

DECA General Facts

DECA Mission

The mission of DECA is to enhance the co-curricular education of students with interests in marketing, management, and entrepreneurship.

DECA helps students develop skills and competence for marketing careers, build self-esteem, experience leadership, and practice community skills.

DECA is committed to the advocacy of marketing education and the growth of business and education partnerships.

DECA Creed

I believe in the future in which I am planning for myself in the field of marketing and management, and in the opportunities which my vocation offers.

I believe in fulfilling the highest measure of service to my vocation, my fellow beings, my country and my God -- that by so doing, I will be rewarded with personal satisfaction and material wealth.

I believe in the democratic philosophies of private enterprise and competition, and in the freedoms of this nation -- that these philosophies allow for the fullest development of my individual abilities.

I believe that by doing my best to live according to these high principles, I will be of greater service both to myself and to mankind.

DECA Goals

- ❖ To prepare marketing education students to take their proper places in the business world
- ❖ To develop leadership characteristics
- ❖ To develop self-confidence and self-acceptance
- ❖ To develop a greater understanding of our competitive, free enterprise system
- ❖ To further develop occupational competencies needed for careers in marketing, management, and entrepreneurship
- ❖ To develop high ethical standards in personal and business relationships
- ❖ To develop effective international relationships
- ❖ To develop a greater awareness of career opportunities in marketing
- ❖ To develop greater proficiency in communication
- ❖ To develop greater appreciation of the responsibilities of citizenship
- ❖ To develop a healthy competitive spirit
- ❖ To develop social and business etiquette

What is DECA?

- Where you can go to have fun, have a positive effect on your community and learn -- all at the same time.
- Where you can go to learn about marketing, starting your own business, getting involved in e-commerce, and the ins and outs of international business.
- Where you can tap into \$250,000 of awards and scholarships from major U.S. corporations.
- Where you can get those leadership skills that will give you a head start toward a real career.
- Where you can enter your class projects into a competition that could lead you not only to applause but to self-confidence and usable skills.
- Where you can travel to conferences designed for sharp, ambitious teens like you.
- Where you can learn to associate with business people and network your way into the future.

DECA History

In 1946, the Distributive Education Clubs of America (DECA) organized around an ambitious goal: to improve educational and career opportunities in marketing, management and entrepreneurship for students. In the years since, DECA has remained on the cutting edge of educational innovation working with a business community to integrate academic achievement with career and technical skills.

Over time, the needs of our membership have changed, and we have changed to meet them. Yet the fundamental reasons we formed remain at our core: First, effective marketing education gives young people the tools and aptitudes they need to pursue their dreams. Second, marketing education works best when it's part of an integrated education program linking classroom instruction with internship experience for career success.

With 180,000 student members and faculty advisors, we function as the companion student organization to over 5,000 marketing education programs in secondary and post-secondary schools across the U.S., its territories and Canada. Our once-revolutionary ideas have become models for effective educational alternatives. DECA remains committed to the advocacy of marketing education and the growth of business and education partnerships.

Integrating DECA into Your Curriculum

Your marketing, management or entrepreneurship program has three major components: the curriculum, work-based experience, and DECA. As a co-curricular organization, DECA is not an option for your students; it is an integral part of the curriculum. Just as the work-based experience gives students an opportunity to put into practice what they learn in the classroom, DECA also provides a structure for learning and reinforcing these skills, as well as being an excellent structure for personal development.

1. Conducting an Operation Holiday project can be used to reinforce the teaching of communication skills, interpersonal skills or management skills, but it is a perfect match for lessons on initiating the sale.
2. Teaming up with local charity and conduct a local fundraising event has multiple benefits to chapter members, but is an outstanding way that your students can practice public relations skills.

3. Having your students make presentations to local business people about DECA is one way for them to practice selling and public relations skills and is an excellent membership development activity.
4. What better way to make your entrepreneurship lessons come to life than to incorporate one of DECA's entrepreneurship events into your classroom.
5. When you are teaching promotion concepts and strategies, have students practice good public relations for your chapter by writing news articles for your local newspaper.
6. After completing your lessons on selling, integrate a real sales project into your curriculum as a lab project.
7. Need a practical application that will reinforce your lessons on technology? Use National DECA's web site (www.deca.org) so your students can learn more about our organization.
8. Public Service Activity -- Consider having your chapter take on a project that will serve the needs of other students in your school who are seeking employment -- have your chapter put together a job seeking skills packet.
9. Bringing in business people to practice role-play situations with your students will prepare students for the interview process, provide opportunities for problem solving, and prepare them for DECA competition as well.
10. To allow students an opportunity to apply basic marketing concepts, have your chapter serve as a mentor for a potential new or inactive chapter -- the new/inactive chapter being your target market and DECA membership as the product.
11. Use DECA's Marketing Research Events.