

Marketing Education and DECA's Competitive Events: A Successful Partnership

DECA is a co-curricular organization for students studying marketing, management, or entrepreneurship. One of the services provided by the state and national levels of DECA is a competitive events program. All the competitive events are designed to be instructional projects, and they address competencies from the National Curriculum framework. Therefore, these competencies reflect the Content Standards and Objectives found in the West Virginia Marketing Education's Program of Work. WV's Content Standards and Objectives serve as the foundation for all Marketing courses engaging students in a variety of contextual learning projects. DECA's competitive events are designed to be challenging and rigorous, incorporating academic competencies as well.

This document demonstrates the connection between the Marketing Education Content Standards and National DECA's competitive events program. Most standards can be achieved through students' participation in a competitive event. Competition remains a motivating and beneficial option for many students to achieve excellence in the classroom, on the job, and/or in their pursuit of a postsecondary education.

DECA provides a unique opportunity to bring the marketing curriculum to life in a classroom. In addition to clear curriculum standards and objectives, DECA events also encourage civic participation and leadership development, along with developing effective oral and written communication skills.

The following table contains a list of DECA's Competitive Events, courses in the Marketing Education Program of Study, and each course's content standards. To illustrate the successful partnership between Marketing Education and DECA, each course's standards are aligned with specific DECA competitive events covering each standard. It is important to understand that Marketing Education and DECA are co-curricular in nature and the student organization provides students numerous opportunities to succeed.

Marketing Education AND



Course & WEVIS Number		DECA's Competitive Events																																													
0410 Global Business and Marketing		Principles of Business Administration Events				Individual Series Events										Team Decision Making Events						Business Operations Research Events					Chapter Team Events					Business Management & Entrepreneurship Events			Marketing Representative Events												
Content Standard		Principles of Business Mgt. & Administration	Principles of Finance	Principles of Hospitality & Tourism	Principles of Marketing	Accounting Applications	Apparel & Accessories	Automotive Services	Business Services	Food Marketing	Hotel and Lodging	Marketing Management	Quick Serve Restaurant	Restaurant and Food Service	Retail Merchandising	Sports & Entertainment	Business Law & Ethics	Buying & Merchandising	Financial Analysis	Hospitality Services	Sports & Entertainment	Travel & Tourism	Business Services	Buying & Merchandising	Finance	Hospitality & Tourism	Sports & Entertainment	Community Service	Creative Marketing	Entrepreneurship Promotion	Financial Literacy Promo	Learn and Earn	Public Relations	Entrepreneurship Written	International Business Plan	Internet Marketing Plan	Entrepreneurship Participating	Advertising Campaign	Fashion Merchandising	Technical Sales							
1	Role of Global Business and Marketing			•	•											•			•						•										•	•	•	•									
2	Communication Strategies	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
3	Social, Cultural, Political, Legal, and Economic Factors		•		•												•		•						•											•	•	•	•								
4	Global Finance and Risk Management		•		•	•													•					•																							
5	Operations and Management of Human Resources	•			•																																										
6	Marketing Concepts	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•			
7	Trade Concepts in the Import/Export Process		•		•																																										
8	Business Ownership and Entrepreneurial Opportunities	•			•																																										
9	Technology in Global Business and Marketing	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•		
10	Participating in a Local Student Organization	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
11	Literacy and Numeracy	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
12	21 st Century Learning Skills	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
13	Entrepreneurship Skills	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

Course & WEVIS Number		DECA's Competitive Events																																											
0437 Hospitality and Tourism Marketing		Principles of Business Administration Events				Individual Series Events										Team Decision Making Events					Business Operations Research Events					Chapter Team Events					Business Management & Entrepreneurship Events			Marketing Representative Events											
Content Standard		Principles of Business Mgt. & Administration	Principles of Finance	Principles of Hospitality & Tourism	Principles of Marketing	Accounting Applications	Apparel & Accessories	Automotive Services	Business Services	Food Marketing	Hotel and Lodging	Marketing Management	Quick Serve Restaurant	Restaurant and Food Service	Retail Merchandising	Sports & Entertainment	Business Law & Ethics	Buying & Merchandising	Financial Analysis	Hospitality Services	Sports & Entertainment	Travel & Tourism	Business Services	Buying & Merchandising	Finance	Hospitality & Tourism	Sports & Entertainment	Community Service	Creative Marketing	Entrepreneurship Promotion	Financial Literacy Promo	Learn and Earn	Public Relations	Entrepreneurship Written	International Business Plan	Internet Marketing Plan	Entrepreneurship Participating	Advertising Campaign	Fashion Merchandising	Technical Sales					
1	The Travel and Tourism Industry			●						●		●	●						●		●				●										●			●							
2	Economic Impact of the Travel and Tourism Industry			●						●		●	●						●		●				●											●			●						
3	Fundamentals of Marketing	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
4	Customer Service and Employees in the Travel and Tourism Industry			●						●		●	●						●		●				●										●			●							
5	The Lodging Industry			●						●		●	●						●		●				●										●			●							
6	The Food and Beverage Industry			●						●		●	●						●		●				●										●			●							
7	Other Major Segments of the Travel and Tourism Industry			●						●		●	●						●		●				●										●			●							
8	Promotion			●						●		●	●						●		●				●						●	●			●			●							
9	Career Opportunities in the Travel and Tourism Industry			●						●		●	●						●		●				●										●			●							
10	Participating in a Local Student Organization	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
11	Literacy and Numeracy	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
12	21 st Century Learning Skills	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
13	Entrepreneurship Skills	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

Course & WEVIS Number		DECA's Competitive Events																																											
0425 Marketing Principles II		Principles of Business Administration Events				Individual Series Events										Team Decision Making Events						Business Operations Research Events					Chapter Team Events					Business Management & Entrepreneurship Events				Marketing Representative Events									
Content Standard		Principles of Business Mgt. & Administration	Principles of Finance	Principles of Hospitality & Tourism	Principles of Marketing	Accounting Applications	Apparel & Accessories	Automotive Services	Business Services	Food Marketing	Hotel and Lodging	Marketing Management	Quick Serve Restaurant	Restaurant and Food Service	Retail Merchandising	Sports & Entertainment	Business Law & Ethics	Buying & Merchandising	Financial Analysis	Hospitality Services	Sports & Entertainment	Travel & Tourism	Business Services	Buying & Merchandising	Finance	Hospitality & Tourism	Sports & Entertainment	Community Service	Creative Marketing	Entrepreneurship Promotion	Financial Literacy Promo	Learn and Earn	Public Relations	Entrepreneurship Written	International Business Plan	Internet Marketing Plan	Entrepreneurship Participating	Advertising Campaign	Fashion Merchandising	Technical Sales					
1	Promotion			●	●		●	●	●	●	●	●	●	●	●				●	●	●		●	●	●	●					●		●	●			●	●							
2	Pricing			●	●	●	●	●	●	●	●	●	●	●	●		●	●	●	●	●		●	●	●	●					●		●	●			●	●			●	●	●		
3	Risk Management	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●					●		●	●	●	●									
4	Purchasing			●	●	●	●	●	●	●	●	●	●	●	●		●		●	●	●		●		●	●					●		●	●	●	●						●			
5	Finance		●			●																			●				●						●	●			●	●					
6	Product/Service Planning				●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		●				●				●	●	●	●			●	●	●	
7	Marketing Research			●	●		●	●	●	●	●	●	●	●	●		●	●	●	●	●	●	●	●	●	●		●				●				●	●	●	●			●		●	
8	Management Skills	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●					●				●	●			●						
9	Entrepreneurship	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
10	Participating in a Local Student Organization	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
11	Literacy and Numeracy	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
12	21 st Century Learning Skills	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
13	Entrepreneurship Skills	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

Course & WEVIS Number		DECA's Competitive Events																																													
0428 Marketing Work Experience/ Internship		Principles of Business Administration Events				Individual Series Events										Team Decision Making Events						Business Operations Research Events						Chapter Team Events						Business Management & Entrepreneurship Events			Marketing Representative Events										
Content Standard		Principles of Business Mgt. & Administration	Principles of Finance	Principles of Hospitality & Tourism	Principles of Marketing	Accounting Applications	Apparel & Accessories	Automotive Services	Business Services	Food Marketing	Hotel and Lodging	Marketing Management	Quick Serve Restaurant	Restaurant and Food Service	Retail Merchandising	Sports & Entertainment	Business Law & Ethics	Buying & Merchandising	Financial Analysis	Hospitality Services	Sports & Entertainment	Travel & Tourism	Business Services	Buying & Merchandising	Finance	Hospitality & Tourism	Sports & Entertainment	Community Service	Creative Marketing	Entrepreneurship Promotion	Financial Literacy Promo	Learn and Earn	Public Relations	Entrepreneurship Written	International Business Plan	Internet Marketing Plan	Entrepreneurship Participating	Advertising Campaign	Fashion Merchandising	Technical Sales							
1	Human Relations Skills	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●				
2	Business Communications	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
3	Basic Work Skills	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
4	Workplace Safety Techniques	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●																				
5	Participating in a Local Student Organization	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
6	Literacy and Numeracy	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
7	21 st Century Learning Skills	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	
8	Entrepreneurship Skills	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

Course & WEVIS Number		DECA's Competitive Events																																													
0431 Professional Sales		Principles of Business Administration Events				Individual Series Events										Team Decision Making Events						Business Operations Research Events					Chapter Team Events						Business Management & Entrepreneurship Events			Marketing Representative Events											
Content Standard		Principles of Business Mgt. & Administration	Principles of Finance	Principles of Hospitality & Tourism	Principles of Marketing	Accounting Applications	Apparel & Accessories	Automotive Services	Business Services	Food Marketing	Hotel and Lodging	Marketing Management	Quick Serve Restaurant	Restaurant and Food Service	Retail Merchandising	Sports & Entertainment	Business Law & Ethics	Buying & Merchandising	Financial Analysis	Hospitality Services	Sports & Entertainment	Travel & Tourism	Business Services	Buying & Merchandising	Finance	Hospitality & Tourism	Sports & Entertainment	Community Service	Creative Marketing	Entrepreneurship Promotion	Financial Literacy Promo	Learn and Earn	Public Relations	Entrepreneurship Written	International Business Plan	Internet Marketing Plan	Entrepreneurship Participating	Advertising Campaign	Fashion Merchandising	Technical Sales							
1	Fundamentals of Marketing			●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●				
2	Preparing for a Sale			●	●		●	●	●	●	●	●	●	●	●	●		●		●	●	●	●	●		●	●		●	●		●			●	●	●	●						●			
3	Knowing Your Customer			●	●		●	●	●	●	●	●	●	●	●	●		●		●	●	●	●	●		●	●		●	●		●			●	●	●	●						●			
4	Determining Customer Needs			●	●		●	●	●	●	●	●	●	●	●	●		●		●	●	●	●	●		●	●		●	●		●			●	●	●	●		●	●	●			●		
5	Demonstrating and Presenting a Product/Service			●	●		●	●	●	●	●	●	●	●	●	●		●		●	●	●	●	●		●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
6	Handling Customer Objections and Questions			●	●		●	●	●	●	●	●	●	●	●	●		●		●	●	●	●	●		●	●		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●		
7	Closing the Sale			●	●		●	●	●	●	●	●	●	●	●	●		●		●	●	●	●	●		●	●		●	●		●			●	●	●	●	●	●	●	●	●	●	●		
8	Follow-Up Activities			●	●		●	●	●	●	●	●	●	●	●	●		●		●	●	●	●	●		●	●		●	●		●			●	●	●	●	●	●	●	●	●	●	●	●	
9	Sales Math			●	●		●	●	●	●	●	●	●	●	●	●		●		●	●	●	●	●		●	●		●	●		●			●	●	●	●	●	●	●	●	●	●	●	●	
10	Selling			●	●		●	●	●	●	●	●	●	●	●	●		●		●	●	●	●	●		●	●		●	●		●			●	●	●	●	●	●	●	●	●	●	●	●	
11	Participating in a Local Student Organization	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
12	Literacy and Numeracy	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
13	21 st Century Learning Skills	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
14	Entrepreneurship Skills	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

Course & WEVIS Number		DECA's Competitive Events																																																
0441 Real Estate Marketing		Principles of Business Administration Events				Individual Series Events										Team Decision Making Events						Business Operations Research Events						Chapter Team Events						Business Management & Entrepreneurship Events				Marketing Representative Events												
Content Standard		Principles of Business Mgt. & Administration	Principles of Finance	Principles of Hospitality & Tourism	Principles of Marketing	Accounting Applications	Apparel & Accessories	Automotive Services	Business Services	Food Marketing	Hotel and Lodging	Marketing Management	Quick Serve Restaurant	Restaurant and Food Service	Retail Merchandising	Sports & Entertainment	Business Law & Ethics	Buying & Merchandising	Financial Analysis	Hospitality Services	Sports & Entertainment	Travel & Tourism	Business Services	Buying & Merchandising	Finance	Hospitality & Tourism	Sports & Entertainment	Community Service	Creative Marketing	Entrepreneurship Promotion	Financial Literacy Promo	Learn and Earn	Public Relations	Entrepreneurship Written	International Business Plan	Internet Marketing Plan	Entrepreneurship Participating	Advertising Campaign	Fashion Merchandising	Technical Sales										
1	Economy and Social Impact of Real Estate		•		•	•													•						•																									
2	Property Rights and Fundamentals of Ownership		•		•	•													•						•																									
3	Contracts		•		•	•													•						•																									
4	Deeds		•		•	•													•						•																									
5	Financing, Mortgages, and Deeds of Trust		•		•	•													•						•																									
6	Brokerage and Agency Contract Responsibilities		•		•	•													•						•																									
7	Fair Housing Statutes		•		•	•													•						•																									
8	Ethics		•		•	•													•						•																									
9	Careers in Real Estate Marketing		•		•	•													•						•																									
10	Participating in a Local Student Organization	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
11	Literacy and Numeracy	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	
12	21 st Century Learning Skills	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
13	Entrepreneurship Skills	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

