarks, names, text, etc. that were not the creation of the students, permission must be obtained (association and federal copyright laws apply). Students should assume that any work obtained from another source is copyrighted, even if it is not explicitly stated, unless they are told otherwise.
- Any violations of copyright, lack of source citation or lack of permission to use material may result in disqualification.
- Documentation of permission to use registered logos, trademarks and copyrighted materials must be submitted during the event briefing session. This documentation then will be given to judges prior to the presentation.

2018-2019 COMPETITIVE EVENTS

















INDIVIDUAL CASE STUDY EVENTS

CORPORATE FINANCE	FINANCE EXAM		 1 CASE STUDY <i>Laptop, outside materials and internet allowed.</i>	 PREPARATION TIME	 PRESENTATION TIME
ENTREPRENEURSHIP OPERATIONS	ENTREPRENEURSHIP EXAM				
FASHION MERCHANDISING AND MARKETING	MARKETING EXAM				
FINANCIAL ACCOUNTING	FINANCE EXAM				
HOTEL AND LODGING	HOSPITALITY AND TOURISM EXAM				
HUMAN RESOURCE MANAGEMENT	BUSINESS MANAGEMENT AND ADMINISTRATION EXAM				
MANAGERIAL ACCOUNTING	FINANCE EXAM				
MARKETING MANAGEMENT	MARKETING EXAM				
RESTAURANT AND FOOD SERVICE MANAGEMENT	HOSPITALITY AND TOURISM EXAM				
RETAIL MANAGEMENT	BUSINESS MANAGEMENT AND ADMINISTRATION EXAM				
SALES MANAGEMENT MEETING	MARKETING EXAM				
TRAVEL AND TOURISM	HOSPITALITY AND TOURISM EXAM				

TEAM CASE STUDY EVENTS

BUSINESS ETHICS		 1 CASE STUDY <i>Laptop, outside materials and internet allowed.</i>	 PREPARATION TIME	 PRESENTATION TIME
BUSINESS-TO-BUSINESS MARKETING				
EVENT PLANNING				
FINANCIAL STATEMENT ANALYSIS				
INTERNATIONAL MARKETING				
MARKETING COMMUNICATIONS				
SPORTS AND ENTERTAINMENT MARKETING				

PREPARED BUSINESS PRESENTATION EVENTS

ADVERTISING CAMPAIGN	 1 TO 3 STUDENTS	 PAGES ALLOWED	 PRESENTATION TIME <i>Laptop, outside materials and internet allowed.</i>
BUSINESS RESEARCH	 1 TO 3 STUDENTS	 PAGES ALLOWED	 PRESENTATION TIME <i>Laptop, outside materials and internet allowed.</i>
EMERGING TECHNOLOGY MARKETING STRATEGIES	 1 TO 2 STUDENTS	N/A	 PRESENTATION TIME <i>Laptop, outside materials and internet allowed.</i>
ENTREPRENEURSHIP - STARTING A BUSINESS	 1 TO 3 STUDENTS	 PAGES ALLOWED	 PRESENTATION TIME <i>Laptop, outside materials and internet allowed.</i>
ENTREPRENEURSHIP - GROWING YOUR BUSINESS	 1 TO 3 STUDENTS	 PAGES ALLOWED	 PRESENTATION TIME <i>Laptop, outside materials and internet allowed.</i>
PROFESSIONAL SALES	 1 STUDENT	N/A	 PRESENTATION TIME <i>Laptop, outside materials and internet allowed.</i>



INDIVIDUAL CASE STUDY EVENTS

CORPORATE FINANCE
ENTREPRENEURSHIP OPERATIONS
FASHION MERCHANDISING AND MARKETING
FINANCIAL ACCOUNTING
HOTEL AND LODGING
HUMAN RESOURCE MANAGEMENT
MANAGERIAL ACCOUNTING
MARKETING MANAGEMENT
RESTAURANT AND FOOD SERVICE MANAGEMENT
RETAIL MANAGEMENT
Sponsored by Men's Wearhouse
SALES MANAGEMENT MEETING
TRAVEL AND TOURISM

MEN'S WEARHOUSE®

Collegiate DECA's **Individual Case Study Events** effectively measure the student's proficiency in the knowledge and skills identified by business and industry professionals as essential to success in a given career. The student is given a description of a specific situation that measures skills, knowledge and attitudes in a given career. Roles in these events could be content area expert, client, customer, employee, supervisor, manager or entrepreneur.

The guidelines for each of the Individual Case Study Events have been consolidated to facilitate coordination of participant activities in each career category. This means the guidelines are exactly the same for each career category. However, each career category's case study will be career specific and will be different and distinct from the case studies of the other career categories.

CAREER CLUSTERS + DEFINITIONS

The following definitions are used to determine the activities and careers that are included in each of the Individual Case Study Events. Each event takes the comprehensive exam named for that category.

BUSINESS MANAGEMENT + ADMINISTRATION

Human Resource Management: Students are challenged with analyzing a real-world case study situation involving one or more human resource issues in any type of business or organization.

Retail Management: Students are challenged with analyzing a real-world case study situation involving marketing and management functions and tasks in any retail establishment.

ENTREPRENEURSHIP

Entrepreneurship Operations: Students are challenged with analyzing a real-world case study situation involving daily operations of entrepreneurship, which many include human resources, cash flow management and customer service management.

FINANCE

Corporate Finance: Students are challenged with analyzing a real-world case study situation involving financial concepts and how those concepts apply to the disciplines of investment and corporate finance in both business enterprises and financial services institutions.

Financial Accounting: Students are challenged with analyzing a real-world case study situation involving financial accounting concepts.

Managerial Accounting: Students are challenged with analyzing a real-world case study situation involving accounting concepts from an internal point of view.

LEARNING OUTCOMES

Students will demonstrate knowledge and skills described by performance indicators that are aligned with National Curriculum Standards and industry validated. Complete lists of performance indicators are available at deca.org. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated.

Through participating in these events, students will:

- Demonstrate knowledge and understanding of general business concepts and industry-specific concepts
- Analyze situations, organize thoughts and identify solutions
- Apply business principles and techniques to the specific industry and organizational environment
- Organize and communicate ideas and concepts effectively

21ST CENTURY SKILLS

Students will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Hotel and Lodging: Students are challenged with analyzing a real-world case study situation involving marketing and management functions and tasks in any business enterprise primarily engaged in providing lodging, food and beverage services, special events, and meeting space.

Restaurant and Food Service Management: Students are challenged with analyzing a real-world case study situation involving marketing and management functions and tasks in a restaurant or a food service business.

Travel and Tourism: Students are challenged with analyzing a real-world case study situation involving marketing and management functions and tasks in any business enterprise primarily engaged in satisfying the desire of people to make productive or enjoyable use of travel services.

MARKETING

Fashion Merchandising and Marketing: Students are challenged with analyzing a real-world case study situation involving marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing firms primarily engaged in the merchandising and marketing of clothing and related articles for personal wear.

Marketing Management: Students are challenged with analyzing a real-world case study situation involving marketing and/or management. Environments may include, but are not limited to, place/location marketing, transportation marketing, charity/event marketing, marketing research, strategic marketing planning, distribution strategies, target marketing and Internet marketing.

Sales Management Meeting: Students are challenged with analyzing a real-world sales management case study situation, developing strategies to handle the situation, then conducting a meeting with one or more people with experience in sales.

EVENT OVERVIEW

- Individual Case Study Events consist of two major parts: a **comprehensive exam** and one preliminary **case study** event. A second case study event will be given to finalists.
- The maximum score for the evaluation is 100 points. The case study will be weighted twice (2 times) the value of the exam score. The exam score carries forward into the final round of competition.

COMPREHENSIVE EXAM

- The comprehensive exam consists of **100 multiple-choice questions**. Students are allowed **90 minutes** to complete the exam.
- The comprehensive exam questions are developed based on performance indicators within each instructional area.
- Five exams are used across the Individual Case Study Events based on the career clusters and event definitions above.
- All testing for the Collegiate DECA International Career Development Conference will be administered using an online testing platform during a testing window prior to the conference.

CASE STUDY PRESENTATION

- The student will be given a **case study** in which the student must develop a solution by translating what they have learned into effective, efficient and spontaneous action. The role of the student and of the judge will be determined by the specific case study situation.
- Each student will have **30 minutes** for analyzing the situation and organizing a response and interaction.
- A list of performance indicators specific to the case study situation is included in the participant's instructions. These are distinct tasks the student must accomplish within the case study solution. The judge will evaluate the student's performance on these **performance indicators, 21st Century Skills** and **follow-up questions**.
- Students may not consult anyone about the case study situation. Any cell phone use, text messaging, email, etc. is prohibited during the entire competitive event.
- A personal or laptop computer/hand-held digital organizer may be used when appropriate. Students must use battery power for the prep time and presentation, even if there are electrical outlets in the room. Such digital organizers may be prepared ahead of time (i.e., standard headings for PowerPoint presentation) provided there is no reference to the specific event situation.
- Students are allowed to bring reference materials to use in preparing their presentation. This may include electronic (such as CD encyclopedias) as well as print materials (such as magazines or textbooks).
- Students may utilize the Internet during both prep and presentation times. The availability of Internet service is the responsibility of the students.
- Only materials that can be easily carried to and from the prep and judging areas will be permitted. This includes any computer equipment, visual aids, reference materials, etc. Only the students themselves may handle and set up their material. No outside assistance will be allowed.
- No specified set-up time will be allowed. All set up will be part of the allotted presentation time. Timing will begin when the students enter the judging area (i.e., judge booth).
- Students may bring materials to develop visual aids to assist them in their presentation. The supplies may consist of poster paper, flip charts, blank paper, art supplies, etc. Such visual aids may be prepared ahead of time (i.e., standard headings on a flip chart) provided there is no reference to the specific event situation.
- Materials appropriate for the situation may be handed to or left with the judge. Materials handed to the judge must be created using materials allowed during the designated preparation period.
- A **15-minute** time limit will be given for students to interact with a judge. This time limit includes time for the students to present to the judge and to respond to any questions. Students will be allowed to use notes made only during the interaction and during the time allowed for preparation.
- When using a presentation aid, such as a laptop computer, the noise level must be kept at a conversational level that does not interrupt other students. If this guideline is not followed, the student will be interrupted (during the prep or presentation time) and asked to follow the noise policy.
- Competitors are also responsible for following the information provided in the Collegiate DECA General Rules and Regulations for competition.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
- Failure to follow guidelines may result in disqualification.



1 STUDENT



COMPREHENSIVE EXAM
SPECIFIC TO EVENT



1 CASE STUDY



PREPARATION
TIME



PRESENTATION
TIME

PRESENTATION JUDGING

- The student will be given a **case study** in which the student must develop a solution by translating what they have learned into effective, efficient and spontaneous action. The role of the student and of the judge will be determined by the specific case study situation.
- Each student will have **30 minutes** for analyzing the situation and organizing a response and interaction.
- You will then interact with the student for up to **15 minutes**. This includes time for the students to present to you based on the case study situation, and for you to make comments and ask questions.
- Students will be evaluated according to a specific evaluation form accompanying the case study.
- To ensure fairness, judges should develop two to three standard questions, based on the specific case, which will be asked of each student. When developing the questions, please consider that the students have to respond spontaneously. After asking the standard questions you may ask other questions for clarification specific to the current student.
- After the presentation/interaction with the student is completed, please thank the student but give no indication of the student's performance/score. If appropriate to the situation, please state that a decision will be made soon and that the student will be notified of the decision.
- To ensure fairness, at no time should a student be asked where he/she is from (school, state, country, etc.).
- After the student is excused from the judging area, you have **5 minutes** to score the student. Refer to the Evaluation Criteria section for the guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy.
- Please make sure not to exceed the maximum score possible for each item. Please make sure to score all categories, add them for the total score, then initial the total score. The maximum score for the evaluation is 100 points.

JUDGING SUMMARY

An average score of 70 or better, when combined with the comprehensive exam will earn the student a Certificate of Excellence.

Thank you for volunteering your time to evaluate our emerging leaders and entrepreneurs.

EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the presentation/interaction is handled in an effective, creative way; in effect, nothing more could be expected of the student, and the decisions/ recommendations have been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the presentation/interaction is handled well. There may be a few minor problems or omissions, but they are not significant. A presentation/interaction which earns this level in every category would be considered a strong presentation/interaction.

A score under the heading **Below Expectations** or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation/interaction. This may be a major omission, a serious misstatement or any other major flaw.



TEAM CASE STUDY EVENTS

BUSINESS ETHICS
BUSINESS-TO-BUSINESS MARKETING
EVENT PLANNING
FINANCIAL STATEMENT ANALYSIS
INTERNATIONAL MARKETING
MARKETING COMMUNICATIONS
SPORTS AND ENTERTAINMENT MARKETING

Collegiate DECA's **Team Case Study Events** effectively measure the student's proficiency in the knowledge and skills identified by business and industry professionals as essential to success in a given career. The team of two students is given a description of a specific situation that measures skills, knowledge and attitudes in a given career. Roles in these events could be content area expert, client, customer, employee, supervisor, manager or entrepreneur.

The guidelines for each of the Team Case Study Events have been consolidated to facilitate coordination of participant activities in each career category. This means the guidelines are exactly the same for each career category. However, each career category's case study will be career specific and will be different and distinct from the case studies of the other career categories.

CAREER CLUSTERS + DEFINITIONS

The following definitions are used to determine the activities and careers that are included in each of the Team Case Study Events.

BUSINESS MANAGEMENT + ADMINISTRATION

Business Ethics: A team of two students are challenged with analyzing a business situation containing an ethical dilemma and then presenting a resolution of the dilemma. For the purpose of this event, an ethical dilemma will be defined as a situation where competing values are being weighed and can reasonably be argued both for and against. Case situations will not involve a question of whether a certain action (or lack of action) constitutes a violation of law (i.e., stealing), nor will the situation have a seemingly simple answer (i.e., taking credit for a co-worker's idea).

FINANCE

Financial Statement Analysis: A team of two students are challenged with analyzing a real-world case situation and corresponding financial statements and then presenting solutions.

HOSPITALITY + TOURISM

Event Planning: A team of two students are challenged with analyzing a real-world case study situation that deals with planning an event and then presenting solutions.

LEARNING OUTCOMES

Students will demonstrate knowledge and skills described by performance indicators that are aligned with National Curriculum Standards and industry validated. Complete lists of performance indicators are available at deca.org. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated.

Through participating in these events, students will collaborate as a team to:

- Demonstrate knowledge and understanding of general business concepts and industry-specific concepts
- Analyze situations, organize thoughts and identify solutions
- Apply business principles and techniques to the specific industry and organizational environment
- Organize and communicate ideas and concepts effectively

21ST CENTURY SKILLS

Students will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

Business-to-Business Marketing: A team of two students are challenged with analyzing a real-world case situation that deals with marketing/business activity between organizations and then presenting solutions.

International Marketing: A team of two students are challenged with analyzing a real-world international case situation and then presenting solutions. For the purpose of this event, the case situation will relate to performing marketing activities in enterprises primarily engaged in exporting or importing industrial or consumer goods in world markets. Particular interest is given to but not limited to one or more of the following areas: trade controls, foreign trade operations, locating markets, negotiation practices, monetary issues and international public relations.

Marketing Communications: A team of two students are challenged with analyzing a real-world marketing communications case study situation including marketing functions and tasks that inform, persuade or remind a target market of ideas, experiences, goods or services and then presenting solutions.

Sports and Entertainment Marketing: A team of two students are challenged with analyzing a real-world sports and entertainment marketing case situation and then presenting solutions. Environments for the case study may include, but are not limited to, amateur or professional sports or sporting events, entertainment or entertainment events (concerts, theaters, etc.) or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

EVENT OVERVIEW

- Team Case Study Events consist of one major part: one preliminary **case study** event. A second case study event will be given to finalist teams.
- The maximum score for the evaluation is 100 points.
- Each team must be composed of **two members** of the DECA chapter.

CASE STUDY PRESENTATION

- The team of two students will be given a **case study** in which the team must develop a solution by translating what they have learned into effective, efficient and spontaneous action. The role of the team of two students and of the judge will be determined by the specific case study situation.
- Each team of two students will have **60 minutes** for analyzing the situation and organizing a response and interaction.
- A list of performance indicators specific to the case study situation is included in the participant's instructions. These are distinct tasks the team of two students must accomplish within the case study solution. The judge will evaluate the team's performance on these **performance indicators, 21st Century Skills** and **follow-up questions**.
- Students may not consult anyone about the case study situation. Any cell phone use, text messaging, email, etc. is prohibited during the entire competitive event.
- A personal or laptop computer/hand-held digital organizer may be used when appropriate. Students must use battery power for the prep time and presentation, even if there are electrical outlets in the room. Such digital organizers may be prepared ahead of time (i.e., standard headings for PowerPoint presentation) provided there is no reference to the specific event situation.
- Students are allowed to bring reference materials to use in preparing their presentation. This may include electronic (such as CD encyclopedias) as well as print materials (such as magazines or textbooks).
- Students may utilize the Internet during both prep and presentation times. The availability of Internet service is the responsibility of the students.
- Only materials that can be easily carried to and from the prep and judging areas will be permitted. This includes any computer equipment, visual aids, reference materials, etc. Only the students themselves may handle and set up their material. No outside assistance will be allowed.
- No specified set-up time will be allowed. All set up will be part of the allotted presentation time. Timing will begin when the students enter the judging area (i.e., judge booth).
- Students may bring materials to develop visual aids to assist them in their presentation. The supplies may consist of poster paper, flip charts, blank paper, art supplies, etc. Such visual aids may be prepared ahead of time (i.e., standard headings on a flip chart) provided there is no reference to the specific event situation.
- Materials appropriate for the situation may be handed to or left with the judge. Materials handed to the judge must be created using materials allowed during the designated preparation period.
- Students will interact with the judges for up to **15 minutes**. This includes time for the students to present to the judge and to respond to any questions.
- When using a presentation aid, such as a laptop computer, the noise level must be kept at a conversational level that does not interrupt other students. If this guideline is not followed, the student will be interrupted (during the prep or presentation time) and asked to follow the noise policy.
- Competitors are also responsible for following the information provided in the Collegiate DECA General Rules and Regulations for competition.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
- Failure to follow guidelines may result in disqualification.



2 STUDENTS



1 CASE STUDY



PREPARATION
TIME



PRESENTATION
TIME

PRESENTATION JUDGING

- The team of two students will be given a **case study** in which the team must develop a solution by translating what they have learned into effective, efficient and spontaneous action. The role of the team of two students and of the judge will be determined by the specific case study situation.
- Each team of two students will have **60 minutes** for analyzing the situation and organizing a response and interaction.
- You will then interact with the team of two students for up to **15 minutes**. This includes time for the students to present to you based on the case study situation, and for you to make comments and ask questions.
- Teams will be evaluated according to a specific evaluation form accompanying the case study.
- To ensure fairness, judges should develop two to three standard questions, based on the specific case, which will be asked of each team of two students. When developing the questions, please consider that the students have to respond spontaneously. After asking the standard questions you may ask other questions for clarification specific to the current team of two students.
- After the presentation/interaction with the team of two students is completed, please thank the students but give no indication of the team's performance/score. If appropriate to the situation, please state that a decision will be made soon and that the team will be notified of the decision.
- To ensure fairness, at no time should a student be asked where he/she is from (school, state, country, etc.).
- After the team is excused from the judging area, you have **5 minutes** to score the team. Refer to the Evaluation Criteria section for the guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy.
- Please make sure not to exceed the maximum score possible for each item. Please make sure to score all categories, add them for the total score, then initial the total score. The maximum score for the evaluation is 100 points.

JUDGING SUMMARY

A score of 70 or better will earn the team a Certificate of Excellence.

Thank you for volunteering your time to evaluate our emerging leaders and entrepreneurs.

EVALUATION CRITERIA

A score under the heading

Exceeds Expectations in any category means that, in your opinion, the presentation/interaction is handled in an effective, creative way; in effect, nothing more could be expected of the student, and the decisions/ recommendations have been presented well.

A score under the heading **Meets**

Expectations in any category means that, in your opinion, the presentation/interaction is handled well. There may be a few minor problems or omissions, but they are not significant. A presentation/interaction which earns this level in every category would be considered a strong presentation/interaction.

A score under the heading

Below Expectations or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation/interaction. This may be a major omission, a serious misstatement or any other major flaw.



WRITTEN ENTRY CHECKLIST

	CHECKED	PENALTY POINTS ASSESSED	PAGE NUMBER
1. The Written Statement of Assurances must be signed and submitted with the entry.	_____	15	_____
2. Entries submitted in an official Collegiate DECA (or DECA) written event folio. Two copies submitted.	_____	5	_____
3. Title page information has been provided as requested.	_____	5	_____
4. Limited to the number of pages specified in the guidelines. One page will be counted for each 8½ x 11 inch panel or fraction thereof (foldouts, brochures, etc.).	_____	5 (per page)	_____
5. All pages are numbered in sequence (except for the title page, which is not numbered).	_____	5	_____
6. Major content must be at least double-spaced (not space-and-a-half). Title page, executive summary, bibliographical references, appendix content, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, charts, graphs, etc. may be single-spaced	_____	5	_____
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts, graphs, exhibits may be handwritten.	_____	5	_____
8. The body of the written entry follows the sequence outlined in the guidelines. Additional subsections are permitted.	_____	5	_____
9. Appropriate documentation is provided (if applicable to event).	_____	10	_____
10. The appendix (if applicable) only includes appropriate content for the appendix.	_____	10	_____

TOTAL PENALTY POINTS ASSESSED _____

*A check indicates that the item has been examined.
A circled number indicates that an infraction has been noted.
A page number indicates the location of the infraction.*



WRITTEN STATEMENT OF ASSURANCES

Research and report writing are important elements of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained by those engaging in research and report writing. To reinforce the importance of these standards, all written entries in Collegiate DECA's Competitive Events Program must submit this statement as part of the entry. The statement **must** be signed by the Collegiate DECA member(s).

I understand the following requirements as set forth by DECA Inc. for all Competitive Event entries containing a written component. These requirements are additional to any general rules and regulations published by DECA Inc. By signing this statement, I certify that all are true and accurate as they relate to this entry.

1. The contents of this entry are the results of the work of the team member(s) listed below.
2. No part of this entry has been previously entered in international competition.
3. This entry has not been submitted this year for international competition in any other Collegiate DECA competitive event, nor by any other student/team in this event.
4. Credit for all secondary research has been given to the original author and is stated as such in the written project.
5. All activities or original research procedures described in this entry are accurate depictions of the efforts of the team member(s) listed below.
6. I understand that Collegiate DECA has the right to publish this entry. Should Collegiate DECA elect to publish this entry, I will receive an honorarium from Collegiate DECA. Individuals/Teams with extenuating circumstances may appeal the right to publish the entry to the executive committee of the board of directors prior to submission of the project for competition.
7. I understand that the ideas and information presented in the written project and judge interaction will become public information. Therefore, DECA Inc., its staff, volunteers and organizational partners cannot reasonably be expected to ensure the security of my/our ideas and information.
8. DECA will retain one official copy of all written entries. The second copy may be picked up by the students or the advisor at a designated date, time and location. This information will be announced during the event briefing session. Unclaimed written entries/folios will not be returned to the students after the conference.

This statement of assurances must be signed by all participants and submitted with the entry, or the entry will be given 15 penalty points.

Hole punch and place in front of the written entry. Do not count as a page.

Name of Chapter

Chapter Advisor

Chapter Advisor Email

Participant's Name

Participant's Name

Participant's Name

Participant's Signature

Participant's Signature

Participant's Signature



ADVERTISING CAMPAIGN

ADVERTISING CAMPAIGN

The **Advertising Campaign** event involves one to three students preparing an advertising campaign for any service, product, company or business, then presenting the campaign to a prospective client/advertiser selected by the student(s)/team.

Students select their own client, indicate an appropriate budget amount, select their own media, and determine the timeline for the campaign. There is no set budget; however, a budget must be determined by the student(s)/team and should be appropriate for the client and for the campaign. For media rates and guidelines, documentation must be provided to the judge.

MARKETING

EVENT OVERVIEW

The Advertising Campaign event consists of two major parts, both evaluated by the judge, for a maximum 100 points:

- The **written entry** is limited to 15 pages, and will account for a maximum 50 points.
- The **oral presentation** by the students, limited to 20 minutes including set-up, presentation time, and answering questions from the judge, will also account for a maximum 50 points.

The presentation will be given to a decision-maker (judge) in the prospective client's/advertiser's organization, as specified by the student(s)/team.

Read carefully the Format Guidelines for the Written Entry, Guidelines for Media Documentation, Guidelines for the Presentation, Written Entry Checklist, Written Statement of Assurances, and Evaluation Forms.

Preliminary round competition will consist of an evaluation of the written entry (minus deductions from the Written Entry Checklist) and one presentation for a possible 100 points. Students/teams will be ranked by section and a predetermined number of students/teams will be named finalists. Finalists will again be evaluated based on their written entry (minus deductions) and presentation to determine final rankings.

LEARNING OUTCOMES

In addition to developing and demonstrating specific knowledge, through the development and presentation of an advertising campaign to the judge, the students will develop or reinforce the following areas in relation to the advertising industry:

- Using written communication in forms and reports
- Collecting information, obtaining facts and ideas
- Developing advertising/promotional budgets
- Developing an advertising/promotional plan
- Planning and scheduling advertising/promotions
- Demonstrating the application of advertising principles and techniques to the business environment
- Organizing and presenting ideas and concepts effectively, in a clear and logical order
- Analyzing business situations, organizing thoughts and identifying solutions
- Demonstrating knowledge/understanding of customer/client needs

21ST CENTURY SKILLS

Students will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The students/team must prepare examples, in the form of a written entry, of all forms of advertising media necessary for the campaign. Read carefully and follow the instructions for: Title Page, Format for the Written Entry, Checklist Standards, Guidelines for Media Documentation, and Written Entry Checklist.

WRITTEN STATEMENT OF ASSURANCES. This must be signed and submitted with the entry. Do **not** include it in the page numbering.

TITLE PAGE. The first page of the written entry is the title page which lists the following:

ADVERTISING CAMPAIGN
Title of Campaign/Name of Business
Name of Chapter/School
Name of Chapter Advisor
Chapter Advisor's Address
City, Association, ZIP/Postal Code
Country
Students Name(s) and Address(es)
City, Association, ZIP/Postal Code
Country
Date

A page number will not appear on the title page; however, the title page does count as one of the maximum 15 pages allowed. The page following the title page will be numbered "2."

FORMAT FOR WRITTEN ENTRY

The body of the written entry should include:

I. EXECUTIVE SUMMARY

A one- to two-page description of the campaign.

II. OBJECTIVE(S) OF THE CAMPAIGN

III. IDENTIFICATION OF TARGET MARKET—PRIMARY AND SECONDARY MARKETS

IV. LIST OF ADVERTISING MEDIA SELECTION NECESSARY FOR THE CAMPAIGN

V. COST ESTIMATES

VI. SCHEDULES OF ALL ADVERTISING PLANNED

VII. DOCUMENTATION OF APPROPRIATE MARKET AREA MEDIA RATES AND GUIDELINES

(See "Guidelines for Media Documentation.")



1 to 3
STUDENTS



15
PAGES
ALLOWED



20
PRESENTATION
TIME

CHECKLIST STANDARDS

In addition to the items outlined above, students must observe the following rules. The purpose of these rules is to make the competition as fair as possible among all students. Points will be deducted for each violation. Refer to the Written Entry Checklist.

1. Two official written entries must be submitted in official Collegiate DECA or DECA folios, available from Shop DECA. No markings, tape or other materials should be attached to the folios.
2. Two official written entries in official Collegiate DECA or DECA folios must be brought to the student briefing session to be turned in for evaluation according to the Written Entry Checklist. These will be kept by the event director and will be given to the judge prior to your presentation. The students/team may retain other copies (or photocopies) for their personal reference during the presentation. These additional copies do not have to be in official folios, will not be evaluated, and may not be shown to the judge.
3. The written entry must be limited to 15 pages, including the title page, which is not numbered. The pages must be numbered in sequence; however, a page number will not appear on the title page. The title page does count as one of the maximum 15 pages allowed. The page following the title page will be numbered "2." One page will be counted for each 8.5 x 11-inch panel or fraction thereof (foldouts, brochures, etc.). Extra pages added as dividers or additional title pages (even if blank) are included in the maximum 15 pages.
4. Body copy of the written entry must be at least double-spaced (not space-and-a-half). Title page, executive summary, bibliographical references, appendix content, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, charts, graphs, etc. may be single-spaced. Material may appear on one side of the page only.
5. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts, graphs and exhibits may be handwritten.
6. Colored paper, ink, pictures, etc. are allowed. Divider tabs, page borders, artwork, attachments, foldouts, paste-ups, photographs, etc. may also be used, but are still subject to number of pages and page size restrictions.
7. Written documentation for media rates and guidelines appropriate for market area must be provided. This must be brought to the presentation to the judge to be checked according to the Written Entry Checklist and to be available for the judge.

GUIDELINES FOR MEDIA DOCUMENTATION

Documentation must be provided to serve as written proof of media rates and applicable guidelines for the appropriate market area (most judges will be from the area where the conference is being held). The purpose of this documentation requirement is to account for differences in clients, media rates, guidelines, etc. that vary from region to region and market to market (i.e., New York City versus a small town). The documentation is provided to allow your prospective client (judge) to evaluate your campaign with the greatest possible effectiveness given the limited time, and to allow you to best communicate the media portion of your campaign. While you should certainly summarize the media actually used within your 15-page written entry, you still must provide the support documentation (i.e., a copy of the letter sent to you from the radio station, the actual rate book used for your market, printouts of rates available on the Internet) from the media company/companies as proof of rates. Any information created by the students (i.e., summary of media used, description of media used) is NOT APPROPRIATE for the media only Appendix or separate Media Documentation and may be subject to penalty points under the Written Entry Checklist.

There are many forms in which you may receive media rates and guidelines for your market, whether it is a few pages faxed from a small radio station, or a media booklet developed and published for a large metropolitan market or a printed rate schedule available on the Internet.

NOTE: Simply providing the “source” of the information does NOT satisfy the guidelines if the actual information is available. For example, if you obtained rates via the Internet you should identify the source but you must ALSO print out the rates pages that you used and include them in the Appendix. Simply providing the name of the website or a URL is not adequate. However, if it is not possible to provide a printout, photocopy, etc. of the rates then state clearly why this was not possible.

The format options for media documentation are as follows. Students are encouraged to use divider pages or other such methods for clearly identifying media documentation and separating each document. If used within the media documentation, they will not be subject to the written entry checklist.

MEDIA ONLY APPENDIX

If your documentation consists only of a few pages and will easily fit in the official folio with your written entry, you may choose to include an Appendix for media documentation. If you choose this approach, your media Appendix will NOT count as one of the maximum 15 pages allowed.

NOTE: If material other than actual media information (as described above) is included in your Appendix, you may be penalized under the Written Entry Checklist.

SEPARATE MEDIA DOCUMENTATION

If your documentation consists of many pages (it may even be in bound form) and does NOT fit in the official folio with your written entry, you may choose to provide separate media documentation. If you choose this approach, your media documentation does not need to follow any certain formatting guidelines and will NOT count as one of the maximum 15 pages allowed.

NOTE: If material other than actual media information (as described above) is provided as Separate Documentation, you may be penalized under the Written Entry Checklist.

Remember, as in a real-world situation, it is up to the student(s) to effectively present their media to the prospective client (judge), given the guidelines and time limits for written documentation and presentation outlined in this publication.

GUIDELINES FOR THE PRESENTATION

- Students will have up to **20 minutes** to set up in the presentation area, present their advertising campaign and answer questions from the judge(s).
- A contract for the campaign which designates proposed media costs and agency fees will be presented by you as part of the close of the presentation. You may attach your business card to the contract. These are not to be part of media documentation.
- Only materials (computer equipment, visual aids, etc.) that can be easily carried to and from the competition areas will be permitted. Other persons may assist in the set-up, but only for the time needed for set up. After this time they must leave the room.
- Self-contained, state-of-the-art technology (personal or laptop computers/hand-held digital organizers) may be used. However, students must use battery power even if electrical outlets are available in the room.
- Visual aids (poster paper, flip charts) may be used.
- When using a presentation aid, sound may be used, as long as the volume is kept at a conversational level. If this guideline is not followed, the presentation will be interrupted and the students will be asked to follow the sound policy.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
- All presentation materials must be prepared by the students with the exception of product samples. Sample products may be used as part of the presentation.
- Materials appropriate to the situation may be handed to or left with the judge. Items of monetary value may be handed to, but may not be left with, the judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- Students may bring copies of the written report to the presentation for their personal reference. These do not have to be in official folios, will not be evaluated and may not be shown to the judge.
- Students are responsible for providing documentation of media rates and guidelines (in an Appendix or as a separate document) according to the Guidelines for Media Documentation section.
- Competitors are also responsible for following the information provided in the Collegiate DECA General Rules and Regulations for competition.
- Failure to follow guidelines may result in disqualification.

WRITTEN ENTRY JUDGING

Students with career interests in advertising have developed a detailed advertising campaign. Each student/team has selected their own prospective client/advertiser. Playing the role of a decision-maker in the prospective client's organization, you are to read the written document and then take part in a presentation by the team. The team must provide for you, as part of their written entry, documentation that supports the media rates and guidelines used. While a budget limit was not given to the student(s)/team, each team must identify the budget used for their campaign. Part of your role is to evaluate whether the budget was followed, and whether it is appropriate for the media, client and market indicated.

Please familiarize yourself with all of the guidelines before reading any of the written entry and interacting with students. Penalty points (see Written Entry Checklist) have already been assessed. Your job is to evaluate the written entry and presentation based on the Written Entry Evaluation Form.

- You will have 10 minutes to read the written entry before the students enter the judging area. This is an appropriate time to evaluate the written entry using the Written Entry Evaluation Form. Refer to the Evaluation Criteria section for guidelines.
- On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
- Please make sure to score all categories, add them for the total score, and then initial the total score. The maximum score for the written entry is 50 points.

PRESENTATION JUDGING

- Please familiarize yourself with all of the guidelines before interacting with students. Your job is to evaluate the presentation based on the Presentation Evaluation Form.
- Students will be scheduled for presentations at 40-minute intervals.
- You will have **10 minutes** to read the written entry before the students enter the judging area.
- Students will have up to **20 minutes** to set up in the presentation area, present their advertising campaign and answer questions from the judges. Remember, you are role-playing a decision maker in an organization looking for an effective advertising campaign. You may refer to the student's written entry or to your notes during the interaction with the students.
- You may ask questions of the students to determine their ability to think spontaneously. To ensure fairness, you must ask all students the same standard questions. After asking the standard questions, you may ask other questions for clarification specific to the current students.
- To ensure fairness, at no time should a student be asked where he/she is from (school, state, country, etc.).
- Following their interaction with you, please thank the students and state that a decision will be made soon and the students will be notified of the decision. Please give no indication of their performance/score.
- During the last **10 minutes**, after the students are excused from the judging area, you may score the students. Refer to the Evaluation Criteria section for guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
- Please make sure to record a score for all categories, add them for the total score, and then initial the total score. The maximum score for the presentation is 50 points.

During the presentation, ask yourself, "Will this work? Is it realistic given the budget limitations? Do the students sound knowledgeable? Are the students communicating clearly?" Ultimately, you must decide, "Would I hire this team to design and implement the advertising campaign for my organization?"

JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the students a Certificate of Excellence.

Thank you for volunteering your time to evaluate our emerging leaders and entrepreneurs.

EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the students, and the decisions/recommendations have been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. Decisions/Recommendations that earn this level in every category for the presentation would probably receive strong consideration for implementation.

A score under the heading **Below Expectations** or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.

ADVERTISING CAMPAIGN

WRITTEN ENTRY EVALUATION FORM

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One- to two-page description of the project	0-1-2-3	4-5-6	7-8	9-10	

OBJECTIVES OF THE CAMPAIGN	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Are the objectives for the campaign clearly defined and realistic in terms of the budget?	0-1	2-3	4	5	

IDENTIFICATION OF TARGET MARKET - PRIMARY AND SECONDARY MARKETS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Is the target market analyzed clearly and accurately for the product(s) and/or service(s) being promoted? Also, are secondary targets considered accurately?	0-1-2	3-4-5	6-7-8	9-10	

LIST OF ADVERTISING MEDIA SELECTION NECESSARY FOR THE CAMPAIGN	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
4. Is the media selection realistic and defined properly in terms of reach, frequency and continuity?	0-1	2-3	4	5	

COST ESTIMATES	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Does the campaign include an analysis of its budget, including all costs which would be incurred?	0-1	2-3	4	5	
6. Are anticipated sales given, and are they realistic in terms of the length and budget of the campaign?	0-1	2-3	4	5	

SCHEDULES OF ALL ADVERTISING PLANNED	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Does the campaign have a realistic duration, and are promotions scheduled properly in relation to the target markets?	0-1	2-3	4	5	

APPEARANCE AND WORD USAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
8. Professional layout, neatness, proper grammar, spelling and word usage	0-1	2-3	4	5	

TOTAL POINTS (50)	
--------------------------	--

JUDGE _____

ADVERTISING CAMPAIGN

PRESENTATION EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Originality and Creativity: Does the campaign demonstrate creativity? Does the campaign itself use a unique and effective approach?	0-1-2	3-4-5	6-7-8	9-10	
2. Does the campaign stress product and/or service benefits which would conceivably appeal to the target markets described? Is the competitive advantage stated?	0-1-2	3-4-5	6-7-8	9-10	
3. Do the ad layouts, commercials, etc. show a basic understanding of production techniques, as well as being consistent with the previous parts of the campaign? Are they original?	0-1-2	3-4-5	6-7-8	9-10	
4. Does the campaign mention how the results will be evaluated and what additional plans they have if the campaign is successful?	0-1-2	3-4-5	6-7-8	9-10	
5. Organization of Presentation: Consider neatness and organization of material, order of presentation, documentation of media rates.	0-1	2-3	4	5	
6. Closing: Consider summary and conclusion of presentation and opening for future interview. Was contract presented as part of the close?	0-1	2-3	4	5	

PRESENTATION TOTAL POINTS (50)	
WRITTEN ENTRY (50)	
PRESENTATION (50)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

A score of 70 or better will earn the student a Certificate of Excellence.

For tie-breaking purposes, the following evaluation form ranking process will be used. Beginning with the Presentation Evaluation Form, the participant(s) with the highest score for item #1 wins the tie-break. If this does not break the tie, the process will continue for the remaining presentation items in the following order: 3, 4, 2, 5, 6. If this does not break the tie, the process will continue using the Written Evaluation Form, beginning with item #3. If this does not break the tie, the process will continue for the remaining written entry items in the following order: 5,1,4,7,2,6,8.

JUDGE _____



BUSINESS RESEARCH

BUSINESS RESEARCH

The **Business Research** event provides an opportunity for students to demonstrate business and marketing research skills needed by management personnel. Students will work with an existing local business or organization to conduct business and marketing research about a specific topic, with the ultimate goal of improving business operations, profitability, visibility, etc. A new research topic, or area to improve, will be presented annually in the event guidelines.

The Business Research Event involves one to three students conducting business and/or marketing research for an existing business or organization based on an annual topic. While the term “business” will be used in these guidelines for the purposes of clarity, any type of organization, or even a department, division, or specific location of a business, may be the focus of the research. Upon completion of the research, the student (or student team) will make recommendations to the business owner/manager/operator to improve operations based on the research findings.

BUSINESS MANAGEMENT + ADMINISTRATION

MARKETING

EVENT OVERVIEW

The Business Research event consists of two major parts, both evaluated by the judge, for a maximum 100 points:

- The **written entry** is limited to 15 pages, and will account for a maximum 50 points.
- The **oral presentation** by the students, limited to 20 minutes including set-up, presentation time, and answering questions from the judge, will also account for a maximum 50 points.

For the presentation, the students are to assume the role of management trainees in a single-unit of a large business/organization, or in an independent operation. The judge, in the role of owner/manager/operator of the business, will evaluate both the written entry and the presentation.

Read carefully the Format Guidelines for the Written Entry, Guidelines for the Presentation, Written Entry Checklist, Written Statement of Assurances, and Evaluation Forms.

Preliminary round competition will consist of an evaluation of the written entry (minus deductions from the Written Entry Checklist) accounting for 50 points, and one presentation, also accounting for 50 points. Students/teams will be ranked according to their combined score, and a predetermined number of students/teams will be named finalists. Finalists will again be evaluated based on their written entry (minus deductions) and presentation to determine final rankings.

2018-19 BUSINESS RESEARCH TOPIC

The 2018-2019 topic is the development or enhancement of a strategy to attract, hire, engage and retain employees from the multigenerational workforce, including Millennials, Gen Z and NextGen. Students will collaborate with a local business or organization to analyze the company's current strategy and how it impacts the company's workforce. Students will then develop and present a plan to improve or implement the multigenerational human resources strategy.

Specific Learning Objectives

The business research event provides an opportunity for students to:

- Analyze a business's/organization's current human resources recruiting strategy.
- Describe how the business's/organization's current human resources strategy impacts its workforce and ability to conduct its business.
- Research and identify ways in which the business/organization can improve upon its multigenerational human resources strategies.
- Prepare a strategic plan for the business/organization to improve or implement a multigenerational human resources strategy.
- Present the findings and conclusions in an interactive situation.

LEARNING OUTCOMES

In addition to developing and demonstrating specific knowledge, through the development and presentation of a business research project to the judge, the students will develop or reinforce the following areas in relation to business research:

- Communication skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Critical thinking/problem-solving skills
- Teamwork—the ability to be an effective member of a productive group
- Priorities/time management—the ability to determine priorities and manage time commitments and deadlines
- Identification of competitive conditions within market areas.

21ST CENTURY SKILLS

Students will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The student(s)/team must prepare a written entry. Read carefully and follow the instructions for: Title Page, Format for the Written Entry, Checklist Standards and Written Entry Checklist.

WRITTEN STATEMENT OF ASSURANCES. This must be signed and submitted with the entry. Do **not** include it in the page numbering.

TITLE PAGE. The first page of the written entry is the title page which lists the following:

BUSINESS RESEARCH
Title of the Project
Name of Chapter/School
Name of Chapter Advisor
Chapter Advisor's Address
City, Association, ZIP/Postal Code
Country
Students Name(s) and Address(es)
City, Association, ZIP/Postal Code
Country
Date

A page number will not appear on the title page; however, the title page does count as one of the maximum 15 pages allowed. The page following the title page will be numbered "2."

FORMAT FOR WRITTEN ENTRY

The body of the written entry should include:

I. EXECUTIVE SUMMARY

A one- to two-page description of the research, findings and conclusions.

II. INTRODUCTION

- A. Description of the business or organization (if the research study is limited to a specific "part" of the overall business or organization, identify the specific department, division, or location)
- B. Description of the community (economic, geographic, demographic and socioeconomic factors)
- C. Description of the business's human resources strategies

III. RESEARCH METHODS USED IN THE STUDY

- A. Rationale and description of research methodologies selected to conduct the research study
- B. Process of conducting the selected research method(s)

IV. FINDINGS AND CONCLUSIONS OF THE STUDY

- A. Findings of the research study
- B. Conclusions based on the findings

V. PROPOSED PLAN TO IMPROVE OR IMPLEMENT A MULTIGENERATIONAL HUMAN RESOURCES STRATEGY

- A. Goals and objectives
- B. Strategies to improve or implement a multigenerational human resources strategy
- C. Methods of evaluating proposed changes

VI. BIBLIOGRAPHY

VII. APPENDIX

An appendix is optional. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc. Provided that the appendix includes such "exhibits" and is NOT used for "content" that should be included under previous sections, **the appendix does NOT count as one of the maximum 15 pages.** Any such misuse of the appendix may result in penalties under the Written Entry Checklist.



1 to 3
STUDENTS



15
PAGES
ALLOWED



20
PRESENTATION
TIME

CHECKLIST STANDARDS

In addition to the items outlined above, students must observe the following rules. The purpose of these rules is to make the competition as fair as possible among all students. Points will be deducted for each violation. Refer to the Written Entry Checklist.

1. Two official written entries must be submitted in official Collegiate DECA or DECA folios, available from Shop DECA. No markings, tape or other materials should be attached to the folios.
2. Two official written entries in official Collegiate DECA or DECA folios must be brought to the student briefing session to be turned in for evaluation according to the Written Entry Checklist. These will be kept by the event director and will be given to the judge prior to your presentation. The students/team may retain other copies (or photocopies) for their personal reference during the presentation. These additional copies do not have to be in official folios, will not be evaluated, and may not be shown to the judge.
3. The written entry must be limited to 15 pages, including the title page, which is not numbered. The pages must be numbered in sequence; however, a page number will not appear on the title page. The title page does count as one of the maximum 15 pages allowed. The page following the title page will be numbered "2." One page will be counted for each 8.5 x 11-inch panel or fraction thereof (foldouts, brochures, etc.). Extra pages added as dividers or additional title pages (even if blank) are included in the maximum 15 pages.
4. Body copy of the written entry must be at least double-spaced (not space-and-a-half). Title page, executive summary, bibliographical references, appendix content, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, charts, graphs, etc. may be single-spaced. Material may appear on one side of the page only.
5. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts, graphs and exhibits may be handwritten.
6. Colored paper, ink, pictures, etc. are allowed. Divider tabs, page borders, artwork, attachments, foldouts, paste-ups, photographs, etc. may also be used, but are still subject to number of pages and page size restrictions.

GUIDELINES FOR THE PRESENTATION

- Students will have up to **20 minutes** to set up in the presentation area, present their research, findings and strategies for improvement; and answer questions from the judge(s).
- Only materials (computer equipment, visual aids, etc.) that can be easily carried to and from the competition areas will be permitted. Only the students may handle and set up their materials. No outside assistance will be allowed.
- Self-contained, state-of-the-art technology (personal or laptop computers/hand-held digital organizers) may be used. However, students must use battery power even if electrical outlets are available in the room.
- Visual aids (poster paper, flip charts) may be used.
- When using a presentation aid, sound may be used, as long as the volume is kept at a conversational level. If this guideline is not followed, the presentation will be interrupted and the students will be asked to follow the sound policy.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
- All presentation materials must be prepared by the students with the exception of sample materials related to the topic developed by the business or organization that is the focus of the research project.
- Materials appropriate to the situation may be handed to or left with the judge. Items of monetary value may be handed to, but may not be left with, the judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- Students may bring copies of the written report to the presentation for their personal reference. These do not have to be in official folios, will not be evaluated and may not be shown to the judge.
- Competitors are also responsible for following the information provided in the Collegiate DECA General Rules and Regulations for competition.
- Failure to follow guidelines may result in disqualification.

WRITTEN ENTRY JUDGING

Students have worked with an existing business of their choice to conduct a research study on the development or enhancement of a multigenerational human resources strategy. Students have analyzed the company's current human resources strategy and how it impacts the company's workforce. The students then developed a strategic plan to improve or implement the multigenerational human resources strategy. Playing the role of the business owner/manager/operator, you are to read the written entry and then interact with the students as if you were considering implementing a new multigenerational human resources strategy.

While the term "business" will be used in these guidelines for the purposes of clarity, any type of organization, or even a department, division, or specific location of a business, may be the focus of the research.

Please familiarize yourself with all of the guidelines before reading any of the written entry and interacting with students. Penalty points (see Written Entry Checklist) have already been assessed. Your job is to evaluate the written entry and presentation based on the Written Entry Evaluation Form.

- You will have 10 minutes to read the written entry before the students enter the judging area. This is an appropriate time to evaluate the written entry using the Written Entry Evaluation Form. Refer to the Evaluation Criteria section for guidelines.
- On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
- Please make sure to score all categories, add them for the total score, and then initial the total score. The maximum score for the written entry is 50 points.

PRESENTATION JUDGING

- Please familiarize yourself with all of the guidelines before interacting with students. Your job is to evaluate the presentation based on the Presentation Evaluation Form.
- Students will be scheduled for presentations at 40-minute intervals.
- You will have **10 minutes** to read the written entry before the students enter the judging area.
- Students will have up to **20 minutes** to outline the research, findings, conclusions and answer questions. Remember, you are role-playing as the owner/manager/operator of a business. You may refer to the written entry or to your notes during the interaction with the students.
- You may ask questions of the students to determine their ability to think spontaneously. To ensure fairness, you must ask all students the same standard questions. After asking the standard questions, you may ask other questions for clarification specific to the current students.
- To ensure fairness, at no time should a student be asked where he/she is from (school, state, country, etc.).
- Following their interaction with you, please thank the students and state that a decision will be made soon and the students will be notified of the decision. Please give no indication of their performance/score.
- During the last **10 minutes**, after the students are excused from the judging area, you may score the students. Refer to the Evaluation Criteria section for guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
- Please make sure to record a score for all categories, add them for the total score, and then initial the total score. The maximum score for the presentation is 50 points.

During the presentation, ask yourself, "Will this work? Is it realistic given the budget limitations? Do the students sound knowledgeable? Are the students communicating clearly?" Ultimately, you must decide, "Would I hire this team to design and implement the multigenerational human resources strategy for my organization?"

JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the students a Certificate of Excellence.

Thank you for volunteering your time to evaluate our emerging leaders and entrepreneurs.

EVALUATION CRITERIA

A score under the heading

Exceeds Expectations in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the students, and the decisions/recommendations have been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. Decisions/Recommendations that earn this level in every category for the presentation would probably receive strong consideration for implementation.

A score under the heading **Below Expectations** or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.

BUSINESS RESEARCH

WRITTEN ENTRY EVALUATION FORM

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One-to two page description of the project	0-1	2-3	4	5	

INTRODUCTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Description of the business or organization	0-1	2-3	4	5	
3. Description of the community (economic, geographic, demographic and socioeconomic factors)	0-1	2-3	4	5	
4. Description of the business's current human resources strategies	0-1	2-3	4	5	

FINDINGS AND CONCLUSIONS OF THE STUDY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. Findings of the research study	0-1	2-3	4	5	
6. Conclusions based on the findings	0-1	2-3	4	5	

PROPOSED STRATEGIC PLAN	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. Goals and objectives	0-1	2-3	4	5	
8. Strategies to improve or implement a multigenerational human resources strategy	0-1	2-3	4	5	
9. Methods of evaluating the proposed changes	0-1	2-3	4	5	

APPEARANCE AND WORD USAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
10. Professional layout, neatness, proper grammar, spelling and word usage	0-1	2-3	4	5	

WRITTEN ENTRY TOTAL POINTS (50)

JUDGE _____



BUSINESS RESEARCH

PRESENTATION EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Research explanation	0-1-3	3-4-5	6-7-8	9-10	
2. Research findings	0-1-2	3-4-5	6-7-8	9-10	
3. Conclusions	0-1-2	3-4-5	6-7-8	9-10	
4. Strategic plan to improve or implement a multigenerational human resources strategy	0-1-2	3-4-5	6-7-8	9-10	
5. Overall performance: Appropriate appearance, poise, confidence, presentation, technique, etc.	0-1-2	3-4-5	6-7-8	9-10	

PRESENTATION TOTAL POINTS (50)	
WRITTEN ENTRY (50)	
PRESENTATION (50)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

A score of 70 or better will earn the student a Certificate of Excellence.

For tie-breaking purposes, the following evaluation form ranking process will be used. Beginning with the Presentation Evaluation Form, the students with the highest score for item #1 wins the tie-break. If this does not break the tie, the process will continue for the remaining presentation items in the following order: 2, 3, 4, 5. If this does not break the tie, the process will continue using the Written Evaluation Form, beginning with item #5. If this does not break the tie, the process will continue for the remaining written entry items in the following order: 1, 8, 2, 4, 6, 7, 9, 3, 10.

JUDGE _____

EMERGING TECHNOLOGY MARKETING STRATEGIES

EMERGING TECHNOLOGY MARKETING STRATEGIES

The **Emerging Technology Marketing Strategies** event involves one or two students designing a marketing strategy for a product or service using emerging technology solutions. The students will then demonstrate and explain the marketing plan to the potential client.

The objective for the 2018-2019 year is to create a comprehensive emerging technology marketing strategy for a college bookstore. Emerging technology strategies include, but are not limited to, websites, mobile applications, social media outlets, animation, videos, and the like. The strategy should include a clearly integrated brand identity for the college bookstore.

The Emerging Technology Marketing Strategies event is not intended for design or creation of conceptual technologies; rather, it is designed to demonstrate accurate implementation of existing technologies.

Students will assume the role of agency owner of a creative consulting firm that creates marketing strategies for products, services and organizations using the latest technologies.

MARKETING

EVENT OVERVIEW

Prior to the conference, the students will create mock ups of all components of the integrated marketing plan. The students must be able to discuss the reasoning behind the marketing plan, design, features, expected outcomes and customer experience. The marketing plan will be presented to a judge acting as the potential client. Presentations must be presented using software such as PowerPoint, Slide Share, Slide Rocket, etc. Internet service, if needed, is the responsibility of the student. The presentation is not intended to be a live software demonstration, rather to explain the functionality and implementation of the overall marketing plan.

The judge will be in the role specified by the students as a client or potential client who is looking for ways to create a clear brand identity for their college bookstore. At the beginning of the presentation the students will inform the judge as to their role.

There will be an evaluation of the presentation for a possible 100 points. Preliminary round competition will consist of an evaluation of the presentation to the judge. Students will be ranked by section and a predetermined number of students will be named finalists. Finalists will make a second presentation.

LEARNING OUTCOMES

In addition to developing and demonstrating specific knowledge, through the development and presentation of an emerging technology marketing strategy to the judge, the students will:

- Demonstrate knowledge of budgetary requirements used for development
- Collect information, obtaining facts and ideas about product(s) and/or service(s)
- Apply design principles to attract the potential customer
- Utilize mobile applications
- Utilize social media
- Use graphics and/or multimedia in a presentation
- Apply marketing principles
- Understand the concept of feature/benefit selling
- Demonstrate knowledge/ understanding of client/ customer needs
- Apply internet and mobile marketing concepts
- Explain the development and design process
- Use innovative technology
- Organize and deliver an effective presentation

21ST CENTURY SKILLS

Students will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

GUIDELINES FOR THE PRESENTATION

- Students will have up to **20 minutes** to set up in the presentation area, make their presentation and answer questions from the judge(s).
- The students are to act as agency owners of a creative consulting firm that creates marketing strategies for products, services and organizations using the latest technologies. The students will walk the client or potential client (judge) through the comprehensive marketing plan.
- Only materials (computer equipment, visual aids, etc.) that can be easily carried to and from the competition areas will be permitted. Only the students may handle and set up their materials. No outside assistance will be allowed.
- Self-contained, state-of-the-art technology (personal or laptop computers/hand-held digital organizers) may be used. However, students must use battery power even if electrical outlets are available in the room.
- Visual aids (poster paper, flip charts) may be used.
- When using a presentation aid, sound may be used, as long as the volume is kept at a conversational level. If this guideline is not followed, the presentation will be interrupted and the students will be asked to follow the sound policy.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
- Materials appropriate to the situation may be handed to or left with the judge. Items of monetary value may be handed to, but may not be left with, the judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- Competitors are also responsible for following the information provided in the Collegiate DECA General Rules and Regulations for competition.
- Failure to follow guidelines may result in disqualification.

COPYRIGHT GUIDELINES

- For any registered logos, trademarks, names, text, etc. that were not the creation of the students, permission must be obtained (association and federal copyright laws apply). Students should assume that any work obtained from another source is copyrighted, even if it is not explicitly stated, unless they are told otherwise.
- Any violations of copyright, lack of source citation, or lack of permission to use material, may result in disqualification.
- Documentation of permission to use registered logos, trademarks and copyrighted materials must be submitted during the event briefing session. This documentation then will be given to judges prior to your presentation.



1-2 STUDENTS



PRESENTATION
TIME

PRESENTATION JUDGING

In the Emerging Technologies Marketing Strategies event, students assume the role of agency owner of a creative consulting firm that creates marketing strategies for products, services and organizations using the latest technologies.

Prior to the conference, the students will create mock-ups of all components of the integrated marketing plan, which will be presented to you acting as the potential client. The students must be able to discuss the reasoning behind the marketing plan, design, features, expected outcomes and customer experience. As the focus of this event is to explain the functionality and implementation of the overall marketing plan, students are not required to present a “live” demonstration of the technology. Internet service, if used, is the responsibility of the students.

At the beginning of the presentation the students will inform you as to your exact role. The students will then walk you through the comprehensive marketing strategy.

- Please familiarize yourself with all of the guidelines before interacting with students. Your job is to evaluate the presentation based on the Presentation Evaluation Form.
- Students will be scheduled for presentations at 25-minute intervals.
- Students will have up to **20 minutes** to set-up, make the presentation and respond to any questions from you. This includes any introduction to inform you, as the judges, as to the exact role you are to play. The students will be presenting the comprehensive marketing strategies to you.
- Students have been instructed to provide documentation for permission to use any logos, trademarks, names, text, etc. that are not the creation of the students. Any such documentation will be given to you by the event managers before the students begin their presentation. (Not all students will necessarily need such documentation.) Any violations of copyright, lack of source citation, or lack of permission to use material may result in disqualification.
- To ensure fairness, at no time should a student be asked where he/she is from (school, state, country, etc.).
- Following their interaction with you, please thank the students and state that a decision will be made soon and the students will be notified of the decision. Please give no indication of their performance/score.
- During the last **5 minutes**, after the students are excused from the judging area, you may score the students. Refer to the Evaluation Criteria section for guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
- When scoring, the main question to ask yourself is “Based on my experience, would I hire this student/team to develop my organization’s marketing strategies using emerging technologies to sell product(s) and/or service(s)?”

JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the students a Certificate of Excellence.

Thank you for volunteering your time to evaluate our emerging leaders and entrepreneurs.

EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the students, and the decisions/recommendations have been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. Decisions/Recommendations that earn this level in every category for the presentation would probably receive strong consideration for implementation.

A score under the heading **Below Expectations** or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.



EMERGING TECHNOLOGY MARKETING STRATEGIES

PRESENTATION EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Visual impression of the marketing materials—Consider: creativity, imagination, the use of graphics or media	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	
2. Integration of strategy components	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	
3. The value/benefit/price relationship featured by the emerging technology marketing strategies	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	
4. The application of marketing principles through the emerging technologies	0-1-2	3-4-5	6-7-8	9-10	
5. Ability to sell the concepts to client/potential client	0-1-2	3-4-5	6-7-8	9-10	
6. The ability to relate technology used for development to the client	0-1-2	3-4-5	6-7-8	9-10	
7. Introduction: confidence, poise, assertiveness	0-1-2	3-4-5	6-7-8	9-10	
8. Ability to understand and communicate client/customer needs	0-1	2-3	4	5	
9. Summary and conclusion or presentation, opening for call-back, responding to questions	0-1	2-3	4	5	
10. Overall performance: appropriate appearance, presentation technique, etc.	0-1	2-3	4	5	

TOTAL POINTS (100)

A score of 70 or better will earn the student a Certificate of Excellence.

For tie-breaking purposes, the following evaluation form ranking process will be used. First, the student with the highest score for #1 wins the tie-break. If this does not break the tie, the process will continue for the remaining items in the following order: 2, 3, 4, 5, 6, 7, 8, 9, 10.

JUDGE _____

ENTREPRENEURSHIP STARTING A BUSINESS

ENTREPRENEURSHIP-STARTING A BUSINESS
Sponsored by M&M Productions USA



The **Entrepreneurship-Starting a Business** event involves one to three students developing a proposal to start a business, then presenting the proposal to a potential investor or financial institution representative (judge). The proposed business may be a sole proprietorship, partnership, corporation or franchise.

The event provides an opportunity for the students to develop and demonstrate mastery of essential competencies as they apply to the analysis of a business opportunity, the development of a marketing/promotional plan and the development of a financial plan. Any type of business may be used; however, this event is not for businesses currently being operated.

ENTREPRENEURSHIP

EVENT OVERVIEW

The Entrepreneurship-Starting A Business event consists of two major parts, both evaluated by the judge, for a maximum 100 points:

- The **written entry** is limited to 15 pages, and will account for a maximum 50 points.
- The **oral presentation** by the students, limited to 20 minutes including set-up, presentation time, and answering questions from the judge, will also account for a maximum 50 points.

The students will assume the role of an entrepreneur seeking start-up capital (financing) for a new business or franchise.

The students must prepare a written entry of not more than 15 pages, including title page, that describes the business model the students want to develop. The written entry will be used to direct and reinforce the presentation to the judge. The presentation will be given to a decision-maker (judge) for a financial institution or a potential investor.

Read carefully the Format Guidelines for the Written Entry, Guidelines for the Presentation, Written Entry Checklist, Written Statement of Assurances, and Evaluation Forms.

Preliminary round competition will consist of an evaluation of the written entry (minus deductions from the Written Entry Checklist) accounting for 50 points, and one presentation, also accounting for 50 points. Students/Teams will be ranked according to their combined score, and a predetermined number of students/teams will be named finalists. Finalists will again be evaluated based on their written entry (minus deductions) and presentation to determine final rankings.

LEARNING OUTCOMES

In addition to developing and demonstrating specific knowledge, through the development and presentation of an entrepreneurship plan to the judge, the students will:

- Develop a marketing/promotional plan
- Apply entrepreneurial principles and techniques
- Demonstrate knowledge/understanding of customer/client needs
- Analyze business opportunities
- Self-evaluate personal interests, skills and abilities
- Understand the basic steps involved in starting a small business
- Interpret financial statements
- Develop a financial plan
- Understand the importance of time management in dealing with the unique demands of business ownership
- Understand factors relating to human resource management
- Demonstrate knowledge of the components of gross and net profit

21ST CENTURY SKILLS

Students will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The students/team must prepare a business plan in the form of a written entry. Read carefully and follow the instructions for: Title Page, Format for the Written Entry, Checklist Standards and Written Entry Checklist.

WRITTEN STATEMENT OF ASSURANCES. This must be signed and submitted with the entry. Do **not** include it in the page numbering.

TITLE PAGE. The first page of the written entry is the title page which lists the following:

ENTREPRENEURSHIP—STARTING A BUSINESS

Name and Type of Business
Name of Chapter/School
Name of Chapter Advisor
Chapter Advisor's Address
City, Association, ZIP/Postal Code
Country
Students Name(s) and Address(es)
City, Association, ZIP/Postal Code
Country
Date

A page number will not appear on the title page; however, the title page does count as one of the maximum 15 pages allowed. The page following the title page will be numbered "2."

FORMAT FOR WRITTEN ENTRY

The body of the written entry should include:

I. EXECUTIVE SUMMARY

A one- to two-page summary of the business model.

II. PROBLEM

List the top three problems your product/service is addressing.

III. CUSTOMER SEGMENTS

Who are the target customers?

IV. UNIQUE VALUE PROPOSITION

What is the single, clear, compelling message that states why your product/service is different and worth buying?

V. CHANNELS

What are the pathways to customers?

VI. REVENUE STREAMS

- A. What is the revenue model?
- B. What are the life time values?
- C. What is the revenue?
- D. What is the gross margin?

VII. COST STRUCTURE

- A. What are the customer acquisition costs?
- B. What are the distribution costs?
- C. What are the human resources costs?
- D. Additional costs?

VIII. DETAILED FINANCIALS

- A. Projected income statements by month for the first year's operation (sales, expenses, profit/loss)
- B. Projected cash flow for the first year
- C. Projected cash flow by month for the first year's operation
- D. Projected balance sheet, end of first year
- E. Projected three-year plan
- F. A brief narrative description of the planned growth of the proposed business, including financial resources and needs
- G. Proposed plan to meet capital needs
 - Personal and internal sources
 - Earnings, short-term and long-term borrowing, long-term equity
 - External sources
 - Short-term and long-term borrowing, long-term equity (if applicable) repayment plans
 - Plan to repay borrowed funds or provide return on investment to equity funds



1 to 3
STUDENTS



PAGES
ALLOWED



PRESENTATION
TIME

IX. KEY METRICS

What are the key activities that must be measured?

X. COMPETITIVE ADVANTAGE

What about your product/service means that it cannot be easily copied or bought?

XI. CONCLUSION

Specific request for financing, summary of key points supporting the financial request

XII. BIBLIOGRAPHY

XIII. APPENDIX

An appendix is optional. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc. Provided that the appendix includes such “exhibits” and is NOT used for “content” that should be included under previous sections, **the appendix does NOT count as one of the maximum 15 pages**. Any such misuse of the appendix may result in penalties under the Written Entry Checklist.

FRANCHISE ONLY APPENDIX

If your documentation consists only of a few pages and will easily fit in the official folio with your written entry, you may choose to include an Appendix for franchise documentation. If you choose this approach, your franchise documentation Appendix will NOT count as one of the maximum 15 pages allowed.

NOTE: If material other than actual franchise documentation (as described above) is included in your Appendix, you may be penalized under the Written Entry Checklist.

SEPARATE FRANCHISE DOCUMENTATION

If your documentation consists of many pages (it may even be in bound form) and does NOT fit in the official folio with your written entry, you may choose to provide separate franchise documentation. If you choose this approach, your franchise documentation does not need to follow any certain formatting guidelines and will NOT count as one of the maximum 15 pages allowed.

NOTE: If material other than actual franchise documentation (as described above) is provided as Separate Documentation, you may be penalized under the Written Entry Checklist.

CHECKLIST STANDARDS

In addition to the items outlined above, students must observe the following rules. The purpose of these rules is to make the competition as fair as possible among all students. Points will be deducted for each violation. Refer to the Written Entry Checklist.

1. Two official written entries must be submitted in official Collegiate DECA or DECA folios, available from Shop DECA. No markings, tape or other materials should be attached to the folios.
2. Two official written entries in official Collegiate DECA or DECA folios must be brought to the student briefing session to be turned in for evaluation according to the Written Entry Checklist. These will be kept by the event director and will be given to the judge prior to your presentation. The students/team may retain other copies (or photocopies) for their personal reference during the presentation. These additional copies do not have to be in official folios, will not be evaluated, and may not be shown to the judge.
3. The written entry must be limited to 15 pages, including the title page, which is not numbered. The pages must be numbered in sequence; however, a page number will not appear on the title page. The title page does count as one of the maximum 15 pages allowed. The page following the title page will be numbered "2." One page will be counted for each 8.5 x 11-inch panel or fraction thereof (foldouts, brochures, etc.). Extra pages added as dividers or additional title pages (even if blank) are included in the maximum 15 pages.
4. Body copy of the written entry must be at least double-spaced (not space-and-a-half). Title page, executive summary, bibliographical references, appendix content, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, charts, graphs, etc. may be single-spaced. Material may appear on one side of the page only.
5. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts, graphs and exhibits may be handwritten.
6. Colored paper, ink, pictures, etc. are allowed. Divider tabs, page borders, artwork, attachments, foldouts, paste-ups, photographs, etc. may also be used, but are still subject to number of pages and page size restrictions.

GUIDELINES FOR THE PRESENTATION

- Students will have up to **20 minutes** to set up in the presentation area, present their proposal and answer questions from the judge(s).
- Only materials (computer equipment, visual aids, etc.) that can be easily carried to and from the competition areas will be permitted. Only the students may handle and set up their materials. No outside assistance will be allowed.
- Self-contained, state-of-the-art technology (personal or laptop computers/hand-held digital organizers) may be used. However, students must use battery power even if electrical outlets are available in the room.
- Visual aids (poster paper, flip charts) may be used.
- When using a presentation aid, sound may be used, as long as the volume is kept at a conversational level. If this guideline is not followed, the presentation will be interrupted and the students will be asked to follow the sound policy.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
- All presentation materials must be prepared by the students with the exception of franchise documentation.
- Materials appropriate to the situation may be handed to or left with the judge. Items of monetary value may be handed to, but may not be left with, the judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- Students may bring copies of the written report to the presentation for their personal reference. These do not have to be in official folios, will not be evaluated and may not be shown to the judge.
- Competitors are also responsible for following the information provided in the Collegiate DECA General Rules and Regulations for competition.
- Failure to follow guidelines may result in disqualification.

WRITTEN ENTRY JUDGING

Eager entrepreneurs have developed a detailed presentation on a proposed new business or franchise, including a description and analysis of the business situation, planned marketing and promotion of the proposed business and planned financing. Playing the role of a potential source of start-up capital for the business, you are to read the written document and then interact with the writer(s) as if you were actually going to approve (or disapprove) the request for financing.

Please familiarize yourself with all of the guidelines before reading any of the written entry and interacting with students. Penalty points (see Written Entry Checklist) have already been assessed. Your job is to evaluate the written entry and presentation based on the Written Entry Evaluation Form.

- You will have 10 minutes to read the written entry before the students enter the judging area/room. This is an appropriate time to evaluate the written entry using the Written Entry Evaluation Form. Refer to the Evaluation Criteria section for guidelines.
- On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
- Please make sure to score all categories, add them for the total score, then initial the total score. The maximum score for the written entry is 50 points.
- Students with franchise businesses must provide franchising documentation where appropriate.

PRESENTATION JUDGING

- Please familiarize yourself with all of the guidelines before interacting with students. Your job is to evaluate the presentation based on the Presentation Evaluation Form.
- Students will be scheduled for presentations at 40-minute intervals.
- You will have **10 minutes** to read the written entry before the students enter the judging area.
- Students will have up to **20 minutes** outline the proposal and answer questions. Remember, you are role-playing a decision maker for a financial institution or a potential investor. You may refer to the written entry or to your notes during the interaction with the students.
- You may ask questions of the students to determine their ability to think spontaneously. To ensure fairness, you must ask all students the same standard questions. After asking the standard questions, you may ask other questions for clarification specific to the current students.
- To ensure fairness, at no time should a student be asked where he/she is from (school, state, country, etc.).
- Following their interaction with you, please thank the students and state that a decision on the financing will be made soon and that the students will be notified of the decision. Please give no indication of their performance/score.
- During the last **10 minutes**, after the students are excused from the judging area, you may score the students. Refer to the Evaluation Criteria section for guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
- Please make sure to record a score for all categories, add them for the total score, and then initial the total score. The maximum score for the presentation is 50 points.

During the presentation, ask yourself, “Will this work? Is it realistic? Do the students sound knowledgeable? Are the students communicating clearly?” Ultimately, you must decide, “Would I lend money to or invest in this person(s) and this proposal?”

JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the students a Certificate of Excellence.

Thank you for volunteering your time to evaluate our emerging leaders and entrepreneurs.

EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the students, and the decisions/recommendations have been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. Decisions/Recommendations that earn this level in every category for the presentation would probably receive strong consideration for implementation.

A score under the heading **Below Expectations** or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.



ENTREPRENEURSHIP STARTING A BUSINESS

WRITTEN ENTRY EVALUATION FORM

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One- to two-page summary of the business model	0-1	2-3	4	5	
PROBLEM	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. List the top three problems your product/service is addressing.	0-1	2-3	4	5	
CUSTOMER SEGMENTS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
3. Who are the target customers?	0-1	2	3	4	
UNIQUE VALUE PROPOSITION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
4. What is the single, clear, compelling message that states why your product/ service is different and worth buying?	0-1	2	3	4	
CHANNELS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
5. What are the pathways to customers?	0-1	2	3	4	
REVENUE STREAMS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
6. What are the life time values? What is the revenue? What is the gross margin?	0-1	2-3	4	5	
COST STRUCTURE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
7. What are the customer acquisition costs? What are the distribution costs? What are the human resources costs? Additional costs?	0-1	2-3	4	5	
DETAILED FINANCIALS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
8. Projected income statements by month for the first year's operation (sales, expenses, profit/loss); Projected cash flow for the first year; Projected cash flow by month for the first year's operation; Projected balance sheet, end of first year; Projected three-year plan; Description of the planned growth of the proposed business, including financial resources and needs; Proposed plan to meet capital needs	0-1	2-3	4	5	
KEY METRICS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
9. What are the key activities that must be measured?	0-1	2	3	4	
COMPETITIVE ADVANTAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
10. What about your product/service means that it cannot be easily copied or bought?	0-1	2	3	4	
CONCLUSION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
11. Specific request for financing, summary of key points supporting the financial request	0-1	2-3	4	5	

WRITTEN ENTRY TOTAL POINTS (50)

JUDGE

ENTREPRENEURSHIP STARTING A BUSINESS

PRESENTATION EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Opening presentation and request: description of the project; organization, clarity and effectiveness of the presentation	0-1	2-3	4-5-6	7-8	
2. Assess opportunities for venture creation	0-1	2-3	4-5	6	
3. Determine feasibility of venture ideas	0-1	2-3	4-5	6	
4. Assess start-up requirements	0-1	2-3	4-5	6	
5. Evaluate risk-taking opportunities	0-1	2-3	4-5	6	
6. Explain the complexity of business operations	0-1	2-3	4-5	6	
7. Determine relationships among total revenue, marginal revenue, output, and profit	0-1	2-3	4-5	6	
8. Describe marketing functions and related activities	0-1	2-3	4-5	6	

PRESENTATION TOTAL POINTS (50)	
WRITTEN ENTRY (50)	
PRESENTATION (50)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

A score of 70 or better will earn the student a Certificate of Excellence.

For tie-breaking purposes, the following evaluation form ranking process will be used. Beginning with the Presentation Evaluation Form, the students with the highest score for item #1 wins the tie-break. If this does not break the tie, the process will continue for the remaining presentation items in the following order: 2, 3, 4, 5, 6, 7, 8. If this does not break the tie, the process will continue using the Written Evaluation Form, beginning with item #2. If this does not break the tie, the process will continue for the remaining written entry items in the following order: 6, 7, 8, 11, 1, 4, 3, 5, 10, 9.



ENTREPRENEURSHIP GROWING YOUR BUSINESS

ENTREPRENEURSHIP-GROWING YOUR BUSINESS

The **Entrepreneurship–Growing Your Business** event involves the idea generation and strategy development needed to grow an existing business. Only Collegiate DECA members who currently own and operate their own business may participate in this event.

The Entrepreneurship–Growing Your Business event involves one to three students analyzing their current business operations and identifying 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.

ENTREPRENEURSHIP

EVENT OVERVIEW

The Entrepreneurship–Growing Your Business event consists of two major parts, both evaluated by the judge, for a maximum 100 points:

- The **written entry** is limited to 15 pages, and will account for a maximum 50 points. Proof of ownership documentation is NOT counted towards the maximum 15 pages.
- The **oral presentation** by the students, limited to 20 minutes including set-up, presentation time, and answering questions from the judge, will also account for a maximum 50 points.

Each team will be composed of one to three student participants. **All participants must be documented owners/operators of the business.**

For the presentation, the judge will assume the role of a potential investor and will evaluate both the written entry and the presentation.

Read carefully the Format Guidelines for the Written Entry, Guidelines for the Presentation, Written Entry Checklist, Written Statement of Assurances, and Evaluation Forms.

Preliminary round competition will consist of an evaluation of the written entry (minus deductions from the Written Entry Checklist) accounting for 50 points, and one presentation, also accounting for 50 points. Students will be ranked according to their combined score, and a predetermined number of students/teams will be named finalists. Finalists will again be evaluated based on their written entry (minus deductions) and presentation to determine final rankings.

PROOF OF OWNERSHIP

All participants must be documented owners/operators of the business. A parents' business does not qualify.

Examples of sufficient documentation of ownership include items that clearly list the name(s) of the owner(s)/operator(s) such as:

- Notarized affidavit of ownership, business licenses
- Certificates of insurance
- Tax filings
- Local business permits

Example of insufficient documentation of ownership include items that are less official such as:

- Web pages
- Business cards
- Promotional materials

LEARNING OUTCOMES

In addition to developing and demonstrating specific knowledge, through the development and presentation of an entrepreneurship plan to the judge, the students will:

- Develop a marketing/promotional plan
- Apply entrepreneurial principles and techniques
- Demonstrate knowledge/understanding of customer/client needs
- Analyze business opportunities
- Self-evaluate personal interests, skills and abilities
- Understand the basic steps involved in starting a small business
- Interpret financial statements
- Develop a financial plan
- Understand the importance of time management in dealing with the unique demands of business ownership
- Understand factors relating to human resource management
- Demonstrate knowledge of the components of gross and net profit

21ST CENTURY SKILLS

Students will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

FORMAT GUIDELINES FOR THE WRITTEN ENTRY

The students/team must prepare a business plan in the form of a written entry. Read carefully and follow the instructions for: Title Page, Format for the Written Entry, Checklist Standards and Written Entry Checklist.

WRITTEN STATEMENT OF ASSURANCES. This must be signed and submitted with the entry. Do **not** include it in the page numbering.

TITLE PAGE. The first page of the written entry is the title page which lists the following:

ENTREPRENEURSHIP GROWING YOUR BUSINESS

Name and Type of Business
Name of Chapter/School
Name of Chapter Advisor
Chapter Advisor's Address
City, Association, ZIP/Postal Code
Country
Students Name(s) and Address(es)
City, Association, ZIP/Postal Code
Country
Date

A page number will not appear on the title page; however, the title page does count as one of the maximum 15 pages allowed. The page following the title page will be numbered "2."

FORMAT FOR WRITTEN ENTRY

The body of the written entry should include:

I. EXECUTIVE SUMMARY

A one- to two-page summary of the business model.

II. INTRODUCTION

- A. Type of business owned and operated and a description of the current business operations
- B. Products and/or services offered
- C. Unique characteristics of the business

III. SWOT ANALYSIS

- A. Strengths of the business
- B. Weaknesses of the business
- C. Opportunities available for the business
- D. Threats to the business

IV. FIVE YEAR PLAN TO GROW AND EXPAND THE BUSINESS

- A. Expansion opportunities
- B. Marketing plan
- C. Demographics of market area

V. FINANCING PLAN

- A. Current financial situation, including financial documents
- B. Capital needed for expansion opportunities
- C. Fixed overhead and cost of operations
- D. Time to achieve profitability

VI. CONCLUSION

Summary of key points

VII. BIBLIOGRAPHY

VIII. APPENDIX

An appendix is optional. Include in an appendix any exhibits appropriate to the written entry, but not important enough to include in the body. These might include sample questionnaires used, letters sent and received, general background data, minutes of meetings, etc. Provided that the appendix includes such "exhibits" and is NOT used for "content" that should be included under previous sections, **the appendix does NOT count as one of the maximum 15 pages.** Any such misuse of the appendix may result in penalties under the Written Entry Checklist.

PROOF OF OWNERSHIP DOCUMENT (REQUIRED)

Documentation to verify student ownership/operation. Pages under this section/topic do NOT count towards the maximum 15 pages, and do not need to be numbered. **All participants must be documented owners/operators of the business.**



1 to 3
STUDENTS



PAGES
ALLOWED



PRESENTATION
TIME

CHECKLIST STANDARDS

In addition to the items outlined above, students must observe the following rules. The purpose of these rules is to make the competition as fair as possible among all students. Points will be deducted for each violation. Refer to the Written Entry Checklist.

1. Two official written entries must be submitted in official Collegiate DECA or DECA folios, available from Shop DECA. No markings, tape or other materials should be attached to the folios.
2. Two official written entries in official Collegiate DECA or DECA folios must be brought to the student briefing session to be turned in for evaluation according to the Written Entry Checklist. These will be kept by the event director and will be given to the judge prior to your presentation. The students/team may retain other copies (or photocopies) for their personal reference during the presentation. These additional copies do not have to be in official folios, will not be evaluated, and may not be shown to the judge.
3. The written entry must be limited to 15 pages, including the title page, which is not numbered. The pages must be numbered in sequence; however, a page number will not appear on the title page. The title page does count as one of the maximum 15 pages allowed. The page following the title page will be numbered "2." One page will be counted for each 8.5 x 11-inch panel or fraction thereof (foldouts, brochures, etc.). Extra pages added as dividers or additional title pages (even if blank) are included in the maximum 15 pages.
4. Body copy of the written entry must be at least double-spaced (not space-and-a-half). Title page, executive summary, bibliographical references, appendix content, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, charts, graphs, etc. may be single-spaced. Material may appear on one side of the page only.
5. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts, graphs and exhibits may be handwritten.
6. Colored paper, ink, pictures, etc. are allowed. Divider tabs, page borders, artwork, attachments, foldouts, paste-ups, photographs, etc. may also be used, but are still subject to number of pages and page size restrictions.

GUIDELINES FOR THE PRESENTATION

- Students will have up to **20 minutes** to set up in the presentation area, present their growth plan and answer questions from the judge(s).
- Only materials (computer equipment, visual aids, etc.) that can be easily carried to and from the competition areas will be permitted. Only the students may handle and set up their materials. No outside assistance will be allowed.
- Self-contained, state-of-the-art technology (personal or laptop computers/hand-held digital organizers) may be used. However, students must use battery power even if electrical outlets are available in the room.
- Visual aids (poster paper, flip charts) may be used.
- When using a presentation aid, sound may be used, as long as the volume is kept at a conversational level. If this guideline is not followed, the presentation will be interrupted and the students will be asked to follow the sound policy.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
- All presentation materials must be prepared by the students with the exception of sample materials related to the business.
- Materials appropriate to the situation may be handed to or left with the judge. Items of monetary value may be handed to, but may not be left with, the judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- Students may bring copies of the written report to the presentation for their personal reference. These do not have to be in official folios, will not be evaluated and may not be shown to the judge.
- Competitors are also responsible for following the information provided in the Collegiate DECA General Rules and Regulations for competition.
- Failure to follow guidelines may result in disqualification.

WRITTEN ENTRY JUDGING

Current entrepreneurs have worked to develop a plan to grow and expand their current business operations. Growth 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.

Please familiarize yourself with all of the guidelines before reading any of the written entry and interacting with students. Penalty points (see Written Entry Checklist) have already been assessed. Your job is to evaluate the written entry and presentation based on the Written Entry Evaluation Form.

- You will have 10 minutes to read the written entry before the students enter the judging area. This is an appropriate time to evaluate the written entry using the Written Entry Evaluation Form. Refer to the Evaluation Criteria section for guidelines.
- On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
- Please make sure to score all categories, add them for the total score, then initial the total score. The maximum score for the written entry is 50 points.

PRESENTATION JUDGING

- Please familiarize yourself with all of the guidelines before interacting with students. Your job is to evaluate the presentation based on the Presentation Evaluation Form.
- Students will be scheduled for presentations at 40-minute intervals.
- You will have **10 minutes** to read the written entry before the students enter the judging area.
- Students will have up to **20 minutes** to outline the growth plan and answer questions. Remember, you are role-playing a potential investor. You may refer to the written entry or to your notes during the interaction with the students.
- You may ask questions of the students to determine their ability to think spontaneously. To ensure fairness, you must ask all students the same standard questions. After asking the standard questions, you may ask other questions for clarification specific to the current students.
- To ensure fairness, at no time should a student be asked where he/she is from (school, state, country, etc.).
- Following their interaction with you, please thank the students and state that a decision on the financing will be made soon and that the students will be notified of the decision. Please give no indication of their performance/score.
- During the last **10 minutes**, after the students are excused from the judging area, you may score the students. Refer to the Evaluation Criteria section for guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
- Please make sure to record a score for all categories, add them for the total score, and then initial the total score. The maximum score for the presentation is 50 points.

During the presentation, ask yourself, “Will this work? Is it realistic? Do the students sound knowledgeable? Are the students communicating clearly?” Ultimately, you must decide, “Would I lend money to or invest in this person(s) and this proposal?”

JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the students a Certificate of Excellence.

Thank you for volunteering your time to evaluate our emerging leaders and entrepreneurs.

EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the students, and the decisions/recommendations have been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. Decisions/Recommendations that earn this level in every category for the presentation would probably receive strong consideration for implementation.

A score under the heading **Below Expectations** or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.



ENTREPRENEURSHIP GROWING YOUR BUSINESS

WRITTEN ENTRY EVALUATION FORM

EXECUTIVE SUMMARY	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. One-to two-page description of the project	0-1	2	3	4	

INTRODUCTION	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
2. Type of business owned and description of current business operations	0-1	2	3	4	
3. Unique characteristics of the business	0-1	2	3	4	

SWOT ANALYSIS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
4. Strengths of the business	0	1	2	3	
5. Weaknesses of the business	0	1	2	3	
6. Opportunities available for the business	0	1	2	3	
7. Threats to the business	0	1	2	3	

FIVE YEAR PLAN TO GROW AND EXPAND THE BUSINESS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
8. Expansion opportunities	0-1	2	3	4	
9. Marketing plan/demographics of market area	0-1	2	3	4	

FINANCING PLAN	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
10. Current financial situation	0	1	2	3	
11. Capital needed for expansion opportunities	0	1	2	3	
12. Fixed overhead and cost of operations	0	1	2	3	
13. Time to achieve profitability	0	1	2	3	

CONCLUSIONS	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
14. Summary of key points	0	1	2	3	

APPEARANCE AND WORD USAGE	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
15. Professional layout, neatness, proper grammar, spelling and word usage	0	1	2	3	

WRITTEN ENTRY TOTAL POINTS (50)

JUDGE _____



ENTREPRENEURSHIP GROWING YOUR BUSINESS

PRESENTATION EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Opening remarks	0-1-2	3-4-5	6-7-8	9-10	
2. SWOT analysis	0-1-2	3-4-5	6-7-8	9-10	
3. Plan to grow the business	0-1-2	3-4-5	6-7-8	9-10	
4. Financing plan	0-1-2	3-4-5	6-7-8	9-10	
5. Overall performance, presentation technique, effective use of visual aids and participation of all members	0-1-2	3-4-5	6-7-8	9-10	

PRESENTATION TOTAL POINTS (50)	
WRITTEN ENTRY (50)	
PRESENTATION (50)	
SUBTOTAL (100)	
LESS PENALTY POINTS	
TOTAL SCORE	

A score of 70 or better will earn the student a Certificate of Excellence.

For tie-breaking purposes, the following evaluation form ranking process will be used. Beginning with the Presentation Evaluation Form, the students with the highest score for item #3 wins the tie-break. If this does not break the tie, the process will continue for the remaining presentation items in the following order: 2, 1, 4, 5. If this does not break the tie, the process will continue using the Written Entry Evaluation Form, beginning with item #8. If this does not break the tie, the process will continue for the remaining written entry items in the following order: 3, 9, 2, 1, 10, 6, 13, 7, 11, 5, 12, 4, 14, 15.

JUDGE _____



PROFESSIONAL SALES

PROFESSIONAL SALES

The **Professional Sales** event involves a student's demonstration of his/her ability to organize and deliver a sales presentation for a product and/or service of the student's choice, including interaction with one or more potential buyers (judges). The ability of the student to interact with buyers and initiate a purchase is the major focus of this event.

MARKETING

EVENT OVERVIEW

The Professional Sales event involves the student selecting a product and/or service to sell. The student will have a choice of making a presentation of:

- Any item or items to be sold to a company to be used for resale.
- Any item that is to be an industrial or trade product or service to be used in a company, firm or store in the operation of its business.
- Any item to be sold to the ultimate consumer.

The student will assume the role of a sales representative for the organization. The role of the judge will be that of a potential buyer of the product and/or service.

Preliminary round competition will consist of an evaluation of the presentation to the judge. Students will be ranked by section and a predetermined number of students will be named finalists. Finalists will make a second sales presentation.

LEARNING OUTCOMES

In addition to developing and demonstrating specific knowledge relating to the selected product(s) and/or service(s), through the development and delivery of a sales presentation to the judge the student will:

- Collect information, obtaining facts and ideas about the product(s) and/or service(s)
- Apply selling principles and techniques to the business environment
- Understand the concept of feature/benefit selling
- Demonstrate knowledge/ understanding of customer/client needs
- Organize and deliver an effective sales presentation
- Close a sales presentation effectively

21ST CENTURY SKILLS

Students will also develop many 21st Century Skills, in the following categories, desired by today's employers:

- Communication and Collaboration
- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills

GUIDELINES FOR THE PRESENTATION

- Students will have up to **20 minutes** to set up in the presentation area, make the sales presentation and answer questions from the judge(s). Part of this time may be used by the student to make an introduction to:
 - Inform the judges, as the potential buyers, of the active role they are to play.
 - Set the stage for a typical situation.
- The objective for the student is to act as a sales representative making a sales presentation to a potential buyer. Prior to the conference, the student will select a product and/or a service to sell. The student will have a choice of making a presentation of:
 - Any item or items to be sold to a company to be used for resale.
 - Any item that is to be an industrial or trade product or service to be used in a company, firm or store in the operation of its business.
 - Any item to be sold to the ultimate consumer.
- The judges will serve as potential buyers, and the student may involve the buyers in the presentation. The judges may also initiate interaction with the student based on their roles.
- Only materials (computer equipment, visual aids, etc.) that can be easily carried to and from the competition areas will be permitted. Other persons may assist in the set-up, but only for the time needed for set up. After this time they must leave the room.
- Self-contained, state-of-the-art technology (personal or laptop computers/hand-held digital organizers) may be used. However, students are encouraged to use battery power. There may or may not be electrical outlets in the presentation room. Students will be informed of the availability of outlets during their event briefing session at the conference. If equipment is used, it is highly recommended that the student use a power strip or surge protector.
- Visual aids (poster paper, flip charts) may be used.
- When using a presentation aid, sound may be used, as long as the volume is kept at a conversational level. If this guideline is not followed, the presentation will be interrupted and the students will be asked to follow the sound policy.
- All materials, equipment, supplies, etc. must be provided by the students. DECA assumes no responsibility for damage/loss of materials, equipment, supplies, etc.
- Materials appropriate to the situation may be handed to or left with the judge. Items of monetary value may be handed to, but may not be left with, the judges. Items such as flyers, brochures, pamphlets and business cards may be handed to or left with the judge. No food or drinks allowed.
- Product samples and other such items of value that are presented to the judges must be returned to the student by the event manager after the student has been judged.
- Competitors are also responsible for following the information provided in the Collegiate DECA General Rules and Regulations for competition.
- Failure to follow guidelines may result in disqualification.



1 STUDENT



PRESENTATION
TIME

PRESENTATION JUDGING

Students with a career interest in sales will select any item or items to be sold to a company to be used for resale, or any item that is to be an industrial or trade product or service to be used in a company, firm or store in the operation of its business or a product or service to be sold to the ultimate consumer. The student will make decisions regarding the situation and delivery of the sales presentation.

The student will assume the role of a sales representative for the product and/or service. The role of the judges will be that of potential buyers for the product and/or service.

- Please familiarize yourself with all of the guidelines before interacting with students. Your job is to evaluate the presentation based on the Presentation Evaluation Form.
- Students will be scheduled for presentations at 25-minute intervals.
- Students will have up to **20 minutes** to set up visuals in the presentation room/area, make the sales presentation and respond to any questions you may have. Part of this time may be used by the student to make an introduction to:
 - Inform the judges, as the potential buyers, of the active role they are to play.
 - Set the stage for a typical situation.The student may involve the judges in the presentation, and the judges may also initiate interaction with the student based on their roles.
- You may ask questions of the students to determine their ability to think spontaneously. To ensure fairness, you must ask all students the same standard questions. After asking the standard questions, you may ask other questions for clarification specific to the current students.
- To ensure fairness, at no time should a student be asked where he/she is from (school, state, country, etc.).
- Following their interaction with you, please thank the students and state that a decision on the financing will be made soon and that the students will be notified of the decision. Please give no indication of their performance/score.
- During the last **5 minutes**, after the students are excused from the judging area, you may score the students. Refer to the Evaluation Criteria section for guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.
- Please make sure to score all categories, add them for the total score, then initial the total score.
- When scoring, the main question to ask yourself is “Would I purchase these products and/or services based on the student’s presentation?”

JUDGING SUMMARY

Maximum score is 100 points. A score of 70 or better will earn the students a Certificate of Excellence.

Thank you for volunteering your time to evaluate our emerging leaders and entrepreneurs.

EVALUATION CRITERIA

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the students, and the decisions/recommendations have been presented well.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. Decisions/Recommendations that earn this level in every category for the presentation would probably receive strong consideration for implementation.

A score under the heading **Below Expectations** or **Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.

PROFESSIONAL SALES

PRESENTATION EVALUATION FORM

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
1. Product presentation—Analyze and determine customer needs	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	
2. Opening: Personal introduction; opening statement; create interest in product/service	0-1-2	3-4-5	6-7-8	9-10	
3. Product presentation—Benefits matched customer needs	0-1-2	3-4-5	6-7-8	9-10	
4. Product presentation—Demonstrate adequate knowledge of product/service features	0-1-2	3-4-5	6-7-8	9-10	
5. Closing: Summary and conclusion of presentation; reacting/responding to customer reactions; opening for call-back	0-1-2	3-4-5	6-7-8	9-10	
6. Handling objections: Welcome and listen to objections; handle and overcome objections with respect	0-1-2	3-4-5	6-7-8	9-10	
7. Presentation skills: Clarity; tempo vocabulary and grammar; pitch; volume; enthusiasm, enunciation and pronunciation	0-1-2	3-4-5	6-7-8	9-10	
8. Organization of presentation: Neatness and organization of material; order of presentation	0-1-2	3-4-5	6-7-8	9-10	
9. Product presentation—Demonstrate interest in the customer.	0-1	2-3	4	5	
10. Reaction under pressure: Consider time, answering questions	0-1	2-3	4	5	
11. Overall performance: Appropriate appearance, poise, confidence, presentation technique, etc.	0-1	2-3	4	5	

TOTAL POINTS (100)

A score of 70 or better will earn the student a Certificate of Excellence.

For tie-breaking purposes, the following evaluation form ranking process will be used. First, the student with the highest score for #1 wins the tie-break. If this does not break the tie, the process will continue for the remaining items in the following order: 2, 3, 4, 5, 6, 7, 8, 9, 10, 11.

JUDGE _____



INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

APRIL 13-16 | 2019
ORLANDO