



## Actions by the DECA Inc Board of Directors

The DECA Inc Board of Directors met March 19-21, 2009. The following changes were made to the competitive events program and related policies. Additional information will be forthcoming after the ICDC.

1. To implement four new high school events at the Business Administration Core level for the 2009-2010 school year. These events would be titled
  - a. Principles of Business Administration and Management
  - b. Principles of Finance
  - c. Principles of Hospitality and Tourism
  - d. Principles of Marketing
  
2. The High School Management Team Decision Making Events be reclassified as Team Decision Making Events, the revised list of events are listed below with the implementation dates and career cluster that will be the content source:
  - a. Business Law and Ethics (Business Management and Administration Core) (implement in 09-10)
  - b. Financial Services (Finance Core) (Implement in 10-11) (Financial Analysis would remain one more year)
  - c. Hospitality Services (Hospitality Core) (implement in 09-10)
  - d. Travel and Tourism Marketing (Hospitality Core) (implement in 09-10)
  - e. Buying and Merchandising (Marketing Core) (implement in 09-10)
  - f. Marketing Communications (Marketing Core) (Implement in 10-11)
  - g. Sports and Entertainment Marketing (Marketing Core) (implement in 09-10)
  
3. The Internet Marketing Management Team Decision Making Event will be dropped effective with the 09-10 school year.
  
4. The High School Marketing Research Events be reclassified as Business Operations Research. The category includes the following events. (All changes in this category will be implemented in 09-10)

Marketing Research by definition is one type of research that organizations conduct. Often the research topic selected for a particular year is not exclusively "Marketing Research". Changing the category title to the broader Business Operations Research recognizes this practice. The Comprehensive Competitive Events Framework positions the Business Operations Research Events at the Cluster Core level. The category name change encourages teachers to incorporate a research event into their curriculum in all four clusters, three of which do not include significant "Marketing Research Performance Indicators". Most teachers that currently use the Marketing Research Events in their classroom will not experience a significant change in the focus of the events.

  - a. Buying and Merchandising (Marketing Core), includes retail, & wholesale businesses that provide consumer goods.
  - b. Sports and Entertainment Marketing (Marketing Core), includes business that conduct sporting and/or entertainment events.
  - c. Hospitality (Hospitality Core) includes hotel, restaurants and tourism related businesses.
  - d. Finance (Finance Core), includes banks, credit unions, accounting, investments and other financial businesses.
  - e. Business (Administrative Services & Information Management) includes HR, IT and personal and contracted services businesses.
  
5. To accept the recommendation that beginning in 2009-10 the number and type of comprehensive exams used in High School DECA competition be reduced to five comprehensive exams.

## 2009-2010 Comprehensive Exam Matrix

EVENT	Business Administration Core Exam	Business Management & Administration Exam	Finance Exam	Hospitality Exam	Marketing Exam
Principles of Business Administration	X				
Principles of Finance	X				
Principles of Hospitality	X				
Principles of Marketing	X				
Accounting Applications			X		
Apparel and Accessories Marketing					X
Automotive Services					X
Business Services Marketing					X
Food Marketing					X
Hotel and Lodging Management				X	
Marketing Management					X
Quick Serve Restaurant Management				X	
Restaurant and Food Service Management				X	
Retail Merchandising					X
Sports and Entertainment Marketing					X
Business Law and Ethics Team		X			
Buying and Merchandising Team					X
Financial Analysis Team			X		
Hospitality Services Team				X	
Sports and Entertainment Team					X
Travel and Tourism Team				X	
Advertising Campaign Event					X
Fashion Merchandising Promotion Plan					X
Technical Sales					X