

Student Expectations

Participating students will vary in performance ability. You will find some students to be very competent because they have competed before. Some are presently employed in the occupational field; others have spent a good deal of time in preparation. Of course, even well prepared students can “freeze” under pressure. It is important that you put the student at ease at the event’s onset.

In Conclusion ...

We sincerely hope you feel comfortable with your important role as judge. The students you will be evaluating have worked hard all year for the opportunity to compete at the national level.

Your task is not an easy one. You will be drawing upon your invaluable business and work experience as you identify the personal and professional qualities that make leaders in marketing, merchandising and management.

The students, advisors and staff thank you for taking time from your busy schedule to share your expertise. We are confident that you will enjoy the experience of judging. Please feel free to ask our conference staff any questions you may have about judging and don’t forget--this conference would not be possible without YOU!

If you have questions after reviewing this handbook, please contact:

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JUDGE’S HANDBOOK



A GUIDE TO DELAWARE DECA COMPETITIVE EVENTS

Delaware DECA is a resource and support organization that does not select, control or supervise local chapter or individual member activities except as expressly provided for in the student organization’s constitution, bylaws, or policies.

Welcome

Welcome to the **Delaware DECA Career Development Conference**. Thank you for entering into an important partnership that joins business, industry and Delaware DECA. Competitive events are an exciting and educational way to further develop the competence of students interested in marketing careers. Your participation as a judge gives testimony to your interest in students enrolled in vocational education.

Overview of the Marketing and DECA Program

The term **Marketing Education** identifies a variety of career and technical-oriented programs and courses that teach competencies needed to succeed in a broad spectrum of marketing, merchandising and distributive careers. **DECA - An Association of Marketing Students**, at the high school level, and **Delta Epsilon Chi**, at the post-secondary level, are nationally sanctioned organizations that provide co-curricular teaching and learning activities for students and faculty in Marketing Education programs.

Marketing Education programs teach skills for diversified career areas including food marketing, hotel management, restaurant marketing and management, department and specialty store retailing, finance and credit, advertising, insurance, wholesaling and other marketing-oriented businesses. Although curriculum is tailored to meet specific career goals of students, communication, math, human relations, and employability skills form an integrated core of study for all Marketing Education students. Students are grounded in the fundamentals of marketing and the principles of economics and free enterprise. Specific competencies are pursued in advertising, sales, buying, business operations and management, and product and service technology in relation to each student's career goals.

Goals of DECA

The high school division of DECA has identified the following major goals for the membership in secondary schools:

1. to provide an opportunity for demonstration and development of the competencies important to student success in their chosen marketing career;
2. to inspire and develop leadership, self-confidence and self-acceptance in students;
3. to support the development of student civic responsibility in our competitive free enterprise system;
4. to inspire students to assess and improve personal and business communication skills;
5. to provide an opportunity for students to identify and develop ethical standards in marketing; and
6. to provide a mechanism to involve teachers, administrators, employers, parents, business and community leaders in the Marketing Education experiences of students.

Competitive Events

Every student attending the Career Development Conference is enrolled in a marketing course as a prerequisite to holding membership in Delaware DECA. DECA activities provide students with integrated parallel activities that enhance classroom learning. The Competitive Events Program is one of many phases of the total DECA program of student activities. The Competitive Events Program assists students to develop competencies needed for entry and/or advancement in marketing, merchandising, and management. The DECA Competency-Based Competitive Events Program facilitates effective integration of DECA as an integral part of the total marketing education instructional program. This program provides students with an opportunity to engage in activities that not only extend interest in marketing careers but also offer a mechanism to gain recognition for competencies already acquired.

As a judge, you will witness students of many different ability levels. As time permits, offer your advice and encouragement. A word of caution--DO NOT offer exaggerated compliments that would lead a student to believe they will win an award.

Judging Competitive Events

1. Be completely familiar with the event you are judging. When you are briefed, be sure to ask questions if directions seem unclear. It is recommended that the event you are judging be role-played for your comment and evaluation before actual student competition begins;
2. In order to ensure fairness on the first several student participants, retain their evaluation sheets until you feel you can evaluate them fairly. After that point, evaluation forms will be collected after each student completes the event;
3. It is best to evaluate students against your standards and expectations determined in advance. Do not evaluate or compare students with each other. It is incorrect to use the first student you evaluate as the standard by which you judge all subsequent students;
4. It is very important to be consistent in your judging. Maintain the same expectations of the students as the day progresses;
5. If you recognize a student from your community, inform the event manager of this so that the student can be directed to another judge; and
6. Some events will include essay or discussion questions. In some situations, a certain response will be expected by you as a judge while in other situations the question may be open-ended. The event manager will make it clear which situation exists.