

# KENTUCKY DECA

## STATE AND REGIONAL EVENT GUIDELINES



HIGH SCHOOL

Revised July 2009



**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 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 do not receive a minimum of fifty (50) percent of the points possible in regional competition 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.
13. All written entries must include 1 original document submitted in a DECA folio along with 2 stapled copies. Regional guidelines may require additional 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.

**DECA Competitive Events  
Awards/Scholarships**

**Kentucky ONLY**

1. Chapter Awards Program - Revised - KCAP
2. Chapter Membership Awards
3. KY DECA Creed- KCreed
4. KY Electronic Advertising - KELA
5. KY Job Interview - KJOB
6. KY DECA Member of the Year - KDMY
7. KY Entrepreneurship Functions - KEF
8. KY Free Enterprise Basics - KFREE
9. KY Marketing Fundamentals - KMF
10. KY Retailing Concepts - KRC
11. KY Sports & Entertainment Marketing -KSEM
12. KY Travel & Tourism Essentials - KTTE
13. Level One Events (State Conference ONLY) -  
KL1ADV, KL1BUS, KL1MKF, KL1RET
14. Local Outstanding Chapter Member (SCDC  
ONLY) - KOCM
15. Prepared Business Presentations - KPBP
16. Sales & Customer Service - KSCS
17. Web Page Advertising - KWEB

**State & National Events\*\***

**Online Events:**

1. Stock Marketing Game - SMG
2. Virtual Business Challenge - Retail - RVBC
3. Virtual Business Challenge - Sports - SVBC

**Special Activities**

- DECA Quiz Bowl - QUIZ

**Business Management & Entrepreneurship  
Events:**

1. Entrepreneurship Written Event - ENW
2. Entrepreneurship Participating Event  
(Independent or Franchise) - ENP
3. International Business Plan Event - IBP
4. Internet Marketing Plan - IMP

**Marketing Representative Events:**

1. Advertising Campaign - ADC
2. Fashion Merchandising Promotion Plan - FMP
3. Technical Sales - TSE

**State & National Events (continued)**

**Individual Series Events:**

1. Accounting Applications Series - ACT
2. Apparel and Accessories Marketing-AAM
3. Automotive Services Marketing - ASM
4. Business Services Marketing - BSM
5. Food Marketing Series - FMS
6. Hotel & Lodging Manag. - HLM
7. Marketing Management - MMS
8. Quick Serve Restaurant Manag - QSM
9. Restaurant & Food Service Manag. - RFSM
10. Retail Merchandising Series - RMS
11. Sports and Entertainment Marketing - SEM

**Team Decision Making Events:**

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

**Business Operations Research Events:**

1. Business Services Operations Res - BOR
2. Buying & Merchandising Operations Res -  
BMOR
3. Finance Operations Res - FOR
4. Hospitality and Tourism Operations Res - HRR
4. Sports & Entertainment Operations Res - RMR

**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

**Principle of Business Administration (1<sup>st</sup> Yr Only)**

1. Principles of Business Administration
2. Principles of Finance
3. Principles of Hospitality
4. Principles of Marketing

\*\*See the "DECA Guide" mailed from National DECA each August and periodic mailings from National DECA.

For updated information about Kentucky DECA visit our web site at [www.kydeca.org](http://www.kydeca.org)

OR Contact: Gary Colvin, State DECA Advisor, 1256 Dugan Lane, Bardstown, KY 40004 – (502) 252-5109  
FAX (502) 252-5109 – Email: [stateadvisor@kydeca.org](mailto:stateadvisor@kydeca.org)

**Update: July 2009 Kentucky DECA Events Overview**

<b>Event Title</b>	<b>Region</b>	<b>No. to State <u>See Registration</u></b>	<b>State</b>	<b>Comment</b>
<b>State Events - These events do NOT advance to nationals.</b>				
Chapter Membership Awards	Roster	Roster	Roster	Determined from Registration and Roster
KY DECA Creed	Performance	5-8	Performance	Individual Event
KY Electronic Advertising	Performance	5-8	Performance	Team Event – 1 to 3 participants
KY Job Interview	Performance	3	Performance	Individual Event
KY DECA Member of the Year	Performance	5-8	Exam/Perform	Individual Event -- Open to all members
KY Entrepreneurship Functions	Exam	5-8	Exam	Individual Event
KY Free Enterprise Basics	Exam	5-8	Exam	Individual Event
KY Marketing Fundamentals	Exam	5-8	Exam	Individual Event
KY Retailing Concepts	Exam	5-8	Exam	Individual Event
KY Sport & Entertainment Marketing	Exam	5-8	Exam	Individual Event
KY Travel & Tourism Essentials	Exam	5-8	Exam	Individual Event
KY Level One Events - New Second Semester DECA Members or Special Permission	State Only	State Only	Exam	Business Economics Marketing Fundamentals Retailing - Individual Event
KY Local Outstanding Chapter Member	Optional	ALL	1 Per Chapter	Submit on SCDC Registration
KY Prepared Business Presentation	Performance	5-8	Performance	Team Event – 1 to 3 participants
KY Sales & Customer Service	Performance	3	Performance	Individual Event
KY Web Page Advertising	Exam/Project	5-8	Exam/Project	Team Event – 1 to 3 participants. Use Current KY DECA State Theme

## Kentucky DECA Events Overview

Event Titles	Region	No. To State	State	Comment
<b>National DECA Events</b> - These events advance to nationals. The number of eligible participants varies by event.				
<b>Individual Series Events:</b> <b>Region</b> - Exam ONLY - 100 Questions <b>State</b> - Exam 100 questions - TWO performances. Preliminaries at SCDC include exam and performance. Finalist will have a second performance. State topics available online prior to the State Conference <b>Prep:</b> Students should prep prior to the conference. Onsite will have 10 minutes prep. <b>Performance:</b> 10 minutes total - 7 presentation/ 3 questions by judge. (10 total)				
Accounting Applications Series	One Exam	5-8	Exam & Performance/Final Performance	Finance Core Exam
Apparel & Accessories	One Exam	5-8	Exam & Performance/Final Performance	Marketing Core Exam
Automotive Service Marketing	One Exam	5-8	Exam & Performance/Final Performance	Marketing Core Exam
Business Services Marketing	One Exam	5-8	Exam & Performance/Final Performance	Marketing Core Exam
Food Marketing	One Exam	5-8	Exam & Performance/Final Performance	Marketing Core Exam
Hotel & Lodging Mgt.	One Exam	5-8	Exam & Performance/Final Performance	Hospitality Core Exam
Marketing Management	One Exam	5-8	Exam & Performance/Final Performance	Marketing Core Exam
Quick Serve Restaurant Mgt.	One Exam	5-8	Exam & Performance/Final Performance	Hospitality Core Exam
Restaurant and Food Serv Mgt.	One Exam	5-8	Exam & Performance/Final Performance	Hospitality Core Exam
Retail Merchandising	One Exam	5-8	Exam & Performance/Final Performance	Marketing Core Exam
Sports & Entertainment Mkt	One Exam	5-8	Exam & Performance/Final Performance	Marketing Core Exam

<b>Kentucky DECA Events Overview</b>				
<b>Event Title</b>	<b>Region</b>	<b>No. To State</b>	<b>State</b>	<b>Comment</b>
<b>Business Management and Entrepreneurship Events</b> - Screening/Pre-Judging points may be used to determine finalist				
Internet Marketing Plan	Written/ Presentation/ Interview	5-8	Presentation: Up to 10 Minutes Interview/questions: Up to 5 minutes Total not to exceed 15 minutes - 10/5	Screening/Pre-Judging points may be used to determine finalist
Entrepreneurship Participating - (Independent or Franchise) Max. 9 pages	Written/ Presentation/ Interview	5-8	Presentation: Up to 10 Minutes Interview/questions: Up to 5 minutes Total not to exceed 15 minutes 10/5	Screening/Pre-Judging points may be used to determine finalist
International Business Plan Max. 30 pages	Written/ Presentation/ Interview	5-8	Presentation: Up to 10 Minutes Interview/questions: Up to 5 minutes Total not to exceed 15 minutes 10/5	Screening/Pre-Judging points may be used to determine finalist
Entrepreneurship Written 1 to 3 members	Written/ Presentation/ Interview	5-8	Presentation: Up to 10 Minutes Interview/questions: Up to 5 minutes Total not to exceed 15 minutes 10/5	Screening/Pre-Judging points may be used to determine finalist
<b>Business Operations Research Events</b> Participants: <u>one to three</u> - all registered must participate. Maximum of 30 pages				
Business Services	Written/ Presentation/ Interview 10/5	5-8	Presentation: Up to 10 Minutes Interview/questions: Up to 5 minutes Total not to exceed 15 minutes  10/5	Screening/Pre-Judging points used to determine finalist
Buying & Merchandising				
Finance				
Hospitality & Tourism				
Sports & Entertainment				

## Kentucky DECA Events Overview

Event Title	Region	No. To State	State	Comment
<b>Chapter Team Events</b> <b><u>One to three participants during the interview - all registered must participate.</u></b>				
Community Service - Max. 30 pages	Written/ Presentation	5-8	Written/Presentation Interview 10 Minutes  10/5	Screening/Pre-Judging points used to determine finalist
Creative Marketing - Max. 30 pages				
Entrepreneurship Promotion - Max. 30 pages				
Learn & Earn - Max. 30 pages				
Public Relations - Max. 30 pages				
<b>Team Decision Making Events – Team of Two Required.</b>				
Business Law and Ethics	Exam/ Performance	5-8	Exam/Case Study Performance Average Team Score on Exam (General Marketing Exam)  Prep: 10 Minute Performance: 7 minutes presentations 3 minute questions  10/5	Regional topics will be emailed when requested by advisor prior to conference..  State topics will be emailed when requested by advisor prior to the State Conference
Buying & Merchandising	Exam/ Performance	5-8		
Financial Analysis No Written	Exam/ Performance	5-8		
Hospitality Services No Written	Exam/ Performance	5-8		
Sports & Entertainment Marketing No Written	Exam/ Performance	5-8		
Travel and Tourism Marketing No Written	Exam/ Performance	5-8		

<b>Kentucky DECA Events Overview</b>				
<b>Event Title</b>	<b>Region</b>	<b>No. To State</b>	<b>State</b>	<b>Comment</b>
<b>Marketing Representative Events</b>				
Advertising Campaign - Max. 9 pages	Exam/ Written/ Presentation	5-8	Exam in Gen. Marketing Written/Presentation 20 Minutes 15/5	Average Exam Score Team is one to three - all registered must participate.
Fashion Merchandising Promotion Plan - Max. 9 pages	Written/ Presentation	5-8	Written/Presentation Presentation 20 Minutes 15/5	Individual Event If necessary Screening/Pre-Judging points used to determine finalist
Technical Sales	Exam/ Presentation	5-8	Exam in Gen. Marketing Presentation 20 Minutes 15/5	Individual Event If necessary, screening/Pre-Judging points used to determine finalist
<b>Special Activities</b>				
Chapter Award Program	Report	ALL	Report	No Interview
DECA Quiz Bowl	None	0	Exam for bracketing	
Stock Market Game	None	0	Recognition at State- if known	Web Event - Directly with Nationals
Virtual Business Challenge - Retail	None	0	Recognition at State -If known	Web Event - Directly with Nationals
Virtual Business Challenge - Sports	None	0	Recognition at State -If known	Web Event - Directly with Nationals

NOTE: ALL written events must have submitted one (1) folio or 3-ring binder (See National DECA Guide to determine which to submit for the specific event) AND two (2) stapled copies. The stapled copies are mailed to judges for scoring prior to State Conference.



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## Chapter Awards Program Event Guidelines

### Objectives:

1. To encourage chapters to conduct activities and projects.
2. To build member involvement.
3. To encourage membership in local, state, and National DECA.
4. To build school and community recognition for the Marketing Education program and DECA chapter.
5. To suggest activities and projects that strengthen the local chapter.

### Description:

- The Chapter Awards Program will provide recognition at three levels: bronze, silver, and gold. The recognition level will be determined by the number and type of activities a chapter completes in each of the following categories: membership, chapter standards, promotion/public relations, chapter activities, DECA Week.
- Chapters will claim credit for activities by submitting a report consisting of Activity Report Sheets and documentation. Chapters will submit their reports to the State Advisor (or designee) for verification of the Award Achievement level. State Advisors will submit a list of Chapters by level (bronze, silver, and gold) to National DECA.
- National DECA will provide award certificates and will recognize all gold level chapters during the National Career Development Conference.

### Guidelines for the Format of the Chapter Awards Program

Your project must follow these specifications exactly.

**Title Page:**

The first page of the project is the title page, which will not be numbered and will list the following:

- Chapter Awards Program
- Designated Level of Achievement (Bronze, Silver, or Gold)
- Name of DECA Chapter
- Name of High School
- School Address
- City/State/ZIP
- Date

**Table of Contents:**

The second page is the Table of Contents, which must list every heading of every section and the page on which that section starts. The Table of Contents may be single-spaced and may be one or more pages long. The page(s) will not be numbered.

**Body of Chapter Awards Program Entry:**

The body of the entry starts with Section I, Membership, and continues in the sequence outlined here. The first page of the body is numbered 1 and all following pages are numbered in sequence. A sample Activity Report Sheet is enclosed in these guidelines. Use additional pages to document activity.

Follow this outline when you write your entry. Requirements for each award level (bronze, silver, or gold) are indicated to the right of the section title.

		Bronze	Silver	Gold
<b>I. Membership</b>				
	Include copy of National DECA roster (KY Award Level)	60%	75%	90%
	Include copy of National DECA roster (ICDC Award Level)	100%	100%	100%
	(Check <a href="http://www.kydeca.org">www.kydeca.org</a> for any changes to this)			
<b>II. Chapter Standards</b>		Any 2	Any 4	Any 6
	A. Meeting minutes			
	B. Program of work			
	C. Chapter Constitution			
	D. Elections			
	E. Advisory Committee			
	F. Chapter Meetings			
	G. Other			
		Bronze	Silver	Gold
<b>III. Promotion/Public Relations</b>		Any 4	Any 8	Any 12
	D. In-School Activities			

	Bulletin Board			
	P.A. Announcement			
	Reader Board			
	Marque Message			
	Posters			
	Displays			
	School Paper			
	Recruitment			
	Local Brochure			
	Teacher Recognition			
	Other			
E.	Community			
	Newspaper			
	TV			
	Radio			
	Transit			
	Billboard (Outdoor)			
	Community Marque			
	Fairs, Parades, Festival			
	Display in Community Place			
	Civic Appearance/Presentation			
	Other			
F.	Regional/State/National			
	DECA Dimensions			
	State Newsletter			
	Other			

IV. Chapter Activities		Bronze	Silver	Gold
		Any 3	Any 6	Any 9
	A. Professional Activity (no more than 2) Such as Guest Speaker; Seminars; Field Trips; Employee/Employer Banquet Mini-Conference			
	B. Community Service Project (no more than 2) Such as Food Drive; Clean-up; Voter Registration; Blood Drive; Anti-Drug; Senior Citizens; Beautification; etc.			
	C. School Service Projects (no more than 2) Concession stand; school store; Clean Up			
	D. Donation			
	E. Sales Project			
	F. Recruitment			
	G. Social and Recreational			
	H. Alumni Activities			
	I. Participation at district, regional, state, and or international competition			
	J. Other			
V. DECA Week				
		Any 2	Any 4	Any 6
	B. Proclamation			
	C. Open House			
	D. Promo Piece			
	E. Civic Appearance			
	F. Article Published			
	G. Media Appearance			
	H. Guest Speaker			
	I. State Officer Appearance			
	I. Other			

Chapter Award Program Entry Checklist

In addition to following the outline above, please observe the suggested format described below. The purpose of these rules is to make competition as fair as possible among participants.

1. The entry must be submitted in an official DECA hardback binder (*not* a DECA folio) or DECA Scrapbook. Binders or Scrapbooks are available from DECA Images (DSBND-1, DSBND or DSSC). No markings, tape or other material should be attached to the binder.
2. Sheet protectors may be used.
3. The body of the written entry must be limited to the numbered pages indicated below, including the appendix (if an appendix is attached) but excluding the title page and the table of contents page. Page limits for each award level are:  
  
Bronze--not to exceed 30  
Silver--not to exceed 56  
Gold--not to exceed 85
4. The pages must be numbered in sequence, starting with Membership and ending with DECA Week. The title page and the table of contents page need not to be numbered.
5. The activity report sheets must be typewritten or word processed.
6. Each activity may count only once. You may select one from each category unless otherwise stipulated.
7. The entry may include activities conducted after the state conference and prior to the submission deadline the following year.



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## **Chapter Membership Recognition**

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**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 DECA Creed

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**Purpose:**

To develop competencies in speaking before a group.

**Entries:**

Limited to first-year DECA members. Any student who was a member of DECA prior to the current school year is ineligible.

Participation is 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. The official DECA Creed will be memorized and recited verbatim.
2. All contestants will meet in a holding room to draw for the order of their presentation and will remain in the holding room until it is their turn to recite the Creed.
3. Each contestant must deliver the Creed under the same physical conditions (lighting, position of podium, use of microphone, etc.)

**Judging:**

1. There will be three judges for this event. Each judge will complete a Rating Sheet for each contestant. Judges' scores will be totaled to determine the winners.
2. The event will be judged on the quality of the oral delivery of the DECA Creed.

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**DECA Creed**

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CHAPTER \_\_\_\_\_ CONTESTANT \_\_\_\_\_

	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Excellent</b>
<b>IMAGE (12 Points)</b>				
1. Appearance	1	2 - 3	4 - 5	6
2. Grooming	2 - 3	4 - 5	6	
			Subtotal	
<b>VOICE (20 Points)</b>				
3. Pitch	1	2 - 3	4	5
4. Tempo	1	2 - 3	4	5
5. Volume	1	2 - 3	4	5
6. Enthusiasm	1	2 - 3	4	5
			Subtotal	
<b>EFFECTIVENESS (20 Points)</b>				
7. Sincerity	1 - 2	3 - 4 - 5	6 - 7 - 8	9 - 10
8. Conviction	1 - 2	3 - 4 - 5	6 - 7 - 8	9 - 10
			Subtotal	
<b>STAGE PRESENCE (30 Points)</b>				
9. Poise	1 - 2	3 - 4 - 5	6 - 7 - 8	9 - 10
10. Eye Contact	1 - 2	3 - 4 - 5	6 - 7 - 8	9 - 10
11. Gestures	1 - 2	3 - 4 - 5	6 - 7 - 8	9 - 10
			Subtotal	
<b>MECHANICS (18 Points)</b>				
12. Enunciation	1	2 - 3	4 - 5	6
13. Inflection	2 - 3	4 - 5	6	
14. Verbalism	2 - 3	4 - 5	6	
			Subtotal	

**100 POSSIBLE POINTS**

**TOTAL JUDGED POINTS** \_\_\_\_\_

JUDGE'S COMMENTS:

JUDGE: \_\_\_\_\_

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## **KY Electronic Advertising**

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**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. This is a state ONLY event.

**Entries: ( Team Event)**

The participant(s) is to develop an electronic advertisement/commercial based on any product or service. This may be video, audio, web banner or other forms of electronic media used for advertising. Web examples might be a banner, Flash coded program, etc. Other examples might be a short video commercial or a short radio commercial.

The entry may have from 1 to 3 participants. 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.

**Specifications:**

1. This event will include a one-page written summary. The summary will explain the theme/purpose of the advertisement and any related information that might benefit the judge's understanding of the project.
2. All entries must meet the following:
  - a. Be either 10 seconds, 15 seconds, 30 seconds, 45 seconds, or 1 minute in length.
  - 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.
3. The entry material/presentations and summary will be submitted with conference registration.
4. The participant(s) will explain before the judge(s) their concept, why they chose the specific media and the development process.
5. 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.

6. A maximum of ten minutes may be taken for BOTH the setup and the interview. Judge(s) will be asked to end interviews at 10 minutes and will determine interview scores based on completed questions. Participant(s) taking an extended time to setup will NOT be given additional time. Participants taking more than 4 minutes will receive penalty points.

Judging:

1. Participant(s) will assume the role of advertising agent(s) explaining to their client the electronic advertisement, the reason for this media and the purpose. There will be 1-3 judges for this event. Each judge will assume the role of a client reviewing a potential commercial. Judges' scores will be averaged to determine the winners.
2. Penalty points will be assessed when appropriate.
  - 5 Points if commercial exceeds 1 minute
  - 10 Points if commercial has grammatical errors
  - 5 Points if all project members fail to participate in the interview

**KY Electronic Advertising**

CONTESTANT(S) \_\_\_\_\_

CHAPTER \_\_\_\_\_

	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Excellent</b>
<b>SUMMARY PAGE (12 Points)</b>				
1. The product/service is clearly presented	1	2	3	4
2. The theme is clearly defined	1	2	3	4
3. The page is professionally completed	1	2	3	4
			Subtotal	_____
<b>TECHNICAL USE OF MEDIA (20 Points)</b>				
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	_____
<b>IMPACT (18 Points)</b>				
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	_____
<b>ORIGINALITY (10 Points)</b>				
10. Copy reflects non-traditional theme	1-2	3	4	5
11. Presentation indicates new ideas/angles	1-2	3	4	5
			Subtotal	_____
<b>PARTICIPANT(S) INTERVIEW (40 Points)</b>				
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	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
			Subtotal	_____
<b>100 POSSIBLE POINTS</b>				
				<b>TOTAL JUDGED POINTS</b>

JUDGE'S COMMENTS:

PENALTY POINTS WILL BE DEDUCTED ON TABULATION FORM

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## Job Interview

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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 must apply for a specific job in marketing for which they are qualified. 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 may 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. The finalists will be rated by a new panel of judges. 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. Judges' scores will be totaled to determine the winners.

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**Job Interview**

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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: 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: \_\_\_\_\_

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**PERSONAL**

Name: \_\_\_\_\_

Social Security No.: Not Required by DECA \_\_\_\_\_

Address: \_\_\_\_\_

How long at this address? \_\_\_\_\_

Previous Address: \_\_\_\_\_

Home Phone No. ( \_\_\_\_\_ )

How long? \_\_\_\_\_

Are you between the ages of 16 and 70? \_\_\_\_\_ 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

Check what types of equipment you can operate:

Calculator Transcribing Machine Fax Machine Cash Register Copier  
Computer Other (please specify): \_\_\_\_\_

Salary expected: \_\_\_\_\_

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

**EMPLOYMENT HISTORY**

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

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

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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: \_\_\_\_\_

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## **Kentucky DECA Member of the Year**

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**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, finalists will be determined by the exam score.

**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 materials 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: \_\_\_\_\_

	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Excellent</b>
<b>INTERVIEW SKILLS (40 Points)</b>				
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
				<b>SUBTOTAL</b> _____

<b>LEADERSHIP ABILITY (45 Points)</b>				
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
				<b>SUBTOTAL</b> _____

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

***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: \_\_\_\_\_

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## **Kentucky Entrepreneurship Functions**

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### 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.

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## **Kentucky Free Enterprise Basics**

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**Purpose:**

To recognize DECA members that 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 Fundamentals**

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**Purpose:**

To recognize DECA members that 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**

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**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

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**Purpose:**

To recognize DECA members that 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 Travel and Tourism Essentials**

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### Purpose:

To recognize DECA members that 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

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**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**

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**Purpose:**

To recognize DECA members that 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.

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## **KY Prepared Business Presentations**

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**Purpose:**

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

**Entries: (Team Event)**

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

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

**Specifications:**

1. Overview: Participant(s) will prepare a business presentation on a topic of their choosing. It must be on a marketing, marketing-related, or DECA topic. It may NOT be on a 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.
2. The following guidelines apply:
  - a. The student may develop a topic of their own choosing. 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 product or service.
  - b. 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.
  - c. Electricity will be provided. No extension cords will be provided. No screens will be provided.
  - d. An executive summary of one page must be provided to the judge(s). This summary will be an overview of the presentation, providing the theme and purpose of the presentation.
  - e. No materials may be handed to or left for the judges.
  - f. Penalty points:
    - 5 points if the presentation is shorter or longer than allowed.
    - 5 points if the a summary sheet is not provided.
    - 5 points if a participant takes longer than allowed for setup.
    - 10 points if any materials are handed to or left for judges.

**KY Prepared Business Presentations**

CONTESTANT \_\_\_\_\_

CHAPTER \_\_\_\_\_

Length of Presentation: \_\_\_\_\_ min. \_\_\_\_\_ sec.

	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Excellent</b>
<b>SUMMARY PAGE (12 Points)</b>				
1. The topic is clearly presented	0-1	2	3	4
2. The topic is well organized	0-1	2	3	4
3. The page is professionally completed	0-1	2	3	4
			Subtotal	_____

<b>IMPACT (24 Points)</b>				
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	0-1	2-3	4-5	6
			Subtotal	_____

<b>ORIGINALITY (10 Points)</b>				
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	_____

<b>PRESENTATION SKILLS (54 Points)</b>				
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: \_\_\_\_\_

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## **KY Sales and Customer Service**

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**Purpose:**

To enable the student to demonstrate the sales process and a successful customer service relationship.

**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. Each contestant will draw to determine the order of presentation. A contestant failing to report on time will be disqualified.
2. Participants will select and furnish the product/service they will sell. The product/or service may NOT be "on sale," or "discounted" in any fashion. A table is the only prop provided.
3. Each participant will be allowed a total of twelve (12) minutes, with a maximum of three (3) minutes to "set-up" the demonstration and give any brief explanation desired, and nine (9) minutes for the actual demonstration. The nine minutes must include an appropriate close needed for an effective sale.
4. A timekeeper will record the time utilized. A signal will be given when eight (8) minutes have elapsed. A contestant will be penalized one point for each ten seconds over nine (9) minutes.
5. The participant is encouraged to simulate the current "charge" methods used by today's retailer. Demonstration may, however, be either a cash or charge transaction. In either case, the participant will be expected to provide all materials – money, sales checks, charge plates (if that is the charge method desired), etc. The "Customer" will be encouraged to buy the product; but if the customer has not been completely sold on the product, he/she would not be expected to buy.
6. Additional personnel can be used to assist in the set-up of the event but cannot assist in the actual demonstration.

**Judging:**

1. One to three judges will observe the sales demonstration. Each judge will complete a Rating Sheet for each contestant. Judges scores will be totaled to determine the winners.
2. One judge will role play as the "Customer" for all sales demonstrations.

**KY Sales and Customer Service**

CONTESTANT: \_\_\_\_\_

CHAPTER: \_\_\_\_\_

<b>APPROACH (20 Points)</b>	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Excellent</b>
1. Voice, mannerisms, words are sincere	1-2	3-4	5-6-7	8-9-10
2. Correct approach for selling situation	1-2	3-4	5-6-7	8-9-10
			Subtotal	_____

<b>PRESENTATION (30 Points)</b>				
3. Features & benefits shown	1-2	3-4	5-6-7	8-9-10
4. Customer interaction encouraged	1-2	3-4	5-6-7	8-9-10
5. Sufficient, accurate, and realistic merchandise information given	1-2	3-4	5-6-7	8-9-10
			Subtotal	_____

<b>HANDLING OBJECTIONS (20 Points)</b>				
6. Customer given opportunity to voice objections	1	2-3	4-5	6
7. Each objection answered appropriately	1	2-3-4	5-6-7	8
8. Tact used in handling objections	1	2-3	4-5	6
			Subtotal	_____

<b>SUGGESTIVE SELLING (15 Points)</b>				
9. Timing correct for the related item	1	2	3-4	5
10. Suggestion was smooth and natural	1	2	3-4	5
11. Appropriate related items suggested	1	2	3-4	5
			Subtotal	_____

<b>CLOSE (15 Points)</b>				
12. Asked the customer to buy	1	2	3-4	5
13. Close was smooth and natural	1	2	3-4	5
14. Sales transaction handled correctly	1	2	3-4	5
			Subtotal	_____

**100 POSSIBLE POINTS**

**TOTAL POINTS** \_\_\_\_\_

Deduct 1 point for each 10 seconds over 9 minutes - \_\_\_\_\_

Deduct 5 points if presentation includes any sale/discounted items - \_\_\_\_\_

JUDGE'S COMMENTS:

**NET JUDGED POINTS** \_\_\_\_\_

JUDGES: \_\_\_\_\_

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## **KY Web Page Advertising**

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**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.kydeca.org](http://www.kydeca.org) for current year's theme.

**Entries: (Team Events)**

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 written one-page Summary Memorandum: To be mailed with registration prior to the 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 logo's, 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 entry form and the Summary Memorandum are to be submitted with the general chapter registration for each conference (region/state).
5. 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 location and material on the site must be approved by the local advisor.** 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 assistant 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 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**

CONTESTANT(S): \_\_\_\_\_

CHAPTER: \_\_\_\_\_

	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Excellent</b>
<b>OVERALL APPEARANCE (30 Points)</b>				
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	_____
<b>SIGNATURE IDENTIFICATION (15 Points)</b>				
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	_____
<b>PAGE LAYOUT/NAVIGATION (25 Points)</b>				
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	_____
<b>IMPACT (30 Points)</b>				
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	<b>Points</b> _____
Five (5) points deducted for each link, animated graphic, etc. that fails to work	<b>Points</b> _____
Ten (10) points deducted if a summary memorandum is not present	<b>Points</b> _____
Two (2) points deducted per page if school/participant name(s) are not shown	<b>Points</b> _____

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**KY Web Page Advertising**

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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

**WEB PAGE ADVERTISING TABULATION FORM**

Tabulators: \_\_\_\_\_

Use this form to summarize each participant's total score from your evaluation forms and determine the participant's average score.  
Please see that this form and all your evaluation sheets are returned to the tabulation room.

PARTICIPANTS	Judge 1 Score	Judge 2 Score	Judge 3 Score	Average Judge Score	Penalty Points	Net Judges' Score	Net Judge X 2	Exam Score	Final Score

JUDGE: \_\_\_\_\_

JUDGE: \_\_\_\_\_

JUDGE: \_\_\_\_\_

DATE: \_\_\_\_\_

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## Kentucky DECA Quiz Bowl

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**Purpose:**

To stimulate and motivate students to participate in teams and to test their knowledge acquired on topics and in situations related to Marketing Education programs.

**Entries:**

Each chapter may enter one team of up to 4 members. If more than 20 teams wish to participate, a qualifying exam will be given to determine those teams with the twenty highest average team scores. The members of the team may not change during competition, and no new members may be added.

**Specifications:**

1. Two teams will participate by giving appropriate responses to items presented by a moderator. These items may be either definition, short answer, or spelling questions. The team responding correctly to the greatest number of items within a designated time period wins the match. Overall winners will be determined by a series of elimination rounds.
2. Competing teams will be given a test of the general marketing competencies for bracketing purposes.
3. First round team schedules will be selected by drawing and announced during the orientation meeting (or following the qualifying exam if necessary). Single elimination rounds will be conducted. The total participation will determine the number of rounds.
4. Only two (2) teams are allowed to compete at one time. All team members must check in fifteen (15) minutes prior to their scheduled competition time and remain in the holding room until participating.
5. The items for the Kentucky DECA Quiz Bowl will be developed from normal marketing- related sources being taught within Kentucky, New Dimensions, Kentucky DECA Newsletter, National DECA Handbook, and the Chapter Management System. No study list will be provided.
6. The items will be furnished to the event personnel just prior to the event.
7. Rulings of the judges will be final.
8. The moderator will present all items. Five (5) seconds will be allowed after the moderator has finished presenting the item for a team member to strike the buzzer. The team member who strikes the buzzer first will have five (5) seconds to give his/her response, once recognized by the moderator, without discussion with other team members. No score shall be given unless the team is first recognized by the moderator. If a team member strikes the buzzer before the moderator has finished presenting the item, the moderator will stop the reading and call for the response.

9. A timekeeper shall call "TIME" if no response is given within five (5) seconds after the member has been recognized. Teams will not be permitted to use notes or have discussion during the initial question.
10. If the item is not answered at the end of five (5) seconds or is answered incorrectly, the opposing team will be given the opportunity to respond to the item. The item will be repeated for the other team. The opposing team will then have up to five (5) seconds for discussion to come up with the answer. This situation is the only instance in which an item may be repeated unless the judges specifically ask for an item to be repeated.
11. Only the first answer given by the individual first striking the buzzer will be accepted.
12. One point is given for each item answered correctly. The team with the highest number of points in the designated time period will be declared the winner of that match. The points shall be kept by the judges on a scoring sheet. An audience tote board also will be provided for the teams and the audience.
13. In the event of a tie score, five (5) tie-breaker items will be asked, and the team with the highest score will be the winner. This process may be repeated if necessary.
14. The moderator will not give the correct response to an item if neither team can answer correctly during the preliminary rounds. It will be retained for further use.
15. Communication between team members and any member of the audience is not permitted. Any audience member who attempts to communicate with a team member will be required to leave the room.
16. Competitors must be familiar with and adhere to the "Kentucky DECA Quiz Bowl Rules and Procedures."
17. The time period in each round will be consistent for all teams.
18. Violations: One warning will be given per team; additional offenses, regardless of the offense, will result in a point for the other team.
19. Spectators will not be allowed in the first round. If facilities permit, spectators may be invited for all following rounds.
20. Team members cannot compete in any other event at the State Career Development Conference.

Judging:

1. A coordinator/facilitator will register teams, seat teams, and coordinate the flow of the teams.
2. A moderator/judge will read questions, evaluate answers, and participate as a secondary judge.
3. A timekeeper will keep time and operate equipment.
4. A judge/scorekeeper will maintain score and team standings, act as a line judge, and settle issues.
5. The winning team will represent Kentucky at the national conference.