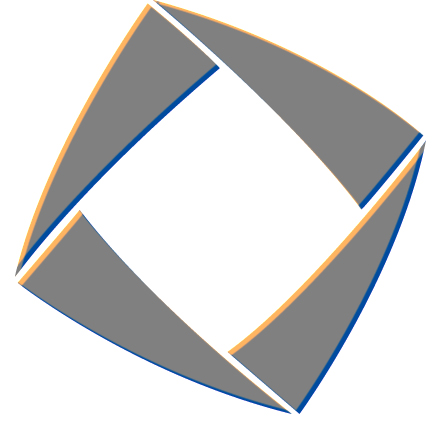
KENTUCKY DECA

STATE AND REGIONAL

EVENT GUIDELINES

HIGH SCHOOL



2022-2023

**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.

**QUALIFICATIONS FOR ENTERING**

**COMPETITIVE EVENTS**

**GENERAL RULES AND REGULATIONS**

1. All participants must be active paid 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 have found to be plagiarized, submitted in a previous year, or that did not follow the current guidelines for the event **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 unless weather conditions cancel the Regional CDC.

13. All written entries must include 1 original document submitted in a DECA folio along with 4 stapled 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.

[www.ky-deca.org](http://www.ky-deca.org) --- [www.deca.org](http://www.deca.org)

2022-2023

**Kentucky ONLY Events**

1. KY Chapter Membership Recognition
2. KY Electronic Advertising-KSMP (SCDC ONLY)
3. KY Job Interview - KJOB
4. **KY Outstanding DECA Member of the Year-KOCM**
5. KY Entrepreneurship Functions-KEF
6. KY Finance-KYF
7. KY Free Enterprise Basics-KFEE
8. KY Marketing-KYM
9. KY Retailing Concepts - KRC
10. KY Sports & Entertainment Marketing-KSEM
11. KY Hospitality & Tourism Essentials-KHTE
12. KY Level One Exams (SCDC ONLY)
13. KY Prepared Business Presentations-KPBP
14. KY E-Commerce-KCOM
15. **KY DECA Diamond in the Rough – DITR (SCDC ONLY)**
16. **KY DECA Real Estate (SCDC Pilot 22-23)**
17. **KY DECA Podcasting (SCDC Pilot 22-23)**
18. **KY DECA Visual Marketing Display – Mannequin (SCDC Pilot 22-23)**
19. **KY DECA Visual Marketing Display – Window (SCDC Pilot 22-23)**

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

**Online Events:** (These events are done “directly” through DECA Inc. At the Region and State Level students may also enter any other event.)

1. Stock Market Game-SMG

2. Virtual Business Challenge Accounting-VBCAC

Virtual Business Challenge Fashion-VBCFA

Virtual Business Challenge Hotel Man.-VBCHM Virtual Business Challenge Personal Finance-VBCPF

Virtual Business Challenge Restaurant-VBCRS

Virtual Business Challenge Retail-VBCRT

Virtual Business Challenge Sports-VBCSP

**Entrepreneurship Events:**

1. Business Growth Plan-EBG

2. Franchise Business Plan-EFB

3. Independent Business Plan-EIB

4. Innovation Plan-EIP

5. International Business Plan-IBP

6. Start-Up Business Plan-ESB

**Integrated Marketing Campaign Events:**

1. Integrated Marketing Campaign-Event-IMCE

2. Integrated Marketing Campaign-Product-IMPC

3. Integrated Marketing Campaign-Service-IMCS

**Professional Selling Events**

1. Financial Consulting-FCE
2. Hospitality & Tourism Prof. Selling-HTPS
3. Professional Selling-PSE

**State & National Events (continued)**

**Individual Series Events:**

1. Accounting Applications-ACT

2. Apparel and Accessories Marketing-AAM

3. Automotive Services Marketing-ASM

4. Business Finance-BFS

5. Business Services Marketing-BSM

6. Entrepreneurship Series-ENT

7. Food Marketing-FMS

8. Hotel and Lodging Management-HLM

9. Human Resources Management-HRM

10. Marketing Communication-MCS

11. Quick Serve Restaurant Management-QSRM

12. Restaurant and Food Service Mgmt.-RFSM

13. Retail Merchandising-RMS

14. Sports and Entertainment Marketing-SEM

**Team Decision Making Events:**

1. Business Law and Ethics-BLTDM

2. Buying and Merchandising-BTDM

3. Entrepreneurship-ETDM

4. Financial Services-FTDM

5. Hospitality Services-HTDM

6. Marketing Management-MTDM

7. Sports and Entertainment Marketing-STDM

8. Travel and Tourism Marketing-TTDM

**Business Operations Research Events:**

1. Business Services Operations Research-BOR

2. Buying & Merchandising Operations Research-BMOR

3. Finance Operations Research-FOR

4. Hospitality & Tourism Operations Research-HTOR

5. Sports/Entertainment Mktg. Operations Research-SEOR

**Project Management Events:**

1. Business Solutions Project-PMBS
2. Career Development Project-PMCD
3. Community Awareness Project-PMCA
4. Community Giving Project-PMCG
5. Financial Literacy Project-PMFL
6. Sales Project-PMSP

**Principles of Business Administration (1st Year Member Only)**

1. Principles of Business Mgmt. & Adm.-PBM
2. Principles of Finance-PFN
3. Principles of Hospitality and Tourism-PHT
4. Principles of Marketing-PMK

**Personal Financial Literacy**

1. Personal Financial Literacy-PFL

Students entered in the events shown in **Bold,** may also enter any other Kentucky event or DECA Inc. event.

EVENTS

**KY Chapter Membership Recognition**

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.

**KY Electronic Advertising**

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 including social media. This is a state ONLY event.

Entries: (Team Event—1-3 members)

The participant(s) is to develop an electronic advertisement/commercial based on any product or service, submit a one-page Executive Summary and present their advertisement—assuming the role of an advertising agent(s)—explaining to their client, the judge(s), the reason for the media chosen, the intended target market and purpose/theme of the advertisement. This may be video, audio, web banner or other forms of electronic media, including social media, used for advertising.

The entry may have from 1 to 3 participants who must all actively participate in the presentation which cannot exceed 10 minutes, including set up time.

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.

Guidelines:

1. This event will include a one-page typewritten Executive Summary to be submitted at the time of chapter registration for Regional CDC. The summary will explain the theme/purpose of the advertisement, intended target market, and any related information that might benefit the judge’s understanding of the project.

2. Participant(s) will assume the role of advertising agent(s) explaining to the judge(s), the client(s) the electronic advertisement, the reason for the chosen media, the intended target market and the purpose/theme not to exceed a 10 minute setup/presentation. There will be 1-3 judges for this event. Each judge will assume the role of a client reviewing a potential advertisement/commercial. Judge’s scores will be averaged to determine the winners.

3. All advertisements/commercials must meet the following:

a. Be either 10 seconds, 15 seconds, 30 seconds, 45 seconds, or 1 minute in length, if audio or video.

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.

4. 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 but no

extension cords.

5. A maximum of 10 minutes may be taken for the setup and presentation. All presentations will be

stopped at the 10 minute mark and rating will be scored based on information covered.

6. Penalty points will be assessed for the following:

-5 Points if advertisement exceeds 1 minute

-10 Points if advertisement has grammatical errors

-5 Points if all project members fail to participate in the presentation

-5 Points if late submission of the Executive Summary page

**KY Electronic Advertising**

CONTESTANT(S)

CHAPTER

**Poor Fair Good Excellent**

SUMMARY PAGE **(12 Points)**

1. The ideas are clearly stated 1 2 3 4

2. The theme and target market are clearly defined 1 2 3 4

3. The page is complete and follows guidelines 1 2 3 4

Subtotal

TECHNICAL USE OF MEDIA **(20 Points)**

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

IMPACT **(18 Points)**

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 1 2-3 4-5 6

OR encourages/improves product image.

Subtotal

ORIGINALITY **(10 Points)**

10. Copy reflects non-traditional theme 1-2 3 4 5

11. Presentation indicates new ideas/angles 1-2 3 4 5

Subtotal

PARTICIPANT(S) INTERVIEW **(40 Points)**

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/reaches target 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

JUDGE'S COMMENTS: Subtotal \_\_\_\_\_\_\_\_\_\_

**TOTAL JUDGED POINTS (100 possible)**

**(PENALTY POINTS DEDUCTED ON TABULATION FORM)**

-5 Points if advertisement exceeds 1 minute

-10 Points if advertisement has grammatical errors

-5 Points if all project members fail to participate in the presentation

-5 Points if late submission of the Executive Summary page **Judge:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**KY Job Interview**

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 will apply for a specific job in marketing which will be indicated in the Regional CDC materials. 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 should 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 online application form (located on the Advisor’s Hub tab of Kentucky DECA’s website, www.ky-deca.org) no later than one week prior to the competition event date 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. Judge’ scores will be totaled to determine the winners.

**KY Job Interview**

CONTESTANT

CHAPTER

**Poor Fair Good Excellent**

APPLICATION FORM **(8 points)**

1. Clear, concise and complete 1-2 3-4 5-6 7-8

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: covered 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:

**Kentucky Outstanding DECA Member of the Year**

Purpose:

This event recognizes outstanding DECA members who have demonstrated exceptional leadership, knowledge, and skills through their local, regional, state or national DECA activities.

Entries:

Each chapter votes for (or advisor chooses) an Outstanding Chapter Member from their chapter to be considered as the Regional Outstanding Member.

If the Regional Outstanding Member wishes to be considered at the state level, he or she should submit a video resume including DECA activities and leadership roles in which the student has participated.

A committee will review the video resumes, narrowing down the competitors to one from each region. The video resumes of the five competitors will be shown at Open Session of SCDC with only the student’s name listed. Each chapter (having one vote) will cast their vote for the student they feel should receive the Kentucky Outstanding DECA Member of the Year. The competitor with the most votes will win the award.

All Regional Outstanding Members are eligible to attend SCDC and will be listed in the program. However, only those submitting a video will be eligible for consideration for SCDC recognition of each region and ultimate choice by all Kentucky chapters as the Kentucky Outstanding DECA Member of the Year.

For Kentucky competition events Entrepreneurship Functions (KEF), Finance (KYF), Free Enterprise Basics (KFEE), Marketing (KYM), Retailing Concepts (KRC), Sports & Entertainment Marketing (KSEM), and Hospitality & Tourism Essentials (KHTE), please note below for general guidelines. More specific topic-related guidelines will be listed under each event.

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 eight entries per region for state competition.

Specifications:

A maximum of one hour will be allowed for this exam.

Judging:

The exam will be machine graded.

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.

**Kentucky Entrepreneurship Functions**

The decision of the judge(s) is final.

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.

Specifications:

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.

**Kentucky Finance**

Purpose:

To recognize DECA members that are currently enrolled in marketing-related courses and have an exceptional understanding of the basic concepts of Finance that influence and are associated with a Financial Career Cluster.

Specifications:

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.

**Kentucky Free Enterprise Basics**

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.

Specifications:

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.

**Kentucky Marketing**

Purpose:

To recognize DECA members that are currently enrolled in marketing-related courses and have exceptional understanding of the fundamentals of marketing.

Specifications:

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.

**Kentucky Retailing Concepts**

Purpose:

To recognize DECA members that are currently enrolled in Marketing and have exceptional understanding of the basic concepts taught in Retailing.

Specifications:

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.

**Kentucky Sports & Entertainment Marketing**

Purpose:

To recognize DECA members that are currently enrolled in marketing-related courses and have an exceptional understanding of sports and entertainment marketing concepts.

Specifications:

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.

**Kentucky Hospitality and Tourism Essentials**

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.

Specifications:

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.

**Kentucky Level One**

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.

1. 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.

**KY Prepared Business Presentations**

Purpose:

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

Entries: (Team Event—1-3 Members)

Participant(s) will prepare a business presentation on a topic of their choosing and a typewritten Executive Summary. It must be on a marketing, marketing-related, or DECA topic. It may NOT be on a specific 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.

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

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

Guidelines:

1. This event will include a one-page typewritten Executive Summary which is to be submitted at the time of chapter registration to Regional CDC. This summary will be an overview of the presentation, providing the theme and purpose of the presentation.

2. The student may develop a topic of their own choosing. (See list below for suggestions) 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 specific product or service.

3. 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.

a. Electricity will be provided. No extension cords will be provided. No screens will be provided.

4. No materials may be handed to or left for the judges.

5. Penalty points:

-5 points if the presentation including set up is longer than 10 minutes.

-5 points if all members fail to actively participate in the presentation

-5 points if Executive Summary is not submitted at time of Chapter Registration

-10 points if any materials of monetary value are handed to or left for judges.

Possible Topics:

DECA—It’s Benefits to Students, Schools, and Communities

Marketing Education—The Key to a Successful Future

Social Media—The Impact on Marketing

Any Marketing related, Marketing Education related or DECA topic of your choice

**KY Prepared Business Presentations**

|  |  |
| --- | --- |
| Chapter | Contestant(s) |
|  |  |

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

**Poor Fair Good Excellent**

SUMMARY PAGE **(12 Points)**

1. The topic is clearly stated 0-1 2 3 4

2. The topic is well organized 0-1 2 3 4

3. The page is complete and follows guidelines 0-1 2 3 4

Subtotal

IMPACT **(24 Points)**

4. Effective insertion/use of selected media/support 0-1 2-3 4-5 6

materials

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 & organized 0-1 2-3 4-5 6

Subtotal

ORIGINALITY **(10 Points)**

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

PRESENTATION SKILLS **(54 Points)**

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/ 1-2-3 4-5-6 7-8 9

eye contact)

13. Appropriate verbal mechanics (grammar/ 1-2-3 4-5-6 7-8 9

pronunciation)

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:

Penalty Points -5 points if the presentation including set up is longer than 10 minutes.

-5 points if all members fail to actively participate in the presentation

-5 points if Executive Summary is not submitted at time of Chapter Registration

-10 points if any materials of monetary value are handed to or left for judges.

**KY E-Commerce**

*One critical element in a business’ success in today’s global market is the ability to sell products and services to the consumer via the Internet. This event recognizes DECA members who have developed proficiency in the creation and design of Web commerce sites.*

**Competencies**

This event is composed of two (2) parts: a prejudged project and a written test.

*Project Competencies*

* document addresses topic and is appropriate for the audience
* graphics, text treatment, and special effects show creativity and cohesiveness of design
* overall layout and design is creative and appealing
* final product indicates a clear thought process and an intended, planned direction with formulation and execution of a firm idea
* required information is effectively communicated
* copyright laws followed
* website functions without error

*Testing Competencies*

* answer questions effectively
* Those members that are part of a 2- or 3-member entry may discuss individual questions or collaborate to determine their answer.

**Business Education Curriculum Standard(s)**:

Communication; Economics and Personal Finance; Entrepreneurship; Information Technology; Marketing

**2023 Topic**

Create a website for a bed and breakfast in your local area. Develop a company identity including a name and logo that has a cohesive design structure to be used throughout the website. The site should have elements typical of a bed and breakfast, including but not limited to:

* Interactive calendar with availability
* Interactive photo gallery
* Interactive contact information page
* Ability to reserve date online and pay deposit
* Ability to access information regarding popular tourist attractions in the area

**Copyright and Fair Use Information**

*It is the policy of Kentucky DECA to comply with state and federal copyright laws.*

**State Eligibility**

Each local chapter may submit two (2) entries. Participation in this event will allow an individual or a team of two

(2) or three (3) members to demonstrate proficiency in conceptualizing, designing, and creating efficient and marketable E-Commerce site.

**Members participating in this event MAY compete in another competitive event at a Region & State Conference.**

The six (6) entries with the highest rating sheet scores & Test Scores Combined will qualify to attend the SCDC.

**State Regulations**

1. E- Commerce sites should be designed to allow for viewing by as many different platforms as possible.
2. The website must be available for viewing on the Internet at the time of judging.
3. No changes can be made to the website after the official entry date.
4. An E-Commerce entry form must be completed with the URL and submitted in registration by the date listed in the Important Dates section of the Kentucky DECA website.
5. Student, not advisers, must prepare web sites. Advisers should serve as consultants to ensure that the web sites are well organized, contain substantiated statements, and are presented in a professional manner.
6. Web sites not adhering to these regulations will be disqualified.
7. Entries will be judged according to the rating sheet found in these guidelines.
8. The product or service may be real or fictional.

**State Procedure**

1. The event consists of two parts: (1) submission of a website, and (2) testing.
2. If advancing to the final round, participants are required to complete both parts to be eligible to win an award.

**Prejudged Website**

1. The local chapter adviser must certify and submit an event entry form which is posted on the Kentucky DECA web during Registration by the deadline date listed [http://www.kentuckydeca.org.](http://www.kentuckydeca.org/) The form must include the following information: chapter name, participants’ names, school, city, state, and URL.
2. This is not a chapter website. The topic must be incorporated in the web site design.
3. The use of templates must be identified.
4. If using a shopping cart, it doesn’t need to be active.
5. Any photographs, text, trademarks, or names that are used on the site must be supported by proper documentation and approvals indicated on the website.
6. Members are expected to follow all applicable copyright laws and may be disqualified if items are used inappropriately and not documented.
7. The website must be available for viewing on the Internet at the time of judging.
8. E-Commerce sites should be designed to allow for viewing on many different platforms.

**State Judging**

Web sites that meet the above regulations will be reviewed by a panel of judges prior to Regionals & SCDC. Using the rating sheet found in these guidelines, a panel of judges will select the winners, and all decisions of the judges are final.

**State Awards**

The state will present a maximum of three (3) awards at the SCDC.

**E-Commerce**

**Website Rating Sheet**

*Revised 2019-07*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| * **Evaluation Item** | * **Not** * **Demonstrated** | * **Does Not Meet** * **Expectations** | * **Meets** * **Expectations** | * **Exceeds** * **Expectations** | * **Points** * **Earned** |
| * **Page Layout and Design** | | | | | |
| * Format is consistent and appropriate projecting a good image of the company while maintaining a balance * between design and functionality | * 0 | * 1–2 | * 3–4 | * 5 |  |
| * Graphic design shows creativity, originality, and supports topic | * 0 | * 1–2 | * 3-4 | * 5 |  |
| * Page elements are effective without being distracted | * 0 | * 1–2 | * 3-4 | * 5 |  |
| * **Shopping Experience** | | | | | |
| * Catalog information is organized in a logical and * meaningful manner. Navigation path allows customers to make purchasing decision easily | * 0 | * 1–2 | * 3-4 | * 5 |  |
| * Product information is useful, informative, and * adequate. If product images are used, they download quickly | * 0 | * 1–2 | * 3-4 | * 5 |  |
| * Customer experience is quick and easy enough to bring * the customer back and keep the customer from going to competitors | * 0 | * 1–2 | * 3-4 | * 5 |  |
| * Site allows customer to provide feedback/comments | * 0 | * 1–2 | * 3-4 | * 5 |  |
| * **Shopping Cart Implementation** | | | | | |
| * Shopping cart is easy to use and understandable and features are clearly explained | * 0 | * 1–2 | * 3-4 | * 5 |  |
| * Customer can easily add items to and delete items from the shopping cart | * 0 | * 1–2 | * 3-4 | * 5 |  |
| * Obvious navigation path to the cash register | * 0 | * 1–2 | * 3-4 | * 5 |  |
| * Customer can get back to shopping easily from shopping cart | * 0 | * 1–2 | * 3-4 | * 5 |  |
| * Order form is easy to understand and complete | * 0 | * 1–2 | * 3-4 | * 5 |  |
| * Adequate information is provided for confirmation of a successful transaction | * 0 | * 1–2 | * 3-4 | * 5 |  |
| * **Technical** | | | | | |
| * Proper use of grammar, spelling, punctuation, etc. | * 0 | * 1–3 | * 4-7 | * 8-10 |  |
| * Site is free of broken links and error messages | * 0 | * 1–2 | * 3-4 | * 5 |  |
| * Site is compatible with multiple browsers & platforms | * 0 | * 1–2 | * 3-4 | * 5 |  |
| * Copyright laws have been followed, permissions are cited on the Web site, and the use of templates is * identified at the bottom of the home page | * 0 | * 1–3 | * 4–7 | * 8–10 |  |
| * **Subtotal** |  |  |  |  | * **/100 max.** |
| * **Penalty Points:** Deduct five points for not following guidelines. | | | | | |
| * **Total Points** |  |  |  |  | * **/100 max.** |

Name(s): School: Region: Judge’s Signature: Date: Judge’s Comments

VERIFICATION & INITIALS

(scores checked for accuracy)

* Tabulation Room

**KY Diamond in the Rough**

Purpose:

To recognize student members who show initiative, encouragement, enthusiasm, and growth as a Kentucky DECA member.

Guidelines:

Advisors nominate student or students from their local chapters who exhibit one or more of the following traits:

1. “Went above and beyond the call of duty” in day-to-day activities within the local chapter
2. Encouraged other members and/or chapter
3. Participated in productive, positive chapter activities that normally would be uncomfortable for the student
4. Showed great enthusiasm for chapter/state/national DECA activities, events
5. Showed great personal growth in DECA

Awards:

Diamond in the Rough awardees will receive a certificate and DECA gift card as well as have their names printed in the SCDC program.

**KY DECA Real Estate (SCDC Pilot 22-23)**

Purpose:

To encourage members interested in the real estate industry and recognize understanding of vocabulary and concepts related to the industry in the United States.

Eligibility:

Any DECA member who has paid his/her regional, state, and national DECA dues and is currently enrolled in marketing-related courses.

Specifications:

TBD

Judging:

1. TBD
2. The decision of the judge(s) is final.

**KY DECA Podcasting (SCDC Pilot 22-23)**

Purpose:

To help the student develop a knowledge and understanding of podcasting technique, procedures, and effectiveness.

Entries:

Any DECA member who has paid his/her regional, state, and national DECA dues and is currently enrolled in marketing-related courses.

Specifications:

1. TBD

Procedure

JUDGING:

There will be 1-3 judges for this event. Each judge will complete a Rating Sheet for each contestant. Judge’ scores will be totaled to determine the winners.

**KY DECA Visual Marketing Display - Mannequin (SCDC Pilot 22-23)**

Purpose:

To recognize the student/team’s ability to use designated materials in designing and assembling a creative and visually attractive mannequin display used to market and sell goods and/or services.

Entries:

Any DECA member or team of no more than 2 members who has paid his/her regional, state, and national DECA dues and is currently enrolled in marketing-related courses.

Specifications:

TBD

Procedure:

TBD

JUDGING:

There will be 1-3 judges for this event. Each judge will complete a Rating Sheet for each contestant or team. Judge’ scores will be totaled to determine the winners.

**KY DECA Visual Marketing Display - Window (SCDC Pilot 22-23)**

Purpose:

To recognize the student/team’s ability to use designated materials in designing and assembling a creative and visually attractive window display used to market and sell goods and/or services.

Entries:

Any DECA member or team of no more than 2 members who has paid his/her regional, state, and national DECA dues and is currently enrolled in marketing-related courses.

Specifications:

TBD

Procedure:

TBD

JUDGING:

There will be 1-3 judges for this event. Each judge will complete a Rating Sheet for the video submitted by each contestant or team. Judge’ scores will be totaled to determine the winners.