What is Collegiate DECA?

• **Competition Based** = Real World Experience + Classroom knowledge
  – Case Studies and Business Simulations (**See next slide**)  
  – Teams (2-4) or Individual

• **Professional Skill Enhancement** = Workshops + Networking Events
  – Public Speaking, LinkedIn, Resumes, and more
  – Roundtable, Professional Speakers

• **Volunteering**

• **Social Events**
Program Areas

- Entrepreneurship
- Marketing
- Business Management + Administration
- Finance
- Hospitality + Tourism
Types of Competition

- **Individual Case Study**
  - Take sector test before competition
  - Get 30 minutes to prepare 15 minute presentation

- **Team Case Study**
  - 2 participants
  - Get 60 minutes to prepare 15 minute presentation

- **Prepared Presentation**
  - 1-3 participants
  - Prepare a 10-15 prospectus to be judged by panel
  - National Level = 20 minute presentation
Individual Case Studies

- Self-Confident
- Poise Under Pressure
- Enthusiasm and Energy
- Comfortable Working Alone
- Strong Test Taking Skills
Individual Case Studies

- F Corporate Finance
- F Financial Accounting
- F Managerial Accounting
- E Entrepreneurship Operations
- M Fashion Merchandising and Marketing
- M Marketing Management
- M Sales Management Meeting
- H Travel and Tourism
- H Hotel and Lodging
- H Restaurant and Food Service Management
- B Human Resource Management
- B Retail Management

KEY:
F = Finance
E = Entrepreneurship
M = Marketing
H = Hospitality & Tourism
B = Business Management & Administration
Team Case Studies

• Prefers to Work With a Partner
• Strong Communication Skills
• Poise Under Pressure
• Presentation Analysis
• Problem-Solving
Team Case Studies

- **F** Financial Statement Analysis
- **M** Business-to-Business Marketing
- **M** International Marketing
- **M** Marketing Communications
- **M** Sports and Entertainment Marketing
- **H** Event Planning
- **B** Business Ethics

**KEY:**
- **F** = Finance
- **E** = Entrepreneurship
- **M** = Marketing
- **H** = Hospitality & Tourism
- **B** = Business Management & Administration
Prepared Presentations

- Strong Written Communication Skills
- Attention to Detail
- Organized
- Disciplined Planners
- Ability to Place Ideas Into Words
Prepared Presentations

- **E** Starting a Business
- **E** Growing Your Business
- **M** Advertising Campaign
- **B** Business Research

**KEY:**
- **F** = Finance
- **E** = Entrepreneurship
- **M** = Marketing
- **H** = Hospitality & Tourism
Other Events

• **M** Emerging Technology Marketing Strategies
  – 1-2 Participants
  – 20 Minutes to present previously completed marketing strategy to panel

• **M** Professional Sales
  – 1 Participant
  – 20 minute previously prepared sales presentation to panel

• **F** Stock Market Game
  – 1-3 Participants
  – Online simulation of creating a portfolio to invest in the stock market
National Advisory Board

For a full list of partners visit our website.
Annual Dues

You must pay dues to become an official DECA member

- Dues are $50 per year (both fall and spring semesters)
- Dues go towards our national and state dues and help fund conferences

Dues must be turned in by the end of the month - 9/30
Membership Benefits

• Career Focused Experience
  • Mentor & Internship Opportunities
  • Local Business Presentations

• Recognition

• Professional Development
  • Local, State & National Competition Programs
  • Networking Opportunities

• Travel Opportunity
  • Collegiate Leadership Academy (Chicago, IL)
  • State Conferences (Lake of the Ozarks, MO)
  • International Career Development Conference (ICDC) (Atlanta, GA)
Important Dates

- **High School Judging**
  - November 13\(^{\text{th}}\)
  - 7:45am-11:30am

- **Engage**
  - November 21-23, Chicago

- **State Competition**
  - TBD in February
  - Last Year was 2/21-2/22

- **ICDC**
  - April 22-25, Atlanta
ENGAGE Conference

- Dates: Nov. 21\textsuperscript{st} - 23\textsuperscript{rd}
- Location: Chicago, IL
- Cost: $160 Registration + $150 Hotel + Transportation
- Financial Support will be given depending on number of people interested
- This conference takes you all around Chicago. You are able to sign up for different tracks in: Finance, Hospitality, Marketing, Sports and Entertainment, and Fashion.
- Members are taken on EduTours around Chicago based on competitive event.
Recognition and Awards

At the International Career Development Conference, individuals and chapters are announced for various awards. A list of awards and what is required will be available on www.deca.org soon.
Lindenwood 2018-2019 Awards

State:
Claire - 1st Place in Sales Management
Carli - 1st Place in Marketing Management
  1st Place in Retail Management
Bella - 2nd Place in Retail Management
Claire & Makayla - 2nd Place B2B
Bella & Hanna - 2nd Place B2B

ICDC:
Carli - Top 10 Finalist Marketing Management
Makayla - B2B Finalist
Bella & Hanna - Top 10 Ad Campaign
Bella & Hanna - 1st Place in Ad Campaign
Students Graduating This Year

- Students who are graduating this year (either December 2019 or May 2020) will wear a DECA stole or cords at graduation
- We want our chapter and our members to be recognized for their accomplishments throughout the year and for what they have accomplished through DECA
- Please let Craig or Carli know if you are graduating so that we can begin to keep a list
Contact Info

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