

KENTUCKY DECA

STATE AND REGIONAL EVENT GUIDELINES

HIGH SCHOOL



Revised August 2016

**KENTUCKY DECA'S
COMPETITIVE EVENT PROGRAM
PURPOSE AND RATIONALE**

1. To contribute to the development of competencies needed for careers in marketing, merchandising, and management.
2. To evaluate student achievement of the competencies through careful measurement devices.
3. To provide opportunities for student and group recognition.
4. To provide constructive avenues for individual and/or group expression, initiative, and creativity.
5. To motivate students to assume responsibility for self-improvement and self-discipline.
6. To provide a vehicle for students to demonstrate their acquired competencies through individual and/or group activities.
7. To assist students in acquiring a realistic self-concept through individual and/or group activities.
8. To help students participate in an environment of cooperation and competition.
9. To provide visibility for the educational goals and objectives of Marketing Education.

It should be emphasized that competitive events are only one of the many phases of the total DECA program of work and that DECA competitive events are only one of the strategies used in assisting students in the development of the competencies needed in preparing for and advancing in marketing, merchandising, and management careers.

It is believed that competitive events are congruent with sound educational practices and enhance educational purposes. Therefore, DECA competitive events are learning activities designed to evaluate students' development of essential competencies needed for entry and/or advancement in the field of marketing. The DECA Competency Based Competitive Events program facilitates effective integration of DECA as an integral part of the total Marketing Education instructional program.

To do this, competitive events have been and will continue to be designed to enable students to engage in activities that will extend their interests and competencies for careers in marketing and measure the degree to which competencies have already been acquired. In effect, the competitive events are demonstrations of occupational proficiency in marketing, merchandising, and management areas, which, of course, should be the goal of the Marketing Education curriculum.

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QUALIFICATIONS FOR ENTERING COMPETITIVE EVENTS GENERAL RULES AND REGULATIONS

1. All participants must be active paid members of DECA with the current local, regional, state, and national dues on file with Kentucky DECA. Students not on file prior to established guidelines are ineligible to participate in any DECA function.
2. Students may be added after the initial on-line roster at any time but are not official until payment is received by DECA, Inc. in Reston VA.
3. All participants and written entries must be approved and authorized by their Chapter Advisor through official competitive events registration forms.
4. All participants and written entries must meet specifications set forth for each activity.
5. All participants must have competed in all authorized competition levels in the events for which they are entering.
6. All entry forms and creative entries must be submitted by the Chapter Advisor by announced deadlines. Chapters not meeting announced deadlines will not be permitted to compete.
7. A participant may enter only one of the national competitive events with a participatory (or interview) component.
9. No additions may be registered for any competition after the deadline set forth. Non-competing members may be added according to established guidelines.
10. A written project or manual may not be entered in more than one national competitive event during a given year.
11. Once a written project or manual is entered, the identical content material may not be entered in competition again.
12. Written projects and manuals that have found to be plagiarized, submitted in a previous year, or that did not follow the current guidelines for the event **will not** be eligible for participation at the SCDC and may not receive an award at the Regional CDC. Written projects or manuals requiring interviews will not be considered for awards unless the interview requirement is met unless weather conditions cancel the Regional CDC.
13. All written entries must include 1 original document submitted in a DECA folio along with four (4) stapled copies.
14. All participants must complete all phases scheduled for their competitive event. Failure to attend any phase for which they are scheduled will result in disqualification of the participant.
15. Additional events may be offered at the Regional CDC's with the stipulation that winners do not qualify for attendance at the SCDC.

Kentucky ONLY Events

1. Chapter Membership Awards
2. **KY DECA Member of the Year - KDMY**
3. Kentucky Electronic Advertising - KSMP
4. KY Entrepreneurship Functions - KEF
5. KY Finance - KYF
6. KY Free Enterprise Basics - KFEE
7. KY Hospitality & Tourism Essentials - KHTE
8. KY Job Interview - KJOB
9. KY Marketing - KYM
10. KY Prepared Business Presentations - KPBP
11. KY Retailing Concepts - KRC
12. KY Sports & Entertainment Marketing - KSEM
13. **KY Web Page Advertising - KWEB**
14. *Career Prep Exams (State Conference ONLY) –*
15. **Local KY Outstanding Chapter Member (SCDC ONLY) - KOCM**

State & National Events**

Online Events: (These events are done “directly” through DECA Inc. At the Region and State Level students may also enter any other event.)

1. Stock Marketing Game - SMG
2. Virtual Business Challenge Accounting -VBCAC
3. Virtual Business Challenge Hotel Man.- VBCHM
4. Virtual Business Challenge Personal Finance-VBCPF
5. Virtual Business Challenge Restaurant - VBCRS
6. Virtual Business Challenge Retail - VBCRT
7. Virtual Business Challenge Sports - VBCSP

Entrepreneurship Events:

1. Business Growth Plan-EBG
2. Franchise Business Plan-EFB
3. Independent Business Plan-EIB
4. Innovation Plan-EIP
5. International Business Plan – IBP
6. Start-Up Business Plan-ESB

Marketing Representative Events:

1. Advertising Campaign - ADC
2. Fashion Merchandising Promotion Plan - FMP
3. Sports and Entertainment Promotion Plan - SEPP

Professional Selling Events

1. Financial Consulting – FCE
2. Hospitality & Tourism Prof. Selling - HTPS
3. Professional Selling - PSE

State & National Events (continued)

Individual Series Events:

1. Accounting Applications - ACT
2. Apparel and Accessories Marketing - AAM
3. Automotive Services Marketing - ASM
4. Business Finance - BFS
5. Business Services Marketing - BSM
6. Food Marketing - FMS
7. Hotel and Lodging Management - HLM
8. Human Resources Management - HRM
9. Marketing Communication - MCS
10. Quick Serve Restaurant Management - QSRM
11. Restaurant and Food Service Mgmt. - RFSM
12. Retail Merchandising - RMS
13. Sports and Entertainment Marketing - SEM

Team Decision Making Events:

1. Business Law and Ethics - BLTDM
2. Buying and Merchandising - BTDM
3. Financial Services - FTDM
4. Hospitality Services - HTDM
5. Marketing Management - MTDM
6. Sports and Entertainment Marketing - STDM
7. Travel and Tourism Marketing - TTDM

Business Operations Research Events:

1. Business Services Operations Research - BOR
2. Buying & Merchandising Oper. Res. - BMOR
3. Finance Operations Research - FOR
4. Hospitality & Tourism Operations Res. - HTOR
5. Sports/Entertainment Mktg. Oper. Res. - SEOR

Chapter Team Events:

1. Community Service Project - CSP
2. Creative Marketing Project - CMP
3. Entrepreneurship Promotion Project - EPP
4. Financial Literacy Promotion Project - FLPP
5. Learn and Earn Project - LEP
6. Public Relations Project - PRP

Principles of Business Administration (1st Yr Member Only)

1. Principles of Business Mgmt. & Adm. – PBM
2. Principles of Finance – PFN
3. Principles of Hospitality and Tourism – PHT
4. Principles of Marketing - PMK

Personal Financial Literacy

1. Personal Financial Literacy - PFL

Students entered in the events shown in **Bold**, may also enter any other Kentucky event or DECA Inc. event.

KY Chapter Membership Recognition

Purpose:

Successful local, state and national programs depend upon the support of membership. Even though all members may not individually receive awards, their membership makes possible the maintenance of student services, newsletters, and chapter materials.

Eligibility:

Any DECA Chapter who has paid their initial regional, state and national dues by January 31 or **prior to** their respective regional conference deadline.

Official membership records on file in the state DECA Office will be used to determine eligibility.

Membership totals on file at the State DECA Office at the close of the day on the deadline day for the Regional Conference or February 15th, whichever is earlier, will be used for regional awards. Awards given at the State Career Development Conference will be based on March 1 totals.

The following areas of recognition are given to recognize those chapters that have excelled in their recruitment of DECA members.

1. Largest Chapter Membership

Awards for the Largest Chapter Membership shall be given to the chapters with the largest total membership to include high school members, professional members, alumni members and chapter advisors.

Awards will be given at the Regional and State levels.

2. Largest Increase in Chapter Membership

Awards for the Largest Increase in Chapter Membership shall be given to the chapters with the largest percentage increase in total membership to include high school members, professional members, alumni members and chapter advisors.

The membership totals used in determining the winners will be the percentage of increase in the number of paid members on record in the State DECA Office.

The chapter in each region with the largest percentage of increase in membership will be recognized at the State Conference.

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KY Electronic Advertising

Purpose:

This event is to further expand the member's knowledge of advertising and to encourage the development of related computer, video, audio and electronic skills used for advertising in the current media including social media. This is a state ONLY event.

Entries: (Team Event—1-3 members)

The participant(s) is to develop an electronic advertisement/commercial based on any product or service, submit a one-page Executive Summary and present their advertisement—assuming the role of an advertising agent(s)—explaining to their client, the judge(s), the reason for the media chosen, the intended target market and purpose/theme of the advertisement. This may be video, audio, web banner or other forms of electronic media, including social media, used for advertising.

The entry may have from 1 to 3 participants who must all actively participate in the presentation, which cannot exceed 10 minutes, including set up time.

Entries are limited to regional quotas for regional competition and the state quota for state competition.

Only members of local, state, and national DECA are eligible.

Guidelines:

1. This event will include a one-page typewritten Executive Summary to be submitted at the time of chapter registration for Regional CDC. The summary will explain the theme/purpose of the advertisement, intended target market, and any related information that might benefit the judge's understanding of the project.
2. Participant(s) will assume the role of advertising agent(s) explaining to the judge(s), the client(s) the electronic advertisement, the reason for the chosen media, the intended target market and the purpose/theme not to exceed a 10-minute setup/presentation. There will be 1-3 judges for this event. Each judge will assume the role of a client reviewing a potential advertisement/commercial. Judge's scores will be averaged to determine the winners.
3. All advertisements/commercials must meet the following:
 - a. Be either 10 seconds, 15 seconds, 30 seconds, 45 seconds, or 1 minute in length, if audio or video.
 - b. Include the school name and the participants' names within the body/credits of the presentation.
 - c. Be the original concept and theme of the DECA participants within the current school year.
 - d. Technical skills may be those of DECA members or provided by a resource team.
4. Participant(s) will provide the equipment necessary for their presentation. Participant(s) **MUST** carry any and all equipment needed. No carts are allowed. Electricity will be provided but no extension cords.
5. A maximum of 10 minutes may be taken for the setup and presentation. All presentations will be stopped at the 10-minute mark and rating will be scored based on information covered.
6. Penalty points will be assessed for the following:
 - 5 Points if advertisement exceeds 1 minute
 - 10 Points if advertisement has grammatical errors
 - 5 Points if all project members fail to participate in the presentation
 - 5 Points if late submission of the Executive Summary page

KY Electronic Advertising

CONTESTANT(S) _____

CHAPTER _____

	Poor	Fair	Good	Excellent
SUMMARY PAGE (12 Points)				
1. The ideas are clearly stated	1	2	3	4
2. The theme and target market are clearly defined	1	2	3	4
3. The page is complete and follows guidelines	1	2	3	4
				Subtotal _____
TECHNICAL USE OF MEDIA (20 Points)				
4. Presentation professionally constructed	1	2-3	4-5	6
5. Effective use of selected media	1	2-3	4-5	6-7
6. Quality of the completed media/presentation	1	2-3	4-5	6-7
				Subtotal _____
IMPACT (18 Points)				
7. Media presentation secures viewer's attention	1	2-3	4-5	6
8. Media presentation holds viewer's attention	1	2-3	4-5	6
9. Media presentation encourages action/purchase OR encourages/improves product image.	1	2-3	4-5	6
				Subtotal _____
ORIGINALITY (10 Points)				
10. Copy reflects non-traditional theme	1-2	3	4	5
11. Presentation indicates new ideas/angles	1-2	3	4	5
				Subtotal _____
PARTICIPANT(S) INTERVIEW (40 Points)				
12. Effective explanation of the theme	1-2-3	4-5-6	7-8	9-10
13. Effective explanation of the choice of media	1-2-3	4-5-6	7-8	9-10
14. Demonstrates advertising concepts/reaches target	1-2-3	4-5-6	7-8	9-10
15. Presentation skills of the participant(s)	1-2-3	4-5-6	7-8	9-10
JUDGE'S COMMENTS:				Subtotal _____
TOTAL JUDGED POINTS (100 possible)				_____

(PENALTY POINTS DEDUCTED ON TABULATION FORM)

-5 Points if advertisement exceeds 1 minute

-10 Points if advertisement has grammatical errors

-5 Points if all project members fail to participate in the presentation

-5 Points if late submission of the Executive Summary page **Judge:** _____

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KY Job Interview

Purpose:

To help the student develop a knowledge and understanding of correct job application and interview procedures.

Entries:

Limited to regional quotas for regional competition; three (3) entries per region for state competition. Only members of local, state, and national DECA are eligible.

Specifications:

1. Participants will apply for a specific job in marketing, which will be indicated in the Regional CDC materials. Each should be in attire appropriate to the type of job for which they are being interviewed. Denim material or athletic-type shoes are inappropriate attire.
2. Participants should bring a prepared brief resume. The resume should not exceed two pages. Participants may also carry with them to the interview personal recorded information on one (1) index card not to exceed 4" X 6".
3. Each participant will complete an application form and participate in an interview.

Procedure (Regional and State Conferences):

1. All contestants will meet together where they will complete an application form. Ten minutes will be allotted for completing the application. The completed application will be given to the event coordinator to hold until the participant's scheduled interview time.
2. *At the regional level*, if there are more than 15 contestants, contestants may be divided into two groups for the initial interview. They will draw for the order of interviews. The contestants will then be interviewed by at least one judge. The initial interview will be five minutes in length with three to five minutes between interviews. A signal will be given at four (4) minutes to indicate that the interview must terminate in one more minute. The four contestants scoring the highest in each interview group will then be scheduled for a final interview. A new panel of judges will rate the finalists. The applications completed for the initial interview shall be given to the panel of finalist judges for their evaluation.
3. State Conference interviews (or regional finals) will be a maximum of seven (7) minutes in length with 3 minutes between interviews. A signal will be given at six (6) minutes to indicate that the interview must terminate in one more minute.
4. When possible, regions will elect to use only one set of judges with all participants completing an application and being interviewed only once.

JUDGING:

There will be 1-3 judges for this event. Each judge will complete a Rating Sheet for each contestant. Judge' scores will be totaled to determine the winners.

KY Job Interview

CONTESTANT _____

CHAPTER _____

	Poor	Fair	Good	Excellent	
APPLICATION FORM (8 points)					
1. Neat and legible	1	2	3	4	
2. Clear, concise and complete	1	2	3	4	
					Subtotal _____
PERSONAL APPEARANCE (12 Points)					
3. Neat and well groomed	1	2	3	4	
4. Attire is appropriate	1	2	3	4	
5. Eye contact/smile	1	2	3	4	
					Subtotal _____
ACTUAL INTERVIEW (80 Points)					
6. Greeting: appropriate/sincere	1	2	3-4	5	
7. Personal Intro.: concise/complete	1-2	3-4-5	6-7-8	9-10	
8. Attitude: courteous/confident	1-2	3-4-5	6-7-8	9-10	
9. Presentation: Poised/relaxed	1-2	3-4-5	6-7-8	9-10	
10. Work ethic: Initiative/mature	1-2	3-4-5	6-7-8	9-10	
11. Communication skills: voice/structure	1-2	3-4-5	6-7-8	9-10	
12. Career Field: knowledgeable/plans	1-2	3-4-5	6-7-8	9-10	
13. Job Qualification: covered experience/training	1-2	3-4-5	6-7-8	9-10	
14. Closing: appropriate/skillful	1	2	3-4	5	
					Subtotal _____

100 POSSIBLE POINTS

TOTAL JUDGED POINTS _____

JUDGE'S COMMENTS:

JUDGE: _____

**APPLICATION FOR EMPLOYMENT
DECA JOB INTERVIEW EVENT**

INSTRUCTIONS TO APPLICANT--PLEASE READ CAREFULLY: Every item on this form must be answered to the best of your ability. Please print, using ink. Your qualifications will be carefully reviewed and you will be given thorough consideration for any suitable vacancies. If you are employed, this will become part of your permanent record.

Applicants are not required to give any information on this form that is prohibited by Federal, State, or Local Law.

DATE: _____

Position Applying for: _____

Referred by: _____

Date Available: _____

PERSONAL

Name: _____

E-Mail: _____

Address: _____

Phone No. (_____) _____

Previous Address: _____

How long at current address? _____ Are you legally entitled to work in the U.S.? _____

Are you a U.S. citizen? _____ Do you have a valid driver's license? _____

Have you ever been convicted for violation of any law? _____

If yes, please list conviction(s), date(s), and place(s): _____

HEALTH

Do you have any physical defects that would prevent you from performing certain kinds of work? _____

If yes, describe defects and state the limitations: _____

Are you presently under a doctor's care? _____ If yes, explain: _____

List all major illnesses during the last five years: _____

List all medications you take regularly: _____

Have you ever injured your back? _____ If yes, describe: _____

EDUCATION

High School (Name and Address): _____

Did you graduate? _____ If no, when do you expect to graduate? _____

Vocational/Technical School (Name and Address): _____

(Continued)

MILITARY

List any service in the U.S. Military: Dates: _____ To _____ Branch: _____
Rank at discharge: _____ Military experience that may be applicable: _____

GENERAL EMPLOYMENT INFORMATION

Type of employment sought: Permanent Full Time Temporary Part Time

Are you willing to work: Days? Yes No Weekends? Yes No
Nights? Yes No Holidays? Yes No

Salary expected: _____

Method of transportation you will use to get to work: Car Carpool Bus Other

EMPLOYMENT HISTORY

List below all present and past jobs, beginning with the most recent:

1. Employer: _____ Job Title: _____
Address: _____ Starting Salary _____ per Hour/Week
Last Salary _____ per Hour/Week
Supervisor: _____
Reason for leaving: _____
City State Zip
Kind of Business: _____
Dates employed (Mo./Yr.): _____ To _____
2. Employer: _____ Job Title: _____
Address: _____ Starting Salary _____ per Hour/Week
Last Salary _____ per Hour/Week
Supervisor: _____
Reason for leaving: _____
City State Zip
Kind of Business: _____
Dates employed (Mo./Yr.): _____ To _____
3. Employer: _____ Job Title: _____
Address: _____ Starting Salary _____ per Hour/Week
Last Salary _____ per Hour/Week
Supervisor: _____
Reason for leaving: _____
City State Zip
Kind of Business: _____
Dates employed (Mo./Yr.): _____ To _____

THE FACTS SET FORTH IN MY APPLICATION ARE TRUE AND CORRECT. I UNDERSTAND THAT IF EMPLOYED, FALSE STATEMENTS ON THIS APPLICATION SHALL BE CONSIDERED SUFFICIENT FOR DISMISSAL. THIS COMPANY IS HEREBY AUTHORIZED TO DEVELOP SUCH BACKGROUND AND PERSONAL REPORTS AS ARE DEEMED NECESSARY. A COPY OF THIS AUTHORIZATION SHALL BE AS VALID AS THE ORIGINAL. I AUTHORIZE THE COMPANY TO MAKE DEDUCTIONS FROM MY SALARY FOR MONEY DUE TO THE COMPANY. OVERTIME IS A CONDITION OF EMPLOYMENT AND I AUTHORIZE A POLYGRAPH TEST IF REQUESTED.

Signature: _____

Kentucky DECA Member of the Year

Purpose:

This event recognizes outstanding senior DECA members who have demonstrated exceptional leadership, knowledge, and skills through their local, regional, state or national DECA activities.

Entries: (This event is not open to State Officers)

Limited to Senior DECA members. No more than two entries from any one chapter.
Limited by regional quotas for regional competition and state quotas for state competition.
Only members of local, state, and national DECA are eligible.

If it is necessary to limit interviews at the regional or state level, the exam score will determine finalists.

Specifications:

All participants must complete the following:

Objective Test: The exam will include questions about DECA and DECA history found within the DECA Chapter Handbook, Kentucky DECA information and Kentucky marketing program information and basic marketing concepts as found in a typical Marketing Fundamentals and/or Retailing course. The exam will be divided 85% DECA-related questions and 15% Marketing/Retailing-related. One hour will be available for the exam.

Portfolio: Each participant will submit a DECA folio of not more than 5 pages that demonstrate in outline form student information such as courses taken, offices held, outstanding school activities, outstanding DECA activities and other important supportive information. There are no restrictions on pictures, graphics, color, paper, etc. It must be included within 5 pages.

One original portfolio and two stapled photocopies are to be submitted with the chapter conference registration. Only the original must be in a DECA folio. The participant may wish to have one additional copy for the interview.

Interview: Participants will be scheduled for a 10-minute interview. The only acceptable material that can be brought to the interview is a copy of the portfolio.

Judging:

The finalists will be participants with the top ten written objective test scores. Ten (10) finalists will be selected for a ten-minute interview at both the regional and state levels.

Winners will be determined from a combination of Interview and test scores. Interviews will be weighted twice the exam score. Penalty points may be assessed when appropriate.

-5 Points if original portfolio is not in DECA folio.

-5 Points if more than 5 pages.

Kentucky DECA Member of the Year

CONTESTANT: _____

CHAPTER: _____

	Poor	Fair	Good	Excellent
INTERVIEW SKILLS (40 Points)				
Participant demonstrates:				
a. poise, and maturity	0-1-2-3	4-5-6	7-8	9-10
b. self-confidence, and initiative	0-1-2-3	4-5-6	7-8	9-10
c. effective communication skills	0-1-2-3	4-5-6	7-8	9-10
d. appropriate business attire	0-1-2-3	4-5-6	7-8	9-10
				Subtotal _____

LEADERSHIP ABILITY (45 Points)				
Participant affirms:				
a. personal initiatives (projects/activities)	0-1-2-3	4-5-6	7-8	9-10
b. school and community involvement	0-1-2-3	4-5-6	7-8	9-10
c. outstanding local DECA activities	0-1-2-3	4-5-6	7-8	9-10
d. outstanding (non-local) DECA activities	0-1-2-3	4-5-6	7-8	9-10
				Subtotal _____

PORTFOLIO (15 Points)				
Effectiveness of portfolio materials	0-1-2-3	4-5-6	7-8	9-10
Grammar/punctuation	0-1	2	3-4	5
				Subtotal _____

INTERVIEW SCORE _____

THE FINAL SCORE WILL BE DETERMINED BY MULTIPLYING FINAL INTERVIEW SCORE TIMES 2 PLUS EXAM SCORE MINUS PENALTY POINTS.

Judge's Comments:

Judge: _____

Kentucky Entrepreneurship Functions

Purpose:

To recognize DECA members that are currently enrolled in marketing-related courses and have exceptional understanding of the functions associated with creating, developing and operating a new business or service.

Eligibility:

Any DECA member who has paid his/her regional, state, and national DECA dues and is currently enrolled in marketing-related courses.

Limited to regional quotas for Regional competition. Limited to five entries per region for state competition.

Specifications:

1. Participants will be given a written objective test developed using the competencies established for all marketing programs relating to creating, developing and operating a new business or service. The exam will emphasize common questions associated with the creation and development of a new business or service. Only a small portion of the exam might be related to the functions of personnel management.
2. A maximum of one hour will be allowed for this exam.

Judging:

1. The exam will be machine graded.
2. Tie scores will be broken using the completion order (time) of the tied participants. The tied participant having completed the exam first will be placed above the tied participants having taken longer to complete the exam.
3. The decision of the judge(s) is final.

Kentucky Finance

Purpose:

To recognize DECA members who are currently enrolled in marketing-related courses and have an exceptional understanding of the basic concepts of Finance that influence and are associated with a Financial Career Cluster.

Eligibility:

Any DECA member who has paid his/her regional, state, and national DECA dues and is currently enrolled in marketing-related courses.

Limited to regional quotas for regional competition.
Limited to five entries per region for state competition.

Specifications:

1. Participants will be given a written objective test developed using the competencies established for all marketing programs relating to economics and free enterprise. The exam will emphasize common questions associated with basic economics and free enterprise. The exam **will not** attempt to evaluate advanced economic theory or practices.
2. A maximum of one hour will be allowed for this exam.

Judging:

1. The exam will be machine graded.
2. Tie scores will be broken using the completion order (time) of the tied participants. The tied participant having completed the exam first will be placed above the tied participants having taken longer to complete the exam.
3. The decision of the judge(s) is final.

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Kentucky Free Enterprise Basics

Purpose:

To recognize DECA members who are currently enrolled in marketing-related courses and have an exceptional understanding of basic economic concepts that influence and are associated with Free Enterprise.

Eligibility:

Any DECA member who has paid his/her regional, state, and national DECA dues and is currently enrolled in marketing-related courses.

Limited to regional quotas for regional competition.
Limited to five entries per region for state competition.

Specifications:

1. Participants will be given a written objective test developed using the competencies established for all marketing programs relating to economics and free enterprise. The exam will emphasize common questions associated with basic economics and free enterprise. The exam **will not** attempt to evaluate advanced economic theory or practices.
2. A maximum of one hour will be allowed for this exam.

Judging:

1. The exam will be machine graded.
2. Tie scores will be broken using the completion order (time) of the tied participants. The tied participant having completed the exam first will be placed above the tied participants having taken longer to complete the exam.
3. The decision of the judge(s) is final.

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Kentucky Marketing

Purpose:

To recognize DECA members who are currently enrolled in marketing-related courses and have exceptional understanding of the fundamentals of marketing.

Eligibility:

Any DECA member who has paid his/her regional, state, and national DECA dues and is currently enrolled in marketing-related courses.

Limited to regional quotas for regional competition. Limited to five entries per region for state competition.

Specifications:

1. Participants will be given a written objective test developed using the basic marketing competencies established for all marketing programs. The exam will include questions in the fundamentals of marketing for all marketing-related careers. It will not include advanced skills/concepts for a specific career.
2. A maximum of one hour will be allowed for this exam.

Judging:

1. The exam will be machine graded.
2. Tie scores will be broken using the completion order (time) of the tied participants. The tied participant having completed the exam first will be placed above the tied participants having taken longer to complete the exam.
3. The decision of the judge(s) is final.

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Kentucky Retailing Concepts

Purpose:

To recognize DECA members that are currently enrolled in Marketing and have exceptional understanding of the basic concepts taught in Retailing.

Eligibility:

Any DECA member who has paid his/her regional, state, and national DECA dues and currently enrolled in a marketing-related course.

Limited to regional quotas for regional competition. Limited to five entries per region for state competition.

Specifications:

1. Participants will be given a written objective test developed using retailing competencies established for a marketing program. The exam may include questions in basic retail concepts, free enterprise, selling, merchandising, advertising, display and management.
2. A maximum of one hour will be allowed for this exam.

Judging:

1. The exam will be machine graded.
2. Tie scores will be broken using the completion order (time) of the tied participants. The tied participant having completed the exam first will be placed above the tied participants having taken longer to complete the exam.
3. The decision of the judge(s) is final.

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Kentucky Sports & Entertainment Marketing

Purpose:

To recognize DECA members who are currently enrolled in marketing-related courses and have an exceptional understanding of sports and entertainment marketing concepts.

Eligibility:

Any DECA member who has paid his/her regional, state, and national DECA dues.

Limited to regional quotas for regional competition. Limited to five entries per region for state competition.

Specifications:

1. Participants will be given a written objective test developed using the competencies established for all marketing programs relating to the marketing of sports & entertainment events. The exam will emphasize common questions associated with basic marketing concepts as they relate to sports and entertainment events. The exam **will not** attempt to evaluate advanced practices.
2. A maximum of one hour will be allowed for this exam.

Judging:

1. The exam will be machine graded.
2. Tie scores will be broken using the completion order (time) of the tied participants. The tied participant having completed the exam first will be placed above the tied participants having taken longer to complete the exam.
3. The decision of the judge(s) is final.

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Kentucky Hospitality and Tourism Essentials

Purpose:

To recognize DECA members who are currently enrolled in marketing-related courses and have an exceptional understanding of travel and tourism concepts that influence and are associated with travel and tourism in the United States and abroad.

Eligibility:

Any DECA member who has paid his/her regional, state, and national DECA dues and is currently enrolled in marketing-related courses.

Limited to regional quotas for regional competition. Limited to five entries per region for state competition.

Specifications:

1. Participants will be given a written objective test developed using the competencies established for all marketing programs relating to travel and tourism. The exam will emphasize common questions associated with basic travel and tourism concepts. The exam **will not** attempt to evaluate advanced practices.
2. A maximum of one hour will be allowed for this exam.

Judging:

1. The exam will be machine graded.
2. Tie scores will be broken using the completion order (time) of the tied participants. The tied participant having completed the exam first will be placed above the tied participants having taken longer to complete the exam.
3. The decision of the judge(s) is final.

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Kentucky Level One

Purpose:

To encourage the participation and recognition of DECA members that were NEWLY enrolled in second semester marketing-related courses.

Eligibility:

Any DECA member who has paid his/her regional, state, and national DECA dues and was newly recruited in the second semester of the school year and is currently enrolled in a marketing-related course.

Specifications:

1. Event areas will be selected in the fall of each year and published prior to each state conference. All areas will be beginning level exams related to basic marketing-related topics.
2. Participants will be given a written objective test developed using the basic competencies established for the selected area. The exam will include questions in the fundamentals of related careers. It will not include advanced skills/concepts for a specific career.
3. A maximum of one hour will be allowed for this exam.

Judging:

1. The exam will be machine graded.
2. Tie scores will be broken using the completion order (time) of the tied participants. The tied participant having completed the exam first will be placed above the tied participants having taken longer to complete the exam.
3. The decision of the judge(s) is final.

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Kentucky Local Outstanding Member

Purpose:

To recognize DECA members who have made outstanding contributions to their local chapter.

Eligibility:

Any active local chapter member who has paid their local, state, and national dues by the membership deadline.

Specification:

Limited to one member per chapter per conference. If your region supports the award one name may be submitted with your chapter's Regional CDC registration and one name (not required to be the same) should be submitted with the chapter's State CDC registration.

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KY Prepared Business Presentations

Purpose:

To encourage development of the member's ability to organize, prepare and demonstrate a professional business presentation.

Entries: (Team Event—1-3 Members)

Participant(s) will prepare a business presentation on a topic of their choosing and a typewritten Executive Summary. It must be on a marketing, marketing-related, or DECA topic. It may NOT be on a specific product or service. The presentation and setup will not exceed 10 minutes in length. The presentation may use multimedia to support the selected topic. However, multimedia is not required. A student may use flip charts or other types of traditional print media to support their presentation.

Limited to regional quotas for regional competition and current state quotas for state competition.

Only members of local, state, and national DECA are eligible.

Guidelines:

1. This event will include a one-page typewritten Executive Summary, which is to be submitted at the time of chapter registration to Regional CDC. This summary will be an overview of the presentation, providing the theme and purpose of the presentation.
2. The student may develop a topic of their own choosing. (See list below for suggestions) It must be their original work. It may use professionally developed support materials or materials developed by the student. Topics will relate to marketing, marketing education and DECA goals, or programs. It may NOT be on a specific product or service.
3. Support materials and equipment are limited. A contestant may only use materials and/or equipment that he/she is able to carry. No carts or assistance is allowed. Setup and presentation may not exceed 10 minutes.
 - a. Electricity will be provided. No extension cords will be provided. No screens will be provided.
4. No materials may be handed to or left for the judges.
5. Penalty points:
 - 5 points if the presentation including set up is longer than 10 minutes.
 - 5 points if all members fail to actively participate in the presentation
 - 5 points if Executive Summary is not submitted at time of Chapter Registration
 - 10 points if any materials of monetary value are handed to or left for judges.

Possible Topics:

DECA—It's Benefits to Students, Schools, and Communities
Marketing Education—The Key to a Successful Future
Social Media—The Impact on Marketing
Any Marketing related, Marketing Education related or DECA topic of your choice

KY Prepared Business Presentations

Chapter _____ Contestant(s) _____

Length of Presentation: _____ min. _____ sec. Topic _____

	Poor	Fair	Good	Excellent
SUMMARY PAGE (12 Points)				
1. The topic is clearly stated	0-1	2	3	4
2. The topic is well organized	0-1	2	3	4
3. The page is complete and follows guidelines	0-1	2	3	4
				Subtotal _____

IMPACT (24 Points)				
4. Effective insertion/use of selected media/support materials	0-1	2-3	4-5	6
5. Media/support materials re-enforce presentation	0-1	2-3	4-5	6
6. Content and support materials clearly related to topic	0-1	2-3	4-5	6
7. Content and theme are clearly developed & organized	0-1	2-3	4-5	6
				Subtotal _____

ORIGINALITY (10 Points)				
8. Presentation reflects non-traditional theme	0-1	2	3	4-5
9. Presentation indicates new ideas/angles	0-1	2	3	4-5
				Subtotal _____

PRESENTATION SKILLS (54 Points)				
Participant demonstrates:				
10. An opening that captures the listener	1-2-3	4-5-6	7-8	9
11. Enthusiasm throughout the presentation	1-2-3	4-5-6	7-8	9
12. Appropriate platform deportment (gestures/ eye contact)	1-2-3	4-5-6	7-8	9
13. Appropriate verbal mechanics (grammar/ pronunciation)	1-2-3	4-5-6	7-8	9
14. Appropriate voice, tempo and volume	1-2-3	4-5-6	7-8	9
15. Closing includes effective, persuasive summary	1-2-3	4-5-6	7-8	9
				Subtotal _____

JUDGE'S COMMENTS:

TOTAL POINTS _____

LESS PENALTY POINTS - _____

NET JUDGED POINTS _____

JUDGE: _____

- Penalty Points -5 points if the presentation including set up is longer than 10 minutes.
 -5 points if all members fail to actively participate in the presentation
 -5 points if Executive Summary is not submitted at time of Chapter Registration
 -10 points if any materials of monetary value are handed to or left for judges.

KY Web Page Advertising

Purpose:

To encourage DECA members to seek knowledge beyond advertising's traditional media and to develop a working knowledge of the potential for advertising on the World Wide Web.

Theme:

Theme is changed annually to match the current Kentucky DECA state theme. Check www.ky-deca.org for current year's theme.

Entries: (Team Events— 1-3 members)

Limited to regional quotas for regional competition; five (5) entries per region for state competition. Only members of local, state, and national DECA are eligible.

Specifications:

1. This is an individual or team event. An entry may include 1-3 DECA members.
2. Each student is responsible for having read all the guidelines (see the following pages).
3. The event will include three parts:
 - a. A typewritten one-page Summary Memorandum: To be submitted, along with the entry form, at the time of chapter registration prior each (Region/State) conference. The Memorandum must include a description of the site, the target audience, and any relevant information that might serve to acquaint the judges with the overall purpose and direction of the site.
 - b. A written test covering the basic fundamentals of advertising design and basic web page design concepts: The exam will consist of questions relating to basic advertising design and the fundamentals associated with the development of a web site. DECA members will not be expected to have advance skills in web design or the use of plug-ins. All members of an entry will take the exam. Those members that are part of a 2- or 3-member entry may discuss individual questions or collaborate to determine their answer.
 - c. An actual/simulated web site available through the internet:
 - 1) The web site MUST run successfully on Netscape 3.0 or Internet Explorer 3.0 or higher
 - 2) The web site opening page/screen must contain the chapter name and the individual team members competing in this event, this year;
 - 3) The site MUST reflect the current theme/topic with related topics/materials. It may additionally promote other DECA or chapter activities; however, the judging will be based on how successfully the site promotes the current year's theme.
 - 4) The site must not violate any copyrights or infringe on any copyrighted logos, etc.
 - 5) All external links must be appropriate and working.
 - 6) The URL address of the site must be submitted at the time of registration. It must be approved by the local advisor and must be available for judging and fully functional at that time and remain available until the end of the scheduled conference.
 - 7) ALL WEB PAGES CREATED BY THE CHAPTER MEMBERS MUST CONTAIN THE NAME OF THE CHAPTER AND THE NAMES OF THE MEMBERS. The location of this information is optional, BUT it must be visible without having to look at the source code.
4. The location of the site is optional. For example, the student site might be located on the high school server, the district sever, AOL, GeoCities or other Internet host provider. **However, the local advisor must approve the location and material on the site.** If none of these options is available, the chapter advisor should contact the state advisor.

Judging:

1. Each event will be evaluated using the rating sheet provided in this event guideline.
2. This event will be judged by up to three judges. Although judges with web experience and advertising experience/knowledge are preferred, this is an advertising event that uses the web

as its media. A lab assistant that can help with the functionality of web pages can assist judges that are not expert in web design.

3. Each judge will complete a Rating Sheet for each entry (not each page). Judges' scores will be totaled with the average score less penalty points added to the exam score to determine the winner.
4. The entry will use the current state theme/topic and will be judged on overall appearance, content of copy, ease of use, signature identification, layout, impact, creativity and originality of the entire site.
5. One (1) point will be deducted for each misspelled word.
Five (5) points will be deducted for each link, animated graphic, etc. that fails to work.
Ten (10) points will be deducted if the Summary Memorandum/Entry Form is not submitted with registration.
Two (2) points deducted per page if school/member participant name(s) is not shown.
6. Insuring that the site is working properly and available to the judges through the Internet is the responsibility of the student(s). The judges, after insuring that their internet connections are working properly, will only be required to make five attempts (at different times of the day or on different days) to access the site. If they are unable to access the site, it will be considered disqualified.

If a student knows that the Internet server/provider they are using is down, their advisor should contact the Regional Chair or State Advisor and provide an alternate URL or site for the judges. This applies **ONLY** for problems with the Internet server or provider. It does **NOT** apply for student error.

7. Tabulation will be:

Average Judge's Score x 2	=	Maximum 200 points
Exam Score x 1	=	Maximum 100 points
Total Score	=	Maximum 300 points

KY Web Page Advertising

Chapter _____ Contestant(s) _____

	Poor	Fair	Good	Excellent
OVERALL APPEARANCE (30 Points)				
1. Fonts and illustrations are appropriate and attractive	1-2	3-4	5-6-7	8-9-10
2. Graphics and links/buttons are appropriate and attractive	1-2	3-4	5-6-7	8-9-10
3. Theme is reflected throughout the site	1-2	3-4	5-6-7	8-9-10
				Subtotal _____

SIGNATURE IDENTIFICATION (15 Points)				
4. Appropriate use of product/logos	1	2	3-4	5
5. Communications routes to company/site identified	1	2	3-4	5
6. Appropriate identification company information	1	2	3-4	5
				Subtotal _____

PAGE LAYOUT/NAVIGATION (25 Points)				
7. Effective placement/use of graphics	1	2	3-4	5
8. Effective placement/use of text	1	2	3-4	5
9. Effective placement/use of menus	1	2	3-4	5
10. Navigation of page is intuitive/inviting	1-2	3-4	5-6-7	8-9-10
				Subtotal _____

IMPACT (30 Points)				
11. Encourages sales	1-2	3-4	5-6-7	8-9-10
12. Encourages repeat traffic	1-2	3-4	5-6-7	8-9-10
13. Provides appropriate theme/topic information	1-2	3-4	5-6-7	8-9-10
				Subtotal _____

100 POSSIBLE POINTS

TOTAL POINTS _____

JUDGE'S COMMENTS:

JUDGE: _____

(The following information is provided for reference, and should ONLY be deducted on the event tabulation form)

LESS

One (1) point deducted for each misspelled word	Points _____
Five (5) points deducted for each link, animated graphic, etc. that fails to work	Points _____
Ten (10) points deducted if a summary memorandum/entry form are not present	Points _____
Two (2) points deducted per page if school/participant name(s) are not shown	Points _____

**KY Web Page Advertising
Entry Form**

CHAPTER NAME: _____

CHAPTER ADVISOR: _____

STUDENT NAME(S): _____

LOCATION OF SITE: [HTTP://](http://) _____

I confirm that this site has been reviewed and approved by the local chapter advisor:

Advisor Signature

Please submit this entry form and the Summary Memorandum with your chapter registration for the conference.