

**2019 DECA STATE CONFERENCE
SHERATON BIRMINGHAM HOTEL
BIRMINGHAM, ALABAMA
Wednesday, February 20, 2019**

JUDGES NEEDED FOR INDIVIDUAL AND TEAM EVENTS

Schedule:

11:45 – 12:00 p.m. Judges’ Sign in – Ballroom 3

12:00 - 1:00 p.m. Judges’ Luncheon/Briefing – Ballroom 3

1:15 p.m. to 4:30 p.m. Judge Presentations – Ballroom 1

Event
PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS (1st Year DECA Members)
<p>Principles of Business Management and Administration (PBM) <i>The student is given a description of a specific situation that measures skill, knowledge and attitudes in Business Management and Administration. Students will be challenged to perform management and administration functions and tasks in business establishments. Students will use the language associated with jobs in Administrative Services, Business Information Management, General Management, Human Resources, Management, and operations Management. Roles in these events are those of clients, potential employees, employees, supervisors, managers and entrepreneurs.</i></p>
<p>Principles of Finance (PFN) <i>The student is given a description of a specific situation that measures skill, knowledge and attitudes in Finance. Students will be challenged to perform finance functions and tasks in business establishments. Students will use the language associated with jobs in Accounting, Banking Services, Business Finance, Insurance and Securities, and Investments. Roles in these events are those of clients, potential employees, employees, supervisors, managers and entrepreneurs.</i></p>
<p>Principles of Hospitality and Tourism (PHT) <i>The student is given a description of a specific situation that measures skill, knowledge and attitudes in Hospitality and Tourism. Students will be challenged to perform communication and hospitality/tourism functions and tasks in business establishments. Students will use the language associated with jobs in Hotels, Restaurants, and Tourism and Travel. Roles in these events are those of clients, potential employees, employees, supervisors, managers and entrepreneurs.</i></p>
<p>Principles of Marketing (PMK) <i>The student is given a description of a specific situation that measures skill, knowledge and attitudes in Marketing. Students will be challenged to perform communication and hospitality/tourism functions and tasks in business establishments. Students will use the language associated with jobs in Marketing Communications, Marketing management, Marketing Research, Merchandising and professional Sales/Sales Management. Roles in these events are those of clients, potential employees, employees, supervisors, managers and entrepreneurs.</i></p>

INDIVIDUAL SERIES EVENTS

Accounting Applications (ACT)

The student is given a description of a specific situation that measures skills, knowledge and attitudes in accounting applications. Students will be challenged to perform marketing and management functions and tasks focusing on the application of financial data to business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for planning purposes. Roles in these events are those of supervisors, managers or entrepreneurs.

Apparel & Accessories AL (AAM)

The student is given a description of a specific situation that measures skills, knowledge and attitudes in apparel and accessories marketing or marketing management. Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and/or manufacturing firms primarily engaged in the marketing of clothing and related articles for personal wear and adornment. Roles in these events are those of customers, employees, supervisors and managers.

Automotive Services (ASM)

The student is given a description of a specific situation that measures skills, knowledge and attitudes in automotive services marketing. Students will be challenged to perform marketing and management functions and tasks related to service stations and related businesses or auto parts stores. Roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.

Business Finance (BFS)

The student is given a description of a specific situation that measures skills, knowledge and attitudes in business finance. Students will be challenged to perform management functions and tasks focusing on high-level financial and business planning, including collection and organization of data, development and use of reports, and analysis of data to make business decisions. Roles in these events are those of supervisors, managers, financial experts or entrepreneurs.

Business Services Marketing (BSM)

The student is given a description of a specific situation that measures skills, knowledge and attitudes in business services marketing. Students will be challenged to perform marketing functions and tasks involved in providing services to businesses on a fee or contract basis or providing services to consumers. Roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.

Entrepreneurship (ENT)

Students will be challenged to perform the ability to recognize opportunities and to act on them, determine needs, identify markets, utilize marketing research, identify sources of capital and use management skills.

Food Marketing (FMS)

The student is given a description of a specific situation that measures skills, knowledge and attitudes in food marketing or marketing management. Students will be challenged to perform marketing and management functions and tasks in retail establishments, wholesale establishments and manufacturing firms resulting in the sale of food. Roles in these events are those of customers, employees, supervisors and managers.

Hotel & Lodging Management (HLM)

The student is given a description of a specific situation that measures skills, knowledge and attitudes in hotel and lodging marketing or marketing management. Students will be challenged to perform marketing and management functions and tasks in hotels, motels, lodging services, convention services, and food and beverage services. Roles in these events are those of customers, employees, supervisors and managers.

Human Resources Management (HRM)

The student is given a description of a specific situation that measures skills, knowledge and attitudes in human resources management. Students will be challenged to perform management functions and tasks focusing on staffing, recruitment, selection, training, performance appraisal, compensation and safety training. Roles in these events are those of supervisors, managers, human resource experts or entrepreneurs.

Marketing Communications

The student is given a description of a specific situation that measures skills, knowledge and attitudes in marketing management. Students will be challenged to perform marketing management functions and tasks that can be applied broadly in a non-retail marketing environment. Roles in these events are those of clients, employees, supervisors, managers and entrepreneurs.

INDIVIDUAL SERIES EVENTS (continued)**Quick Serve Restaurant Mgmt (QSRM)**

The student is given a description of a specific situation that measures skills, knowledge and attitudes in quick-service restaurant management. Students will be challenged to perform marketing functions and tasks in retail establishments, wholesale establishments and manufacturing firms primarily engaged in the quick-serve restaurant industry. Roles in these events are those of customers, employees, supervisors, managers and entrepreneurs.

Restaurant & Food Service Mgmt (RFSM)

The student is given a description of a specific situation that measures skills, knowledge and attitudes in restaurant and food service management. Students will be challenged to perform marketing and management functions and tasks in a full-service restaurant or a food-service business. Roles in these events are those of supervisors, managers and entrepreneurs.

Retail Merchandising Series (RMS)

The student is given a description of a specific situation that measures skills, knowledge and attitudes in retail merchandising management. Students will be challenged to perform marketing and management functions and tasks that can be applied in any retail establishment. Roles in these events are those of customers, employees, supervisors and managers.

Sports & Entertainment Marketing (SEM)

The student is given a description of a specific situation that measures skills, knowledge and attitudes in sports and entertainment marketing. Students will be challenged to perform marketing and management functions and tasks related to amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time. Roles in these events are those of supervisors and managers.

PERSONAL FINANCIAL LITERACY EVENT (ONE PARTICIPANT ONLY -- PFL)

The purpose of the Personal Financial Literacy Event is to measure the personal finance knowledge and skills that K–12 students should possess. The Personal Financial Literacy Event is designed to measure the student's ability to apply reliable information and systematic decision making to personal financial decisions.

TEAM DECISION MAKING EVENTS**Business Law & Ethics Team (BLTDM)**

For the purposes of this event, business law is U.S. law and will include contracts, product liability, employment and types of business ownership. The ethics component involves evaluating competing social values that may reasonably be argued from either side.

Buying & Merchandising Management Team (BTDM)

Employees in buying and merchandising positions get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service.

Entrepreneurship Team (ETDM)

This event measure students' ability to analyze one or a combination of elements essential to the effective operation of a business in the specific career area. The business situation to be analyzed will be presented as a case study.

Financial Services Team (FTDM)

Financial analysis is the application of financial data to business decision making in any business. Concepts include understanding the source and purpose of financial statements, the impact of management decisions on statements, and the analysis and interpretation of data for planning purposes.

Hospitality Services Management Team (HTDM)

Marketing and management functions and tasks that can be applied in hotels, motels, lodging services, related convention services, and related food and beverage services.

TEAM DECISION MAKING EVENTS (continued)**Marketing Management**

Marketing functions and tasks that inform, remind, and/or persuade a target market of ideas, experiences, goods/services, and/or images. The concepts include the instructional areas in the Marketing cluster.

Sports & Entertainment Marketing Team (STDM)

Marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, selling or renting of supplies and equipment (other than vehicles) used for recreational or sporting purposes, products and services related to hobbies or cultural events, or businesses primarily engaged in satisfying the desire to make productive or enjoyable use of leisure time.

Travel & Tourism Management Team (TTDM)

Marketing and management functions and tasks that can be applied in enterprises engaged in passenger transportation, travel service, attracting and serving the traveling public, arranging tours or acting as independent ticket agencies, and other services incidental to the travel or tourism industry.

TOTAL JUDGES NEEDED = TBD

Team judges = TBD

Individual judges = TBD