

Introduction to Marketing



To be college and career ready, students need to be able to integrate and apply 21st century skills, as well as core academic and technical knowledge. Career and Technical Education programs are aligned with rigorous industry and academic standards. The State of Washington has incorporated the 21st Century Leadership & Employability Skills Standards, developed from *Partnership for 21st Century Skills* organization, within the Career and Technical courses. The 21st Century Skills Standards adopted by the State, focus on creativity, critical thinking, communication and collaboration. These standards are essential to preparing students for complex lives and work environments in our global economy.

Everett Public Schools' Career and Technical Education has developed a program, aligned with the State standards, to provide opportunities for students to be assessed on the 21st Century Skills State Standards. In the Marketing Pathway, this is accomplished through assessments recommended by the Office of Superintendent of Public Instruction (OSPI). OSPI has cross-walked resources provided by the student organization, DECA, and other recommended assessments. In addition to these resources, students will be assessed using classroom assessments. DECA's **mission statement** is: *DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.* DECA's Guiding Principles express how the organization addresses today's students' needs.

Guiding Principles: DECA enhances the preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, applying learning in the context of business, connecting to business and the community and promoting competition. Our student members leverage their DECA experience to become academically prepared, community oriented, professionally responsible, experienced leaders.

The 21st Century Skills Standards, students will be assessed on are grouped into eleven categories. The categories include:

Creativity and Innovation	Flexibility and Adaptability
Critical thinking and Problem Solving	Initiative and Self-direction
Communication and Collaboration	Social and Cross-Cultural Skills
Information Literacy	Productivity and Accountability
Media Literacy	Leadership and Responsibility
Information, Communication and Technology Literacy (ICT)	

The grading scale used for assessing students is as follows:

- 4 = Exceeds Standard
- 3 = Meets Standard
- 2 = Worked toward meeting standard, but did not complete
- 1 = Made an attempt to meet standard, but did minimal work
- 0 = Did not attempt to meet Standard

Each student is responsible for tracking and maintaining their score for the 21st Century Skills Standards for the course. Below is a listing of the Standards for the course and what assessments are available for demonstration of meeting or exceeding the standard throughout the semester. There are multiple opportunities for students to demonstrate their skills. It is up to the student to choose the activities that best fit **their** schedule/needs/interest and to collect the signatures DURING or IMMEDIATELY following the assessment.

<div>Class Name</div> <div>** LEARNING AND INNOVATION SKILLS **</div>	
Leadership Standard	OSPI Suggested Resources/Activities
Think Creatively 1.A.1 Use a wide range of idea creation techniques (such as brainstorming) 1.A.2 Create new and worthwhile ideas (both incremental and radical concepts) 1.A.3 Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative efforts	DECA's Merit Awards Program (MAP) DECA School-Based Enterprise Business Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment Chapter Team Events Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project Business Management and Entrepreneurship Events Entrepreneurship Written, International Business Plan, Entrepreneurship Participating Marketing Representative Events: Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan Area, state, regional and international Conferences Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Innovations and Entrepreneurship Conference, New York Experience Conference, Sports and Entertainment Marketing Conference, Leadership Development Academy Student Management Institute. Western Region Officer Training Camp/Student Leadership Institute DECA Social Media Challenges

	Role-Play (Individual or Team Decision Making Events) DECA Activity Committee DECA Officer	
Work Creatively with Others 1.B.1 Develop, implement and communicate new ideas to others effectively 1.B.2 Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work 1.B.3 Demonstrate originality and inventiveness in work and understand the real world limits to adopting new ideas 1.B.4 View failure as an opportunity to learn; understand that creativity and innovation is a long-term, cyclical process of small successes and frequent mistakes	Chapter Activities Program (CAP) DECA School-Based Enterprise Business Operations Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment Chapter Team Events Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project Business Management and Entrepreneurship Events Entrepreneurship Written, International Business Plan, Entrepreneurship Participating Marketing Representative Events: Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan Area, state, regional and international Conferences Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Innovations and Entrepreneurship Conference, New York Experience Conference, Sports and Entertainment Marketing Conference, Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute DECA Social Media Challenges Role-Play (Individual or Team Decision Making Events) Online Events Stock Market Simulation Virtual Business (retail and Sports) Simulation DECA Activity Committee DECA Officer LAP Modules: Unleash Your Oh! Zone	
Implement Innovations 1.C.1 Act on creative ideas to make a tangible and useful contribution to the field in which the innovation will occur	DECA School- Based Enterprise. Area, state, regional and international Conferences Innovations and Entrepreneurship Conference, New York	

	<p>Experience Conference, Sports and Entertainment Marketing Conference</p> <p>Business Operations Research Events</p> <p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p> <p>Chapter Team Events</p> <p>Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project</p> <p>Business Management and Entrepreneurship Events</p> <p>Entrepreneurship Written, International Business Plan, Entrepreneurship Participating</p> <p>Marketing Representative Events:</p> <p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>DECA Social Media Challenges</p> <p>LAP Modules: Can You Make it</p>
<p>Reason Effectively</p> <p>2.A.1 Use various types of reasoning (inductive, deductive, etc.) as appropriate to the situation</p>	<p>DECA's Merit Awards Program (MAP)</p> <p>Role-Play (Individual or Team Decision Making Events)</p> <p>Business Operations Research Events</p> <p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p> <p>Chapter Team Events</p> <p>Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project</p> <p>Business Management and Entrepreneurship Events</p> <p>Entrepreneurship Written, International Business Plan, Entrepreneurship Participating</p> <p>Marketing Representative Events:</p> <p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>Online Event</p> <p>Area, state, regional and international Conferences</p> <p>Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Leadership Development Academy, Student Management Institute, Western Region</p>

	<p>Officer Training Camp/Student Leadership Institute</p> <p>DECA Activity Committee</p> <p>DECA Officer</p> <p>LAP Modules:</p> <p>Record It, Tipping Point, Go Beyond the Sale, Keep them Loyal, Sell Away, Typecasting, What's the Motive?</p>
<p>Use Systems Thinking</p> <p>2.B.1 Analyze how parts of a whole interact with each other to produce overall outcomes in complex systems</p>	<p>Chapter Activities Program (CAP)</p> <p>Role-Play (Principles of Business Administration Events)</p> <p>Business Operations Research Events</p> <p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p> <p>Business Management and Entrepreneurship Events</p> <p>Entrepreneurship Written, International Business Plan, Entrepreneurship Participating</p> <p>Marketing Representative Events:</p> <p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>Area, state, regional and international Conferences</p> <p>Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute</p> <p>Piper Jaffray Marketing Research Project</p> <p>DECA Activity Committee</p> <p>DECA Officer</p> <p>LAP Modules:</p> <p>Buck Busters, Count the Cash, Watch your Bottom Line, Business Connections, Get the Goods, Have it Your Way Channel It, Chart Your Channels, Boom Or Bust, Make the Most of It, Get United, It's the Law, Measure Up, People Power, Stretch Your Boundries, Strictly Business, When More is Less, Who's the Boss, Watch your Bottom Line, Smooth Operations</p>
<p>Make Judgments and Decisions</p> <p>2.C.1 Effectively analyze and evaluate evidence, arguments, claims and beliefs</p> <p>2.C.2 Analyze and evaluate major alternative points of view</p>	<p>DECA's Merit Awards Program (MAP)</p> <p>Role-Play (Individual, Team Decision Making Events and Principles of Business Administration Events)</p> <p>Business Operations Research Events</p>

<p>2.C.3 Synthesize and make connections between information and arguments</p> <p>2.C.4 Interpret information and draw conclusions based on the best analysis</p> <p>2.C.5 Reflect critically on learning experiences and processes</p>	<p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p> <p>Business Management and Entrepreneurship Events</p> <p>Entrepreneurship Written, International Business Plan, Entrepreneurship Participating</p> <p>Marketing Representative Events:</p> <p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>Area, state, regional and international Conferences</p> <p>Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Leadership Development Academy, Student Management, Institute, Western Region Officer Training Camp/Student Leadership Institute</p> <p>DECA Activity Committee</p> <p>DECA Officer</p> <p>LAP Module:</p> <p>Give Credit Where Credit is Due, Weigh Your Options, Are you Satisfied, Be Resourceful, Divide and Conquer, Lose, Win, or Draw, Decisions, Decisions, Decisions, Find Features, Boost Benefits</p>
<p>Solve Problems</p> <p>2.D.1 Solve different kinds of non-familiar problems in both conventional and innovative ways</p> <p>2.D.2 Identify and ask significant questions that clarify various points of view and lead to better solutions</p>	<p>Role-Play (Individual, Team Decision Making Events and Principles of Business Administration Events)</p> <p>Business Operations Research Events</p> <p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p> <p>Chapter Team Events</p> <p>Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project</p> <p>Business Management and Entrepreneurship Events</p> <p>Entrepreneurship Written, International Business Plan, Entrepreneurship Participating</p> <p>Marketing Representative Events:</p> <p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>Area, state, regional and international Conferences</p> <p>Leadership Camp, Fall Leadership Conference (FLC),</p>

	<p>Western Regional Leadership, Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute</p> <p>DECA Activity Committee</p> <p>DECA Officer</p> <p>LAP Modules:</p> <p>Accentuate the Positive, Customer Service Supersized, Typecasting, Promises, Promises, Know When to Hold Em Making Mad Glad, No Problem, Weigh your Options, Lead! Gotta Problem?, What's the Problem?</p>
<p>Communicate Clearly</p> <p>3.A.1 Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts</p> <p>3.A.2 Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions</p> <p>3.A.3 Use communication for a range of purposes (e.g. to inform, instruct, motivate and persuade)</p> <p>3.A.4 Utilize multiple media and technologies, and know how to judge their effectiveness a priori as well as assess their impact</p> <p>3.A.5 Communicate effectively in diverse environments (including multi-lingual)</p>	<p>DECA's Merit Awards Program (MAP)</p> <p>Role-Play (Individual, Team Decision Making Events and Principles of Business Administration Events)</p> <p>Business Operations Research Events</p> <p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p> <p>Professional letter (ex: thank you to guest speaker)</p> <p>DECA Activity Committee</p> <p>DECA Officer LAP Modules:</p> <p>Build your Corporate Brand Before Someone Builds it for You, It's a Brand, Brand, Brand World!, Stand Out Sell Away!, Make it a Win-Win</p>
<p>Collaborate with Others</p> <p>3.B.1 Demonstrate ability to work effectively and respectfully with diverse teams</p> <p>3.B.2 Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal</p> <p>3.B.3 Assume shared responsibility for collaborative work, and value the individual contributions made by each team member</p>	<p>Role-Play (Team Decision Making Events)</p> <p>Business Operations Research Events</p> <p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p> <p>Chapter Team Events</p> <p>Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project</p> <p>Business Management and Entrepreneurship Events</p> <p>Entrepreneurship Written, International Business Plan, Entrepreneurship Participating</p> <p>Marketing Representative Events:</p> <p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>Online Events</p>

	Area, state, regional and international Conferences Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute DECA Activity Committee DECA Officer
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<div>Class Name</div> <div>** INFORMATION, MEDIA AND TECHNOLOGY SKILLS **</div>	
Leadership Standard	OSPI Suggested Resources/Activities
Access and Evaluate Information 4.A.1 Access information efficiently (time) and effectively (sources) 4.A.2 Evaluate information critically and competently	Business Operations Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment Chapter Team Events Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project Business Management and Entrepreneurship Events Entrepreneurship Written, International Business Plan, Entrepreneurship Participating Marketing Representative Events: Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan LAP Modules: Own it Your Way, Taking Care of Business, Make Cents, When More is Less, Raise the Bar, Rapping Up Products Stand Out, Mix and Match, Get it Straight, Seek and Find, Analyze This!, Have We met?, Data Diving, Data Do It
Use and Manage Information 4.B.1 Use information accurately and creatively for the issue or problem at hand	Role-Play (Individual, Team Decision Making Events, Principles of Business Administration Event) Business Operations Research Events

<p>4.B.2 Manage the flow of information from a wide variety of sources</p> <p>4.B.3 Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information</p>	<p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p> <p>Business Management and Entrepreneurship Events</p> <p>Entrepreneurship Written, International Business Plan, Entrepreneurship Participating</p> <p>Marketing Representative Events:</p> <p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>LAP Modules:</p> <p>Ad- Quipping your Business, Know Your Options, Razzle Dazzle, On the Up and Up, Regulate and Protect, Work Right</p> <p>Keep it Real— In Sales, Get the 411, In the Know</p>
<p>Analyze Media</p> <p>5.A.1 Understand both how and why media messages are constructed, and for what purposes</p> <p>5.A.2 Examine how individuals interpret messages differently, how values and points of view are included or excluded, and how media can influence beliefs and behaviors</p> <p>5.A.3 Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of media</p>	<p>Marketing Representative Events:</p> <p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>DECA Social Media Challenges</p> <p>LAP Modules:</p> <p>Ad- Quipping your Business</p>
<p>Create Media Products</p> <p>5.B.1 Understand and utilize the most appropriate media creation tools, characteristics and conventions</p> <p>5.B.2 Understand and effectively utilize the most appropriate expressions and interpretations in diverse, multi-cultural environments</p>	<p>Role-Play (Individual, Team Decision Making Events, Principles of Business Administration Event)</p> <p>Business Operations Research Events</p> <p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p> <p>Business Management and Entrepreneurship Events</p> <p>Entrepreneurship Written, International Business Plan, Entrepreneurship Participating</p> <p>Marketing Representative Events:</p> <p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>Online Events</p> <p>LAP Modules:</p> <p>What's the Big Idea</p> <p>DECA Activity Committee</p> <p>DECA Officer</p>
<p>Apply Technology Effectively</p>	<p>Chapter Activities Program (CAP)</p>

<p>6.A.1 Use technology as a tool to research, organize, evaluate and communicate information</p> <p>6.A.2 Use digital technologies (computers, PDAs, media players, GPS, etc.), communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy</p> <p>6.A.3 Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information technologies</p>	<p>DECA's Merit Awards Program (MAP)</p> <p>DECA School-Based Enterprise</p> <p>Business Operations Research Events</p> <p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p> <p>Chapter Team Events</p> <p>Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project</p> <p>Business Management and Entrepreneurship Events</p> <p>Entrepreneurship Written, International Business Plan, Entrepreneurship Participating</p> <p>Marketing Representative Events:</p> <p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>Area, state, regional and international Conferences</p> <p>Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Innovations and Entrepreneurship Conference, New York Experience Conference, Sports and Entertainment Marketing Conference, Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute</p> <p>DECA Social Media Challenges</p> <p>Role-Play (Individual, Team Decision Making Events, Principles of Business Administration Event)</p> <p>Online Events</p> <p>Stock Market Simulation</p> <p>Virtual Business (retail and Sports) Simulation</p>
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<p style="text-align: center;">Class Name</p> <p style="text-align: center;">** LIFE AND CAREER SKILLS **</p>	
Leadership Standard	OSPI Suggested Resources/Activities
<p>Adapt to Change</p> <p>7.A.1 Adapt to varied roles, jobs responsibilities, schedules and contexts</p>	<p>Chapter Activities Program (CAP)</p> <p>DECA's Merit Awards Program (MAP)</p>

<p>7.A.2 Work effectively in a climate of ambiguity and changing priorities</p>	<p>DECA School-Based Enterprise Business Operations Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment Chapter Team Events Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project Area, state, regional and international conferences Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute Role-Play (Individual, Team Decision Making Events, Principles of Business Administration Event) DECA Activity Committee DECA Officer</p>
<p>Be Flexible 7.B.1 Incorporate feedback effectively 7.B.2 Deal positively with praise, setbacks and criticism 7.B.3 Understand, negotiate and balance diverse views and beliefs to reach workable solutions, particularly in multi-cultural environments</p>	<p>DECA Activity Committee DECA Officer DECA's Merit Awards Program (MAP) Online Events Stock Market Simulation Virtual Business (retail and Sports) Simulation Area, state, regional and international Conferences Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Innovations and Entrepreneurship Conference, New York Experience Conference, Sports and Entertainment Marketing Conference, Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute Business Operations Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment Marketing Representative Events: Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan Professional Selling Event</p>

	DECA Global Entrepreneurship Week
Manage Goals and Time 8.A.1 Set goals with tangible and intangible success criteria 8.A.2 Balance tactical (short-term) and strategic (long-term) goals 8.A.3 Utilize time and manage workload efficiently	DECA Activity Committee DECA Officer Chapter Activities Program (CAP) DECA's Merit Awards Program (MAP) DECA School-Based Enterprise Business Operations Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment Chapter Team Events Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project Business Management and Entrepreneurship Events Entrepreneurship Written, International Business Plan, Entrepreneurship Participating Marketing Representative Events: Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan Area, state, regional and international Conferences Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Innovations and Entrepreneurship Conference, New York Experience Conference, Sports and Entertainment Marketing Conference, Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute DECA Social Media Challenges Role-Play (Individual, Team Decision Making Events, Principles of Business Administration Event) Online Events Stock Market Simulation Virtual Business (retail and Sports) Simulation LAP Module: Go for the Goal, Go For It!, On Your Own, Plan for Success, Plan Now, Succeed Later, About Time, Make the Most of It
Works Independently	DECA Officer

<p>8.B.1 Monitor, define, prioritize and complete tasks without direct oversight</p>	<p>DECA's Merit Awards Program (MAP) DECA School- Based Enterprise Virtual Business Challenge Area, state, regional and international Conferences Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Innovations and Entrepreneurship Conference, New York Experience Conference, Sports and Entertainment Marketing Conference, Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute Role-Play (Individual Decision Making Events) Business Operations Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment LAP Modules: Hustle!, Assert Yourself, Assess for Success, Control Yourself</p>
<p>Be Self-Directed Learners</p> <p>8.C.1 Go beyond basic mastery of skills and/or curriculum to explore and expand one's own learning and opportunities to gain expertise</p> <p>8.C.2 Demonstrate initiative to advance skill levels towards a professional level</p> <p>8.C.3 Demonstrate commitment to learning as a lifelong process</p> <p>8.C.4 Reflect critically on past experiences in order to inform future progress</p>	<p>DECA Activity Committee DECA Officer Business Operations Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment Business Management and Entrepreneurship Events Entrepreneurship Written, International Business Plan, Entrepreneurship Participating Marketing Representative Events: Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan LAP Modules: You've got Personality, Grin and Bear it, High Hopes</p>
<p>Interact Effectively with Others</p> <p>9.A.1 Know when it is appropriate to listen and when to speak</p> <p>9.A.2 Conduct themselves in a respectable, professional manner</p>	<p>Chapter Activities Program (CAP) DECA Activity Committee DECA Officer Role-Play (Individual, Team Decision Making Events, Principles of Business Administration Event) Business Operations Research Events Business Services, Buying and Merchandising, Finance,</p>

	<p>Hospitality and Tourism, Sports and Entertainment Chapter Team Events</p> <p>Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project</p> <p>Business Management and Entrepreneurship Events</p> <p>Entrepreneurship Written, International Business Plan, Entrepreneurship Participating</p> <p>Marketing Representative Events:</p> <p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>Online Events</p> <p>Stock Market Simulation</p> <p>Virtual Business (retail and Sports) Simulation</p> <p>LAP Modules:</p> <p>Can you Relate?, Opt for Optimism, Stop the Madness, EQ and You</p> <p>Area, state, regional and international Conferences</p> <p>Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Innovations and Entrepreneurship Conference, New York Experience Conference, Sports and Entertainment Marketing Conference, Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute</p>
<p>Work Effectively in Diverse Teams</p> <p>9.B.1 Respect cultural differences and work effectively with people from a range of social and cultural backgrounds</p> <p>9.B.2 Respond open-mindedly to different ideas and values</p> <p>9.B.3 Leverage social and cultural differences to create new ideas and increase both innovation and quality of work</p>	<p>DECA School- Based Enterprise</p> <p>DECA Activity Committee</p> <p>DECA Officer</p> <p>Chapter Activities Program (CAP)</p> <p>Role-Play (Individual, Team Decision Making Events, Principles of Business Administration Event)</p> <p>Business Operations Research Events</p> <p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p> <p>Chapter Team Events</p> <p>Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy</p>

	<p>Project, Learn and Earn Project, Public Relations Project Business Management and Entrepreneurship Events Entrepreneurship Written, International Business Plan, Entrepreneurship Participating Marketing Representative Events: Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan Online Events Stock Market Simulation Virtual Business (retail and Sports) Simulation Area, state, regional and international Conferences Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Innovations and Entrepreneurship Conference, New York Experience Conference, Sports and Entertainment Marketing Conference, Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute LAP Modules: Can you Relate, It's a Group Thing</p>
<p>Manage Projects 10.A.1 Set and meet goals, even in the face of obstacles and competing pressures 10.A.2 Prioritize, plan and manage work to achieve the intended result</p>	<p>DECA's Merit Awards Program (MAP) DECA Activity Committee DECA Officer Role-Play (Individual, Team Decision Making Events, Principles of Business Administration Event) Business Operations Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment Chapter Team Events Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project Business Management and Entrepreneurship Events Entrepreneurship Written, International Business Plan, Entrepreneurship Participating Marketing Representative Events: Ad Campaign, Fashion Promotion Plan, Sports and</p>

	<p>Entertainment Promotion Plan</p> <p>Area, state, regional and international Conferences</p> <p>Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Innovations and Entrepreneurship Conference, New York Experience Conference, Sports and Entertainment Marketing Conference, Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute</p>
<p>Produce Results</p> <p>10.B.1 Demonstrate additional attributes associated with producing high quality products including the abilities to:</p> <p>10.B.1.a Work positively and ethically</p> <p>10.B.1.b Manage time and projects effectively</p> <p>10.B.1.c Multi-task</p> <p>10.B.1.d Participate actively, as well as be reliable and punctual</p> <p>10.B.1.e Present oneself professionally and with proper etiquette</p> <p>10.B.1.f Collaborate and cooperate effectively with teams</p> <p>10.B.1.g Respect and appreciate team diversity</p> <p>10.B.1.h Be accountable for results</p>	<p>DECA's Merit Awards Program (MAP)</p> <p>DECA Activity Committee</p> <p>DECA Officer</p> <p>Role-Play (Individual, Team Decision Making Events, Principles of Business Administration Event)</p> <p>Business Operations Research Events</p> <p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p> <p>Chapter Team Events</p> <p>Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project</p> <p>Business Management and Entrepreneurship Events</p> <p>Entrepreneurship Written, International Business Plan, Entrepreneurship Participating</p> <p>Marketing Representative Events:</p> <p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>Online Events</p> <p>Stock Market Simulation</p> <p>Virtual Business (retail and Sports) Simulation</p> <p>Area, state, regional and international Conferences</p> <p>Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Innovations and Entrepreneurship Conference, New York Experience Conference, Sports and Entertainment Marketing Conference, Leadership Development Academy, Student</p>

	<p>Management Institute, Western Region Officer Training Camp/Student Leadership Institute</p> <p>LAP Modules:</p> <p>Plan for Success, Plan Now, Succeed Later</p> <p>Dress Professionally/DECA Days</p>
<p>Guide and Lead Others</p> <p>11.A.1 Use interpersonal and problem-solving skills to influence and guide others toward a goal</p> <p>11.A.2 Leverage strengths of others to accomplish a common goal</p> <p>11.A.3 Inspire others to reach their very best via example and selflessness</p> <p>11.A.4 Demonstrate integrity and ethical behavior in using influence and power</p>	<p>DECA Activity Committee</p> <p>DECA Officer</p> <p>Business Operations Research Events</p> <p>Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment</p> <p>Chapter Team Events</p> <p>Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project</p> <p>Business Management and Entrepreneurship Events</p> <p>Entrepreneurship Written, International Business Plan, Entrepreneurship Participating</p> <p>Marketing Representative Events:</p> <p>Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan</p> <p>Online Events</p> <p>Stock Market Simulation</p> <p>Virtual Business (retail and Sports) Simulation</p> <p>Area, state, regional and international Conferences</p> <p>Leadership Camp, Fall Leadership Conference (FLC), Western Regional Leadership, Innovations and Entrepreneurship Conference, New York Experience Conference, Sports and Entertainment Marketing Conference, Leadership Development Academy, Student Management Institute, Western Region Officer Training Camp/Student Leadership Institute</p> <p>LAP Modules:</p> <p>Work Right, Manage This!, Lead the Way, Vision Quest, Take the Lead</p>
<p>Be Responsible to Others</p> <p>11.B.1 Act responsibly with the interests of the larger community in mind</p>	<p>DECA's Merit Awards Program (MAP)</p> <p>DECA Activity Committee</p> <p>DECA Officer</p>

	Business Operations Research Events Business Services, Buying and Merchandising, Finance, Hospitality and Tourism, Sports and Entertainment Chapter Team Events Community Service Project, Creative Marketing Project, Entrepreneurship Promotion Project, Financial Literacy Project, Learn and Earn Project, Public Relations Project Business Management and Entrepreneurship Events Entrepreneurship Written, International Business Plan, Entrepreneurship Participating Marketing Representative Events: Ad Campaign, Fashion Promotion Plan, Sports and Entertainment Promotion Plan
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Descriptions

***Role-Play (Individual or Team):** Role-play's measure students' proficiency in those skills identified by occupational practitioners as essential to success in a given occupation. The skills evaluated are selected from a list of performance indicators validated by industry representatives. Participants in these competitive events are not informed in advance of the performance indicators to be evaluated. Examples of industry area students can choose from include Accounting, Food Marketing and Human Resources. There are both individual and team role-plays.

***Manual:** "Manuals" are a two-part assessment. There is a written piece and a presentation piece. The written consists of a document anywhere from 20-100+ pages. The presentation includes a 15-minute presentation with visual aids. These are completed by 1-3 students.

Job Shadow: Complete a minimum of 4 hours job shadowing a professional at their place of business. During visit, learn about the career's daily activities are, education level required, average beginning salary, career outlook and general information about the industry.

International Economic Summit Simulation (IES): The IES program is a world trade simulation for high school students, which assesses students on fundamental economic concepts within the context of international trade. Utilizing the experience-based learning model, the IES program challenges high school students to think critically about the benefits and costs of trade and to explore the multifaceted process of globalization. Students work in teams as economic advisors to an assigned country, researching the social, political, and economic conditions in order to create a strategic plan to improve living standards for their population. The program culminates in a Mini Summit event. At the Mini Summit, students

implement their plans through a host of activities such as alliance negotiations, trade issue debates, flag and concept quizzes, and an energizing trade session.

Compete at Area: Compete in Role-Play (see above)

Compete at State: Compete in Role-Play or Manual (see above)

Compete at Nationals: Compete in Role-Play or Manual (see above)

Add component to presentation: When presenting, add a component that is not required and effectively adds to your presentation

DECA Community Service: Activities provide students with goal setting, cooperative networking, and leadership. In addition, students will participate in promotion, social responsibility and communication with the community, area businesses and organizations.

Leadership Camp: The LC will include students participating in designing a Program of Work, team building, goal setting and communication activities.

Fall Leadership Conference (FLC): Attending and participating in this conference provides students with workshops and sessions about networking, entrepreneurship, leadership and areas specific to their career interests, such as hospitality, fashion, business services and sales.

Western Regional Leadership Conference (WRLC): Attending this conference students will experience nationally recognized speakers and trainers, and participate in powerful workshops, and inspiring business tours. They will attend a specialized series of workshops called DECA University with majors in: finance and investing, marketing, sports marketing, entrepreneurship, leadership, and technology.

Career Exploration via DECA: The various field trips focus on career interests, such as Sports and Entertainment, Fashion and Finance.

Speaker Form: A Speaker Form will be provided prior to a Speaker visiting the classroom. You will complete the pre-presentation information prior to Speaker's visit. Upon the conclusion of the Speaker's presentation, you will complete the post-presentation portion of the form and submit within two days of the presentation.

* DECA's industry-validated competitive events are aligned with the National Curriculum Standards in the career clusters of marketing, business management and administration, finance, and hospitality and tourism. DECA's flagship evaluation process involves students in both a written component such as an exam or report and an interactive component with an industry professional serving as a judge. DECA's competitive events directly contribute to every student being college and career ready when they graduate from high school.