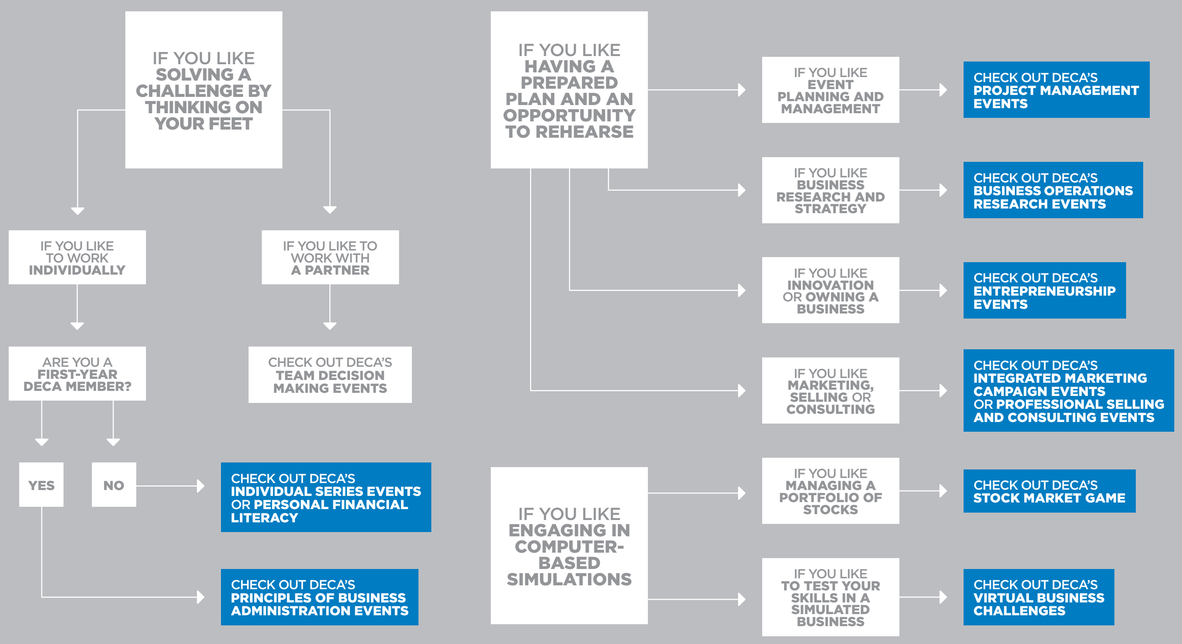
DECA

COMPETITIVE EVENTS PROGRAM

2025-2026

DECA's competitive events program directly supports members' skill development, contributing to every member being college and career ready upon graduation from high school. DECA members can compete in a wide variety of events. Use this flow chart to find your type of event and then find your specific event below.



PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS						
PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION	PBM	BUSINESS ADMINISTRATION CORE EXAM	1 PARTICIPANT	1 ROLE-PLAY 2ND ROLE-PLAY FOR FINALS	10 MINUTES PREPARATION TIME	10 MINUTES INTERVIEW TIME
PRINCIPLES OF ENTREPRENEURSHIP	PEN					
PRINCIPLES OF FINANCE	PFN					
PRINCIPLES OF HOSPITALITY AND TOURISM	PHT					
PRINCIPLES OF MARKETING	PMK					
TEAM DECISION MAKING EVENTS						
BUSINESS LAW AND ETHICS	BLTDM	BUSINESS MANAGEMENT AND ADMINISTRATION EXAM	2 PARTICIPANTS	1 CASE STUDY 2ND CASE STUDY FOR FINALS	30 MINUTES PREPARATION TIME	15 MINUTES INTERVIEW TIME
BUYING AND MERCHANDISING	BTDM	MARKETING EXAM				
ENTREPRENEURSHIP	ETDM	ENTREPRENEURSHIP EXAM				
FINANCIAL SERVICES	FTDM	FINANCE EXAM				
HOSPITALITY SERVICES	HTDM	HOSPITALITY AND TOURISM EXAM				
MARKETING MANAGEMENT	MTDM	MARKETING EXAM				
SPORTS AND ENTERTAINMENT MARKETING	STDM	MARKETING EXAM				
TRAVEL AND TOURISM	TTDM	HOSPITALITY AND TOURISM EXAM				
INDIVIDUAL SERIES EVENTS						
ACCOUNTING APPLICATIONS	ACT	FINANCE EXAM	1 PARTICIPANT	2 ROLE-PLAYS 3RD ROLE-PLAY FOR FINALS	10 MINUTES PREPARATION TIME	10 MINUTES INTERVIEW TIME
APPAREL AND ACCESSORIES MARKETING	AAM	MARKETING EXAM				
AUTOMOTIVE SERVICES MARKETING	ASM	MARKETING EXAM				
BUSINESS FINANCE	BFS	FINANCE EXAM				
BUSINESS SERVICES MARKETING	BSM	MARKETING EXAM				
ENTREPRENEURSHIP	ENT	ENTREPRENEURSHIP EXAM				
FOOD MARKETING	FMS	MARKETING EXAM				
HOTEL AND LODGING MANAGEMENT	HLM	HOSPITALITY AND TOURISM EXAM				
HUMAN RESOURCES MANAGEMENT	HRM	BUSINESS MANAGEMENT AND ADMINISTRATION EXAM				
MARKETING COMMUNICATIONS	MCS	MARKETING EXAM				
QUICK SERVE RESTAURANT MANAGEMENT	QSRM	HOSPITALITY AND TOURISM EXAM				
RESTAURANT AND FOOD SERVICE MANAGEMENT	RFSM	HOSPITALITY AND TOURISM EXAM				
RETAIL MERCHANDISING	RMS	MARKETING EXAM				
SPORTS AND ENTERTAINMENT MARKETING	SEM	MARKETING EXAM				
PERSONAL FINANCIAL LITERACY EVENT						
PERSONAL FINANCIAL LITERACY	PFL	PERSONAL FINANCIAL LITERACY EXAM	1 PARTICIPANT	1 ROLE-PLAY 2ND ROLE-PLAY FOR FINALISTS	10 MINUTES PREPARATION TIME	10 MINUTES INTERVIEW TIME
BUSINESS OPERATIONS RESEARCH EVENTS						
BUSINESS SERVICES OPERATIONS	BOR	NO EXAM	1-3 PARTICIPANTS	PRESENT RESEARCH AND STRATEGIC PLAN	20 PAGES ALLOWED	15 MINUTES INTERVIEW TIME
BUYING AND MERCHANDISING OPERATIONS	BMOR					
FINANCE OPERATIONS	FOR					
HOSPITALITY AND TOURISM OPERATIONS	HTOR					
SPORTS AND ENTERTAINMENT MARKETING OPERATIONS	SEOR					
PROJECT MANAGEMENT EVENTS						
BUSINESS SOLUTIONS PROJECT	PMBS	NO EXAM	1-3 PARTICIPANTS	PRESENT PROJECT	20 PAGES ALLOWED	15 MINUTES INTERVIEW TIME
CAREER DEVELOPMENT PROJECT	PMCD					
COMMUNITY AWARENESS PROJECT	PMCA					
COMMUNITY GIVING PROJECT	PMCG					
FINANCIAL LITERACY PROJECT	PMFL					
SALES PROJECT	PMSP					
ENTREPRENEURSHIP EVENTS						
INNOVATION PLAN	EIP	NO EXAM	1-3 PARTICIPANTS	PRESENT PLAN	20 SLIDE PITCH DECK	15 MINUTES INTERVIEW TIME
START-UP BUSINESS PLAN	ESB					
FRANCHISE BUSINESS PLAN	EFB				20 PAGES ALLOWED	
INDEPENDENT BUSINESS PLAN	EIB					
BUSINESS GROWTH PLAN	EBG					
INTERNATIONAL BUSINESS PLAN	IBP					
INTEGRATED MARKETING CAMPAIGN EVENTS						
INTEGRATED MARKETING CAMPAIGN–EVENT	IMCE	MARKETING EXAM	1-3 PARTICIPANTS	PRESENT CAMPAIGN	20 SLIDE PITCH DECK	15 MINUTES INTERVIEW TIME
INTEGRATED MARKETING CAMPAIGN–PRODUCT	IMCP					
INTEGRATED MARKETING CAMPAIGN–SERVICE	IMCS					
PROFESSIONAL SELLING AND CONSULTING EVENTS						
FINANCIAL CONSULTING	FCE	FINANCE EXAM	1 PARTICIPANT	CONSULTATION OR SALES PRESENTATION	N/A	15 MINUTES INTERVIEW TIME
HOSPITALITY AND TOURISM PROFESSIONAL SELLING	HTPS	HOSPITALITY AND TOURISM EXAM				
PROFESSIONAL SELLING	PSE	MARKETING EXAM				
ONLINE EVENTS						
STOCK MARKET GAME	SMG	NO EXAM	1-3 PARTICIPANTS	PRESENT PORTFOLIO	20 SLIDE PITCH DECK	15 MINUTES INTERVIEW TIME
VIRTUAL BUSINESS CHALLENGE–ACCOUNTING	VBCAC			N/A	N/A	N/A
VIRTUAL BUSINESS CHALLENGE–ENTREPRENEURSHIP	VBCEN					
VIRTUAL BUSINESS CHALLENGE–FASHION	VBCFA					
VIRTUAL BUSINESS CHALLENGE–HOTEL MANAGEMENT	VBCHM					
VIRTUAL BUSINESS CHALLENGE–PERSONAL FINANCE	VBCPF					
VIRTUAL BUSINESS CHALLENGE–RESTAURANT	VBCRS					
VIRTUAL BUSINESS CHALLENGE–RETAIL	VBCRT					
VIRTUAL BUSINESS CHALLENGE–SPORTS	VBCSP					

*Prepared Event Qualifiers for the DECA International Career Development Conference must electronically submit the prepared entry to the online portal between March 25 - April 8, 2026.
*Prepared entries must follow the specifications in the Penalty Point Checklist. Consult the DECA Guide for complete details.

www.deca.org/compete