



Classroom Engagement Strategies for Business, Marketing, Hospitality, Entrepreneurship, and Merchandising Classes

Presented by
Danielle Tolentino Tuason, Development Director
Danielle@californiadeca.org
Educating For Careers Conference 2013



LETS TALK ABOUT DECA



ABOUT DECA

- MISSION
- FOUR SECTORS
- HISTORY

DECA PROGRAMS

- CONFERENCES

COMPETITIONS

- ROLE PLAYS
- WRITTEN EVENTS

GET DECA!

OUR MISSION

DECA PREPARES EMERGING LEADERS AND ENTREPRENEURS FOR CAREERS IN MARKETING, FINANCE, HOSPITALITY, AND MANAGEMENT IN HIGH SCHOOLS AND COLLEGES AROUND THE GLOBE.





1950'S



1970'S



1980'S



1990'S



TODAY





DECA PROGRAMS

- NEW YORK EXPERIENCE
- THE ULTIMATE DECA POWER TRIP
- WESTERN REGION LEADERSHIP CONFERENCE
- SPORTS AND ENTERTAINMENT MARKETING CONFERENCE
- DECA GOES TO CHINA WITH PEOPLE TO PEOPLE PROGRAM





DECA PROGRAMS

- ADVISOR TRAINING
- ADMINISTRATOR DAY
- DISTRICT LEADERSHIP DEVELOPMENT CONFERENCE
- STATE CAREER DEVELOPMENT CONFERENCE
- INTERNATIONAL CAREER DEVELOPMENT CONFERENCE
- EMERGING LEADERS SUMMIT
- AND MORE!





COMPETITIVE EVENTS

- PRINCIPLES OF BUSINESS ADMINISTRATION
- TEAM DECISION MAKING EVENTS
- INDIVIDUAL SERIES EVENTS
- BUSINESS OPERATIONS RESEARCH EVENTS
- CHAPTER TEAM EVENTS
- BUSINESS MANAGEMENT AND ENTREPRENEURSHIP EVENTS
- MARKETING REPRESENTATIVE EVENTS
- PROFESSIONAL SELLING EVENTS
- ONLINE EVENTS





PRINCIPLES OF BUSINESS MANAGEMENT AND ADMINISTRATION

PRINCIPLES OF FINANCE

PRINCIPLES OF HOSPITALITY AND TOURISM

PRINCIPLES OF MARKETING

BUSINESS LAW AND ETHICS

BUYING AND MERCHANDISING

FINANCIAL SERIES

HOSPITALITY SERVICES

MARKETING COMMUNICATION

SPORTS AND ENTERTAINMENT MARKETING

TRAVEL AND TOURISM

ACCOUNTING APPLICATIONS

APPAREL AND ACCESSORIES MARKETING

AUTOMOTIVE SERVICES MARKETING

BUSINESS FINANCE

BUSINESS SERVICES MARKETING

FOOD MARKETING

HOTEL AND LODGING MANAGEMENT

UMAN RESOURCES MANAGEMENT

MARKETING MANAGEMENT

QUICK SERVE RESTAURANT MANAGEMENT

RESTAURANT AND FOOD SERVICE

MANAGEMENT

RETAIL MERCHANDISING

SPORTS AND ENTERTAINMENT MARKETING

BUSINESS SERVICES

BUYING AND MERCHANDISING

FINANCE

HOSPITALITY AND TOURISM

50 COMPETITIVE EVENTS



SPORTS AND ENTERTAINMENT
COMMUNITY SERVICE PROJECT
CREATIVE MARKETING PROJECT
ENTREPRENEURSHIP PROMOTION
FINANCIAL LITERACY PROMOTION PROJECT
LEARN AND EARN PROJECT
PUBLIC RELATIONS PROJECT
ENTREPRENEURSHIP INNOVATION PLAN
ENTREPRENEURSHIP PARTICIPATING -
INDEPENDENT
ENTREPRENEURSHIP PARTICIPATING -
FRANCHISING
ENTREPRENEURSHIP WRITTEN
ENTREPRENEURSHIP-GROWING YOUR
BUSINESS

INTERNATIONAL BUSINESS PLAN
ADVISING CAMPAIGN
FASHION MERCHANDISING PROMOTIONAL
PLAN
SPORTS AND ENTERTAINMENT PROMOTIONAL PLAN
HOSPITALITY AND TOURISM PROFESSIONAL
SELLING
PROFESSIONAL SELLING EVENT
STOCK MARKET GAME
HURR BUCK DOLLARS AND SENSE CHALLENGE
VIRTUAL BUSINESS-RESTAURANT, RETAILING
AND SPORTS

50 COMPETITIVE EVENTS



DECA ROLE PLAY!

- DEMONSTRATE RESPONSIBLE BEHAVIOR
- DISCUSS INTERNAL AND EXTERNAL AUDIENCES FOR PUBLIC RELATIONS ACTIVITIES
- IDENTIFY TYPES OF PUBLIC RELATIONS ACTIVITIES
- PROPOSE COMMUNITY ISSUES FOR COMPANY INVOLVEMENT
- PARTICIPATE IN COMMUNITY OUTREACH ACTIVITIES



PERFORMANCE INDICATORS

DEADLINE: 11.30

3 + 3 + 3

- SCHOOL OUTREACH ACTIVITIES
- SUCCESS STORIES OF ALUMNI
- COMMUNITY OUTREACH ACTIVITIES

CONDUCT THESE ACTIVITIES DURING OCTOBER OR NOVEMBER.

PROMOTIONAL CAMPAIGN

DEADLINE: 3.1

3 + 3 + 3

- SCHOOL OUTREACH ACTIVITIES
- PUBLIC POLICYMAKERS OUTREACH
- COMMUNITY OUTREACH ACTIVITIES

GUIDE YOUR CHAPTER'S ADVOCACY EFFORTS DURING CAREER AND TECHNICAL EDUCATION MONTH IN FEBRUARY.

ADVOCACY CAMPAIGN

DEADLINE: 11.30

20 20 20

- MORE STUDENTS THAN LAST YEAR
- ALUMNI
- PROFESSIONALS

GUIDE YOUR MEMBERSHIP EFFORTS BY MEETING THESE GOALS.

MEMBERSHIP CAMPAIGN

DEADLINE: 11.30

1 + 75% + 1

- OR MORE ACTIVITIES
- OR MORE PARTICIPATION OF YOUR DECA MEMBERS
- FORM OF PUBLICITY/PROMOTION

CONDUCT ONE OR MORE COMMUNITY SERVICE ACTIVITIES IN NOVEMBER THAT MEET THE CRITERIA.

COMMUNITY SERVICE CAMPAIGN

DEADLINE: 11.30

3 + 3 + 3

- SCHOOL OUTREACH ACTIVITIES
- SUCCESS STORIES OF ALUMNI ENTREPRENEURS
- COMMUNITY OUTREACH ACTIVITIES

ACTIVITIES MUST OCCUR DURING NOVEMBER 12-18, 2012. CHAPTER MUST BE REGISTERED WITH GEW AT GEWUSA.ORG/USER/REGISTER PRIOR TO THE WEEK.

GLOBAL ENTREPRENEURSHIP WEEK CAMPAIGN



GET DECA!

- WWW.CALIFORNIADeca.ORG/GETDECA
- CHAPTER GRANTS
(RANGING FROM \$500 TO \$2500)
- ADMINISTRATOR DAY
- ADVISOR TRAINING
- MENTORS THROUGHOUT
THE STATE
- MEMBERSHIP DUES
- ONLINE AFFILIATION





FACE THE FUTURE

www.californiadeca.org | [@californiadeca](https://twitter.com/californiadeca) | Danielle@californiadeca.org