

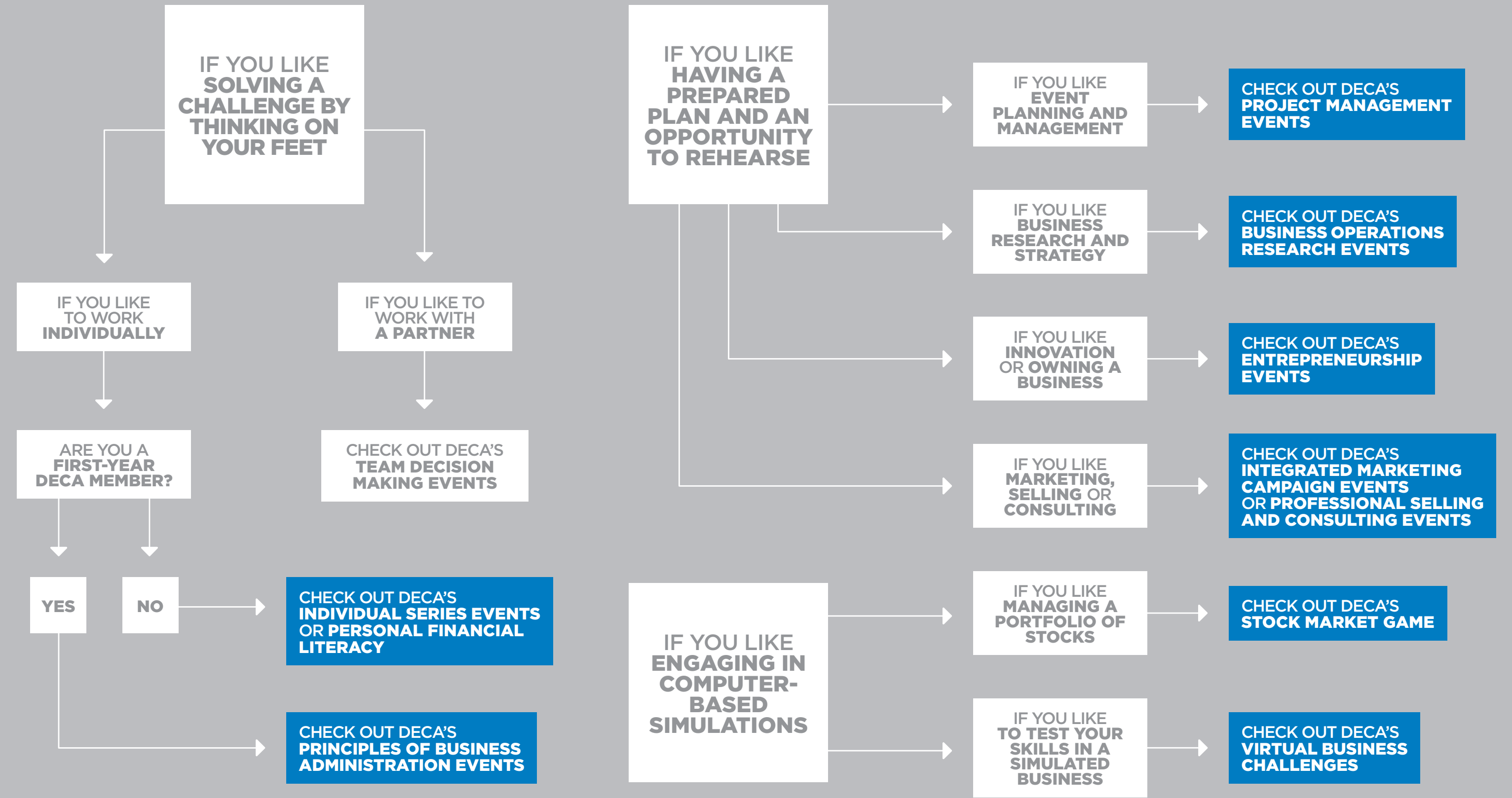


# DECA

2024-2025

COMPETITIVE EVENTS PROGRAM

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					
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					
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					
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					
BUSINESS OPERATIONS RESEARCH EVENTS							
BUSINESS SERVICES OPERATIONS	BOR	NO EXAM					
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					
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					
START-UP BUSINESS PLAN	ESB						
FRANCHISE BUSINESS PLAN	EFB						
INDEPENDENT BUSINESS PLAN	EIB						
BUSINESS GROWTH PLAN	EBG						
INTERNATIONAL BUSINESS PLAN	IBP						
INTEGRATED MARKETING CAMPAIGN EVENTS							
INTEGRATED MARKETING CAMPAIGN-EVENT	IMCE	MARKETING EXAM					
INTEGRATED MARKETING CAMPAIGN-PRODUCT	IMCP						
INTEGRATED MARKETING CAMPAIGN-SERVICE	IMCS						
PROFESSIONAL SELLING AND CONSULTING EVENTS							
FINANCIAL CONSULTING	FCE	FINANCE EXAM			N/A		
HOSPITALITY AND TOURISM PROFESSIONAL SELLING	HTPS	HOSPITALITY AND TOURISM EXAM					
PROFESSIONAL SELLING	PSE	MARKETING EXAM					
ONLINE EVENTS							
STOCK MARKET GAME	SMG	NO EXAM					
VIRTUAL BUSINESS CHALLENGE-ACCOUNTING	VBCAC						
VIRTUAL BUSINESS CHALLENGE-ENTREPRENEURSHIP	VBCEN			N/A	N/A	N/A	N/A
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						

\*Written Event Qualifiers for the DECA International Career Development Conference must electronically submit the written entry to the online portal between March 27 - April 8, 2025.  
\*Written entries must follow the specifications in the Penalty Point Checklist. Consult the DECA Guide for complete details.