

DECA is a co-curricular, student-centered educational organization and is the professional organization for students enrolled in marketing courses. DECA activities are designed to reinforce competencies taught in marketing and management courses.

Benefits Curriculum Integration Involvement Upcoming Events

BENEFITS OF DECA MEMBERSHIP

- DECA is co-curricular and is infused into the curriculum of marketing, management and entrepreneurship.
- DECA's co-curricular programs and activity tools teach the practical skills of career preparation, encourage exploration of career fields and provide experience in the world of work.
- DECA develops leadership skills by offering extensive leadership development opportunities.
- DECA offers state and national recognition through competition in 35 occupational areas.
- DECA promotes free enterprise and entrepreneurship.
- DECA focuses the student on defining his/her college and career goals and emphasizes the relevance of core studies.
- DECA creates community and business-based partnerships benefiting the student and school.
- DECA provides key skills to be successful.
- DECA civic consciousness projects build self-awareness and responsible citizenship while winning community recognition and approval.

DECA makes teaching easier and more rewarding by making more committed and actively involved students while increasing the level of recognition for the school. DECA works because students' needs are met!

INTEGRATING DECA INTO THE CURRICULUM

- Operation of a school-based enterprise.
- Teaming up with a local charity and conducting a local fundraising event has multiple benefits to chapter members, and is an outstanding way that students can practice public relations skills.
- What better way to make entrepreneurship lessons come to life than incorporating one of DECA's Entrepreneurship events into the classroom?
- When teaching promotion concepts and strategies, have students practice good public relations for the DECA chapter by writing news articles for the local newspaper.
- After completing lessons on selling, integrate a real sales project into the curriculum as a lab project.
- Students can conduct a public service activity, which can be used to reinforce job-seeking skills and provide recognition at the same time, by putting together a job seeking skills packet for students in the school seeking employment.
- Bring in business people to practice role-play situations with the students which will also help
 prepare them for the interview process, provide opportunities for problem solving and prepare
 them for DECA competition as well.
- Utilize DECA's Marketing Research Events and Team Management Decision Making Events.

Integrating DECA into the marketing curriculum is easy and essential to the success of a marketing program. Marketing education, without DECA as a vital component, is like a delicious cake without any icing. Integrating DECA into your curriculum is a fun way for students to reinforce skills they are learning and experience personal growth and development. Integrating DECA into the curriculum adds excitement and meaning to what is being taught!

INVOLVEMENT AND SUPPORT OF ADMINISTRATION

- Offer to be a region, state or national judge.
- Awards presenter at the State Career Development Conference.
- Attend and/or chaperone an event or a conference.
- Guest speaker at a local chapter meeting.
- Assist the chapter in a community service project.
- Listen to student presentations for them to gain experience.
- Serve on the local advisory committee.
- Practice role-play sample events to help students prepare for competitive events.
- Assist in helping provide opportunities for students to present, i.e. Chamber of Commerce, Civic Organizations, etc.
- Continual positive reinforcement of students' achievements.
- Continual support and encouragement to the DECA Advisor.
- Assist in publishing DECA activities and success stories in school newsletter.
- Assist teacher in the promotion and publicity of DECA activities/projects.
- Provide bulletin board/display space for promotional purposes.
- Assist in the networking of finding business and corporate executives who can help sponsor classroom presentations, provide workstations for DECA members, fund competitive events, provide judges, presenters, serve on committees, etc.
- Provide assistance with DECA advisor's travel to meetings, activities, and conferences.
- Encourage school counselor with the promotion of marketing courses and DECA success stories.

With the support and encouragement of the local DECA advisor and administration, DECA activities give members the opportunity to become leaders, work in teams, and receive local, region, state and national recognition!

DECA offers unique opportunities to travel and meet others with like interests from across the count and receive recognition/reward for work well done!

DECA opens more doors!

DECA's unique co-curricular emphasis provides local marketing educators with a ladder for student success and recognition!

DECA . . . The Magic of Marketing!