



## DECA's Texas State Career Development Conference 2012

*All events take place at the American Bank Center, Corpus Christi, Texas*

### JUDGE REGISTRATION FORM

<b>Mr./Ms. &amp; Name:</b>	<b>Home Phone:</b>
<b>Title/Position:</b>	<b>Cell Phone:</b>
<b>Company:</b>	<b>Work Phone:</b>
<b>Mailing Address:</b>	<b>E-mail:</b>
<b>City, State, ZIP:</b>	<b>Referred by:</b>

(Please check all events that you are willing and able to judge.)

Friday, March 2, 2012 from 7:00 AM – 1:00 PM	Friday, March 2, 2012 from 7:00 AM – 5:00 PM
<p>7:00 am – 8:00 am Judge Registration/Reception</p> <p><b>Series Events</b></p> <p>8:00 am – 1:00 pm Judging</p> <p><input type="checkbox"/> Accounting Applications</p> <p><input type="checkbox"/> Apparel &amp; Accessories Marketing</p> <p><input type="checkbox"/> Automotive Services Marketing</p> <p><input type="checkbox"/> Business Financial</p> <p><input type="checkbox"/> Business Services Marketing</p> <p><input type="checkbox"/> Food Marketing</p> <p><input type="checkbox"/> Hotel &amp; Lodging Management</p> <p><input type="checkbox"/> Human Resources Management</p> <p><input type="checkbox"/> Marketing Management</p> <p><input type="checkbox"/> Quick Serve Restaurant Management</p> <p><input type="checkbox"/> Restaurant &amp; Food Service Mgmt.</p> <p><input type="checkbox"/> Retail Merchandising</p> <p><input type="checkbox"/> Sports &amp; Entertainment Marketing</p> <p><b>Principles Events</b></p> <p>8:00 am – 1:00 pm Judging</p> <p><input type="checkbox"/> Principles of Business Mgmt. &amp; Admin.</p> <p><input type="checkbox"/> Principles of Finance</p> <p><input type="checkbox"/> Principles of Hospitality &amp; Tourism</p> <p><input type="checkbox"/> Principles of Marketing</p> <p><b>Team Decision Making Events</b></p> <p>8:00 am – 1:00 pm Judging</p> <p><input type="checkbox"/> Business Law &amp; Ethics TDM</p> <p><input type="checkbox"/> Buying &amp; Merchandising TDM</p> <p><input type="checkbox"/> Financial Services TDM</p> <p><input type="checkbox"/> Hospitality Services TDM</p> <p><input type="checkbox"/> Marketing Communications TDM</p> <p><input type="checkbox"/> Sports &amp; Entertainment Marketing TDM</p> <p><input type="checkbox"/> Travel &amp; Tourism TDM</p>	<p>7:00 am – 8:00 am Judge Registration/Reception</p> <p><b>*All Judges Receive Breakfast and Lunch</b></p> <p><b>Marketing Representative Events</b></p> <p>8:00 am – 11:30 am Reading of Events &amp; Lunch</p> <p>12:00 pm – 5:00 pm Participant Interviews</p> <p><input type="checkbox"/> Advertising Campaign Event</p> <p><input type="checkbox"/> Fashion Merchandising Promotion Plan</p> <p><input type="checkbox"/> Sports &amp; Entertainment Promotion Plan</p> <p><b>Business Management &amp; Entrepreneurship, Chapter/Team &amp; Business Operations Research</b></p> <p>8:00 am – 1:00 pm Reading of Events &amp; Lunch</p> <p>1:30 pm – 5:00 pm Participant Interviews</p> <p><input type="checkbox"/> Business Services Operations Research</p> <p><input type="checkbox"/> Buying &amp; Merchandising Operations Research</p> <p><input type="checkbox"/> Finance Operations Event</p> <p><input type="checkbox"/> Hospitality and Tourism Operations Research</p> <p><input type="checkbox"/> Sports &amp; Entertainment Operations Research</p> <p><input type="checkbox"/> Community Service Project</p> <p><input type="checkbox"/> Creative Marketing Project</p> <p><input type="checkbox"/> Entrepreneurship Promotion Project</p> <p><input type="checkbox"/> Financial Literacy Promotion Project</p> <p><input type="checkbox"/> Learn and Earn Project</p> <p><input type="checkbox"/> Public Relations Project</p> <p><input type="checkbox"/> Entrepreneurship Participating Project</p> <p><input type="checkbox"/> Entrepreneurship Written Project</p> <p><input type="checkbox"/> International Business Plan</p> <p><b>Professional Selling Events</b> (no written component) (Judge arrives at 12:30 pm) Lunch provided.</p> <p>1:30pm – 5:30 pm Participant interviews and professional sales demonstrations</p> <p><input type="checkbox"/> Hospitality &amp; Tourism Professional Selling</p> <p><input type="checkbox"/> Professional Selling</p> <p>Mail a copy of this form to: Liz Gallagher, 2710 N. Shoreline, Corpus Christi, TX 78402 or fax to 361/881-1257 or call Liz at 361/881-1225 or email <a href="mailto:lgallagher@txstateaq.org">lgallagher@txstateaq.org</a> for more info.</p>
Texas DECA Thanks You for your Support!	

# COMPETITIVE EVENT DESCRIPTIONS

## PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

### **Principles of Business Management and Administration Event:**

Role-playing event in which the participant is taking part in a second interview used to determine his/her knowledge of fundamental business concepts. The interview event will use language associated with jobs in Administrative Services, Business Information Management, General Management, Human Resources, Management, and Operations Management.

### **Principles of Finance Event:**

Role-playing event in which the participant is taking part in a second interview used to determine his/her knowledge of fundamental business concepts. The interview event will use the language associated with jobs in Accounting, Banking Services, Business Finance, Insurance and Securities, and Investments.

### **Principles of Hospitality and Tourism Event:**

Role-playing event in which the participant is taking part in a second interview used to determine his/her knowledge of fundamental business concepts. The interview event will use the language associated with jobs in Hotels, Restaurants, and Tourism and Travel.

### **Principles of Marketing Event:**

Role-playing event in which the participant is taking part in a second interview used to determine his/her knowledge of fundamental business concepts. The interview event will use the language associated with jobs in Marketing Communications, Marketing Management, Marketing Research, Merchandising and Professional Sales/Sales Management.

## TEAM DECISION MAKING EVENTS

### **Business Law and Ethics Team Decision Making Event:**

Role-playing event in which a team of two participants analyzes one or a combination of elements essential to the effective operation of a business. For the purposes of this event, business law is U.S. law and will include contracts, product liability, employment and types of business ownership. The ethics component involves the evaluation of competing social values that may reasonably be argued from either side.

### **Buying and Merchandising Team Decision Making Event:**

Role-playing event in which a team of two participants analyzes one or a combination of elements essential to the effective operation of a business. Employees in buying and merchandising positions get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service.

### **Financial Services Team Decision Making Event:**

Role-playing event in which a team of two participants analyzes one or a combination of elements essential to the effective operation of a business. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of financial data for planning purposes.

### **Hospitality Services Team Decision Making Event:**

Role-playing event in which a team of two participants analyzes one or a combination of elements essential to the effective operation of a business. Concepts include marketing and management functions and tasks that can be applied in hotels, motels, lodging services, related convention services, and related food and beverage services.

### **Marketing Communications Team Decision Making Event:**

Role-playing event in which a team of two participants analyzes one or a combination of elements essential to the effective operation of a business. Concepts include marketing functions and tasks that inform, remind, and/or persuade a target market of ideas, experiences, goods/services, and/or images.

### **Sports and Entertainment Marketing Team Decision Making Event:**

Role-playing event in which a team of two participants analyzes one or a combination of elements essential to the effective operation of a business. Concepts include marketing functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

**Travel and Tourism Team Decision Making Event:**

Role-playing event in which a team of two participants analyzes one or a combination of elements essential to the effective operation of a business. Concepts include marketing and management functions and tasks that can be applied in enterprises engaged in passenger transportation, travel service, attracting and serving the traveling public, arranging tours or acting as independent ticket agencies, and other services incidental to the travel or tourism industry.

**INDIVIDUAL SERIES EVENTS****Accounting Applications Series Event:**

Role-playing event in which an individual participant is given a description of a specific situation that measures skills, knowledge and attitudes in accounting applications. Participants will be challenged to perform marketing and management functions and tasks focusing on the application of financial data to business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for planning purposes. Participant roles in these events are those of supervisors, managers or entrepreneurs.

**Apparel and Accessories Marketing Series Event:**

Role-playing event in which an individual participant is given a description of a specific situation that measures skills, knowledge and attitudes in apparel and accessories marketing or marketing management. Participants will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and/or manufacturing firms primarily engaged in the marketing of clothing and related articles for personal wear and adornment. Participant roles in these events are those of customers, employees, supervisors and managers.

**Automotive Services Marketing Series Event:**

Role-playing event in which an individual participant is given a description of a specific situation that measures skills, knowledge and attitudes in automotive services marketing. Participants will be challenged to perform marketing and management functions and tasks related to service stations and related businesses or auto parts stores. Participant roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.

**Business Finance Series Event:**

Role-playing event in which an individual participant is given a description of a specific situation that measures skills, knowledge and attitudes in business finance. Participants will be challenged to perform management functions and tasks focusing on high-level financial and business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for corporate planning purposes. Roles in these events are those of supervisors, managers, financial experts or entrepreneurs.

**Business Services Marketing Series Event:**

Role-playing event in which an individual participant is given a description of a specific situation that measures skills, knowledge and attitudes in business services marketing. Participants will be challenged to perform marketing functions and tasks involved in providing services to businesses on a fee or contract basis or providing services to consumers. Participant roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.

**Food Marketing Series Event:**

Role-playing event in which an individual participant is given a description of a specific situation that measures skills, knowledge and attitudes in food marketing or marketing management. Participants will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing firms resulting in the sale of food. Participant roles in these events are those of customers, employees, supervisors and managers.

**Hotel and Lodging Management Series Event:**

Role-playing event in which an individual participant is given a description of a specific situation that measures skills, knowledge and attitudes in hotel and lodging marketing or marketing management. Participants will be challenged to perform marketing and management functions and tasks in hotels, motels, lodging services, convention services, and food and beverage services. Participant roles in these events are those of customers, employees, supervisors and managers.

**Human Resources Management Series Event:**

Role-playing event in which an individual participant is given a description of a specific situation that measures skills, knowledge and attitudes in human resources management. Participants will be challenged to perform management functions and tasks focusing on staffing, recruitment, selection, training, performance appraisal, compensation and safety training. Roles in these events are those of supervisors, managers, human resource experts or entrepreneurs.

**Marketing Management Series Event:**

Role-playing event in which an individual participant is given a description of a specific situation that measures skills, knowledge and attitudes in marketing management. Participants will be challenged to perform marketing and management functions and tasks that can be applied broadly in a non-retail marketing environment. Participant roles in these events are those of clients, employees, supervisors, managers and entrepreneurs.

**Quick Serve Restaurant Management Series Event:**

Role-playing event in which an individual participant is given a description of a specific situation that measures skills, knowledge and attitudes in quick-service restaurant management. Participants will be challenged to perform marketing functions and tasks in retail establishments, wholesale establishments and manufacturing firms primarily engaged in the quick-serve restaurant industry. Participant roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.

**Restaurant and Food Service Management Series Event:**

Role-playing event in which an individual participant is given a description of a specific situation that measures skills, knowledge and attitudes in restaurant and food service management. Participants will be challenged to perform marketing and management functions and tasks in a full-service restaurant or a food-service business. Participant roles in these events are those of supervisors, managers and entrepreneurs.

**Retail Merchandising Series Event:**

Role-playing event in which an individual participant is given a description of a specific situation that measures skills, knowledge and attitudes in retail merchandising management. Participants will be challenged to perform marketing and management functions and tasks that can be applied in any retail establishment. Participant roles in these events are those of customers, employees, supervisors and managers.

**Sports and Entertainment Marketing Series Event:**

Role-playing event in which an individual participant is given a description of a specific situation that measures skills, knowledge and attitudes in sports and entertainment marketing. Participants will be challenged to perform marketing and management functions and tasks related to amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time. Participant roles in these events are those of supervisors and managers.

**BUSINESS OPERATIONS RESEARCH EVENTS****Business Services Operations Research Event:**

The 2012 topic for this event is the development of a plan to enhance or introduce a customer loyalty program to an existing human resources, information technology or personal and contracted services business. Using an existing business of their choice, participants will research the current and potential use of customer loyalty programs and their effectiveness. Participants will develop a strategic plan to enhance or introduce customer loyalty programs and services into the current operations with the goals of building customer profiles, tracking sales, tracking visits, retaining current customers, improving customer service and expanding the current customer base. As a judge, you will read and evaluate the written research reports and evaluate oral presentations from each participant team (1-3 team members).

**Buying and Merchandising Operations Research Event:**

The 2012 topic for this event is the development of a plan to enhance or introduce a customer loyalty program to an existing retail or wholesale business that provides consumer goods. Using an existing business of their choice, participants will research the current and potential use of customer loyalty programs and their effectiveness. Participants will develop a strategic plan to enhance or introduce customer loyalty programs and services into the current operations with the goals of building customer profiles, tracking sales, tracking visits, retaining current customers, improving customer service and expanding the current customer base. As a judge, you will read and evaluate the written research reports and evaluate oral presentations from each participant team (1-3 team members).

**Finance Operations Research Event:**

The 2012 topic for this event is the development of a plan to enhance or introduce a customer loyalty program to an existing bank, credit union, accounting firm, investment firm, or other financial business. Using an existing business of their choice, participants will research the current and potential use of customer loyalty programs and their effectiveness. Participants will develop a strategic plan to enhance or introduce customer loyalty programs and services into the current operations with the goals of building customer profiles, tracking sales, tracking visits, retaining current customers, improving customer service and expanding the current customer base. As a judge, you will read and evaluate the written research reports and evaluate oral presentations from each participant team (1-3 team members).

**Hospitality and Tourism Operations Research Event:**

The 2012 topic for this event is the development of a plan to enhance or introduce a customer loyalty program to an existing hotel, restaurant or tourism-related business. Using an existing business of their choice, participants will research the current and potential use of customer loyalty programs and their effectiveness. Participants will develop a strategic plan to enhance or introduce customer loyalty programs and services into the current operations with the goals of building customer profiles, tracking sales, tracking visits, retaining current customers, improving customer service and expanding the current customer base. As a judge, you will read and evaluate the written research reports and evaluate oral presentations from each participant team (1-3 team members).

**Sports and Entertainment Marketing Operations Research Event:**

The 2012 topic for this event is the development of a plan to enhance or introduce a customer loyalty program to an existing business that conducts sporting and/or entertainment events. Using an existing business of their choice, participants will research the current and potential use of customer loyalty programs and their effectiveness. Participants will develop a strategic plan to enhance or introduce customer loyalty programs and services into the current operations with the goals of building customer profiles, tracking sales, tracking visits, retaining current customers, improving customer service and expanding the current customer base. As a judge, you will read and evaluate the written research reports and evaluate oral presentations from each participant team (1-3 team members).

**CHAPTER TEAM EVENTS****Community Service Project:**

A project that provides an opportunity for chapter members to develop a better understanding of the role civic activities have in society, to make a contribution to a community service or charity, and to learn and apply the principles of the numerous components of marketing management. The purpose of the Community Service Project is to provide an opportunity for chapter members to demonstrate the skills necessary in planning, organizing, implementing and evaluating a community service project. As a judge, you will read and evaluate written reports of the service projects and evaluate oral presentations from each participant team (1-3 team members).

**Creative Marketing Project:**

A project that develops in chapter members an analytical and creative approach to the marketing process, actively engages chapter members in the marketing activities of their community, and provides an opportunity for experienced executives to guide and assist in developing the marketing, management and entrepreneurship leaders of tomorrow. Projects will be research studies in the marketing field that have been planned, conducted and reported by a DECA chapter. The projects will measurably improve marketing activities of an individual company, a group of companies (such as a shopping mall), an organization, a club or the business community. Such a project might concern itself with finding new markets for local products, promoting the community's resources, increasing the trading area of facilities, increasing sales, increasing employment, providing better shopping facilities, solving problems or challenges affecting the marketing process, etc. As a judge, you will read and evaluate written reports of the projects and evaluate oral presentations from each participant team (1-3 team members).

**Entrepreneurship Promotion Project:**

A project that provides an opportunity for chapter members to demonstrate the skills needed in planning, organizing, implementing and evaluating a campaign to educate chapter members and the general public or an organized group about the opportunities available for becoming an entrepreneur. After learning the economic principles associated with entrepreneurship, chapter members will utilize their marketing skills to communicate the benefits of entrepreneurship to others. As a judge, you will read and evaluate written reports of the projects and evaluate oral presentations from each participant team (1-3 team members).

**Financial Literacy Promotion Project:**

A project that provides an opportunity for chapter members to demonstrate the skills needed in planning, organizing, implementing and evaluating a campaign to educate chapter members and the general public or an organized group about the importance of financial literacy. After learning the economic principles associated with financial literacy, chapter members will utilize their marketing skills to communicate the benefits of financial literacy to others. Financial literacy includes: an understanding of employment benefits, taxes, payroll deduction options, investment instruments, borrowing, insurance, banking (managing checking and savings accounts), budgeting, and setting and implementing financial goals (short term to retirement). As a judge, you will read and evaluate written reports of the projects and evaluate oral presentations from each participant team (1-3 team members).

**Learn and Earn Project:**

A project that provides an opportunity for chapter members to demonstrate the skills needed in planning, organizing, implementing and evaluating a sales/service activity. The Learn and Earn Project applies entrepreneurial skills to a single sales/service activity to be run as a real business venture. In a sense, the project is a chapter entrepreneurship project. The sales/service activity may focus on any subject of interest to the chapter and should involve the majority of the chapter members. School store projects may be appropriate, but should be planned around a new marketing program within the store. As a judge, you will read and evaluate written reports of the projects and evaluate oral presentations from each participant team (1-3 team members).

**Public Relations Project:**

A project that provides an opportunity for chapter members to demonstrate the skills needed in planning, organizing, implementing and evaluating a single public relations campaign conducted by the chapter. The campaign may focus on any topic or subject of interest to the chapter and should involve the majority of the chapter members. As a judge, you will read and evaluate written reports of the projects and evaluate oral presentations from each participant team (1-3 team members).

**BUSINESS MANAGEMENT AND ENTREPRENEURSHIP EVENTS****Entrepreneurship Written Event:**

The Entrepreneurship Written Event involves the development of a proposal to start a new business, a self analysis (including the willingness to take risks), an analysis of the business situation, a description of the way the business will operate and detailed plans for financing the business through its first three years of operation. Any type of business may be used. As a judge, you will read and evaluate the business proposals and evaluate oral presentations from each participant team (1-3 team members).

**International Business Plan Event:**

The International Business Plan Event involves the development of a proposal to start a new international business, an analysis of the international business situation, a description of the way the business will operate and detailed plans for financing the business through its first three years of operation. Any type of business may be used. As a judge, you will read and evaluate the business proposals and evaluate oral presentations from each participant team (1-3 team members).

**Entrepreneurship Participating Event (Creating an Independent Business):**

The purpose of the Entrepreneurship Participating Event (Creating an Independent Business) is to provide an opportunity for participants to develop and present a proposal to form a business. The event includes the development and presentation of various aspects of a plan to form a business. The event provides an opportunity for participants to develop and demonstrate mastery of essential skills as they apply to the analysis of a business opportunity, the development of a marketing/promotion plan and the development of a financial plan. As a judge, you will read and evaluate the business proposals and evaluate oral presentations from each participant.

**Entrepreneurship Participating Event (Creating a Franchise Business):**

The purpose of the Entrepreneurship Participating Event (Creating a Franchise Business) is to provide an opportunity for participants to develop and present a proposal to form a franchise business. The event includes the development and presentation of various aspects of a plan to form a business. The event provides an opportunity for participants to develop and demonstrate mastery of essential skills as they apply to the analysis of a business opportunity, the development of a marketing/promotion plan and the development of a financial plan. As a judge, you will read and evaluate the business proposals and evaluate oral presentations from each participant.

**MARKETING REPRESENTATIVE EVENTS****Advertising Campaign Event:**

The purpose of the Advertising Campaign Event is to provide an opportunity for participants to prepare an advertising campaign of any length for a real product, service, company or business and to present the campaign to a prospective client/advertiser. The participants will also indicate an appropriate budget and select media. The event allows an opportunity for participants to demonstrate promotional skills necessary for advertising management personnel. As a judge, you will read and evaluate fact sheets for the campaigns and evaluate oral presentations from each participant team (1-3 team members).

**Fashion Merchandising Promotion Plan Event:**

The purpose of the Fashion Merchandising Promotion Plan is to provide an opportunity for participants to demonstrate promotional competencies and other competencies needed by management and merchandising personnel. The event provides the participants with the opportunity to develop a seasonal sales promotion plan, using apparel and accessory items only, for a retail store. As a judge, you will read and evaluate fact sheets for the promotional plans and evaluate oral presentations from each participant team (1-3 team members).

**Sports and Entertainment Promotion Plan Event:**

The purpose of the Sports and Entertainment Promotion Plan is to provide an opportunity for participants to demonstrate promotional competencies and other competencies needed by management personnel. The event provides the participants with the opportunity to develop a seasonal sales promotion plan for a sports and/or entertainment company. As a judge, you will read and evaluate fact sheets for the promotional plans and evaluate oral presentations from each participant team (1-3 team members).

## **PROFESSIONAL SELLING EVENTS**

### **Hospitality and Tourism Professional Selling Event:**

The purpose of the Hospitality and Tourism Professional Selling Event is to provide an opportunity for participants to organize and deliver a sales presentation for one or more hospitality and/or tourism-related products and/or services. As a judge, you will act as a bride-to-be/groom-to-be selecting the site for your wedding. You are looking to select the room space, hotel room block and food and beverage services. The participant will act as the hotel sales manager and will deliver a sales presentation to meet your needs. You will evaluate sales presentations from each participant.

### **Professional Selling Event:**

The purpose of the Professional Selling Event is to provide an opportunity for participants to organize and deliver a sales presentation for one or more products and/or services. As a judge, you will act as the vice president of a pharmaceutical firm looking to purchase language-learning software for your sales staff that conducts business in Mexico, Canada and Brazil. The participant will present potential software packages to you to meet your needs. You will evaluate sales presentations from each participant.

## **ONLINE/SPECIAL EVENTS**

### **Stock Market Game:**

Participants in the Stock Market Game develop and manage an investment portfolio. The Stock Market Game is conducted via the Internet and allows DECA members to test their skills against other DECA members in an online competition. Each participating team manages all aspects of the portfolio including stock selection, buying and selling. The goal of the competition is to increase the value of the beginning portfolio. During the course of the Stock Market Game, participants will develop investment strategies based on expectations of growth, diversification and stability. Participant teams must attempt to avoid the pitfalls of market decline, mergers and overextension. As a judge, you will read and evaluate reports outlining investments strategies and evaluate oral presentations from each participant team (1-3 team members).