

Purpose of DECA's Competitive Events

DECA offers a comprehensive program of competitive events based on the occupational goals of students and the activities of chapters in high schools and post-secondary institutions. The competitive events allow students to demonstrate skills, knowledge and attitudes deemed to be important for success in marketing careers. National DECA has identified the following as major purposes for the Competitive Events Program:

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 or group expressing, initiative and creatively.
5. To motivate students to assume responsibility for self-improvement and self-discipline.
6. To provide a vehicle for students to demonstrate there 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 to participate in an environment of cooperation and competition.
9. To contribute to the development of competencies needed for careers in marketing, merchandising and management.
10. To evaluate student achievement of the competencies through careful measurement devices.
11. To provide opportunities for student and group recognition.
12. To provide constructive avenues for individual or group expressing, initiative and creatively.
13. To motivate students to assume responsibility for self-improvement and self-discipline.
14. To provide a vehicle for students to demonstrate there acquired competencies through individual and/or group activities.
15. To assist students in acquiring a realistic self-concept through individual and/or group activities.
16. To help students to participate in an environment of cooperation and competition.
17. To provide visibility for the educational goals and objectives of marketing students.