



CHAPTER COMPETITIVE EVENT ALLOTMENTS 2011-2012

●Each Chapter* (Marketing Education teacher unit) may enter 22 competitors in the following events, in any combination:

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS (must be the first year on a DECA roster)

| | |
|-----|--|
| PBM | Principles of Business Management and Administration |
| PFN | Principles of Finance |
| PHT | Principles of Hospitality and Tourism |
| PMK | Principles of Marketing |

INDIVIDUAL SERIES EVENTS -

| | |
|------|---|
| ACT | Accounting Applications Series |
| AAM | Apparel & Accessories Marketing Series |
| ASM | Automotive Services Marketing Series |
| BFS | Business Finance Series |
| BSM | Business Services Marketing Series |
| FMS | Food Marketing Series |
| HLM | Hotel and Lodging Management Series |
| HRM | Human Resources Management Series |
| MMS | Marketing Management Series |
| QSRM | Quick Serve Restaurant Management Series |
| RFSM | Restaurant and Food Service Management Series |
| RMS | Retail Merchandising Series |
| SEM | Sports and Entertainment Marketing Series |

MARKETING REPRESENTATIVE EVENTS -

| | |
|------|---|
| ADC | Advertising Campaign Event |
| FMP | Fashion Merchandising Promotion Plan |
| SEPP | Sports and Entertainment Promotion Plan |

PROFESSIONAL SELLING EVENTS -

| | |
|-----|--|
| HPS | Hospitality and Tourism Professional Selling |
| PSE | Professional Selling Event |

◆Each Chapter* (Marketing Education teacher unit) may enter seven teams (2 members per team) in the following events, in any combination.

TEAM DECISION MAKING EVENTS -

| | |
|-------|---|
| BLTDM | Business Law and Ethics Team Decision Making Event |
| BTDM | Buying and Merchandising Team Decision Making Event |
| FTDM | Financial Services Team Decision Event |
| HTDM | Hospitality Services Team Decision Making Event |
| MTDM | Marketing Communications Team Decision Making Event |
| STDM | Sports & Entertainment Marketing Team Decision Making Event |
| TTDM | Travel & Tourism Team Decision Making Event |

■Each Chapter* (Marketing Education teacher unit) may enter nine teams (1-3 members) in the following events, in any combination.

BUSINESS OPERATIONS RESEARCH EVENTS -

| | |
|------|---|
| B0R | Business Services Operations Research Event |
| BMOR | Buying and Merchandising Operations Research Event |
| FOR | Finance Operations Research Event |
| HTOR | Hospitality & Tourism Operations Research Event |
| SEOR | Sports and Entertainment Marketing Operations Research Event |

BUSINESS MANAGEMENT & ENTREPRENEURSHIP EVENTS -

| | |
|------|--|
| ENW | Entrepreneurship Written Event |
| ENPF | Entrepreneurship Participating Event-Franchising Business |
| ENPI | Entrepreneurship Participating Event-Independent Business |
| IBP | International Business Plan Event |

●Each Chapter* (Marketing Education teacher unit) may enter one team (1-3 members) in each of the following events:

CHAPTER TEAM EVENTS -

| | |
|------|--------------------------------------|
| CSP | Community Service Project |
| CMP | Creative Marketing Project |
| EPP | Entrepreneurship Promotion Project |
| FLPP | Financial Literacy Promotion Project |
| LEP | Learn & Earn Project |
| PRP | Public Relations Project |

ON-LINE EVENTS- *** *CANNOT compete in another event at ICDC****

| | |
|------|-----------------------------------|
| VBCR | Virtual Business Challenge Retail |
| VBCS | Virtual Business Challenge Sports |
| SMG | Stock Market Game |

*If a chapter has more than one advisor (ME Teacher), the chapter will be allowed to enter competitors accordingly (i.e. a chapter with two advisors may enter 44 competitors in **Series, Principles & Marketing Representative Events and Professional Selling; 14 teams in MTDM Events; etc.**)

BONUS COMPETITORS - Chapters now qualify for one additional individual competitor for each five (5) additional members over thirty (30) on the **chapter's original membership roster**. **Members added on Additions Rosters do not count.**