

# DECA AT THE BELL CHALLENGE



Submit your  
entry here!



OPEN UNTIL OCTOBER 31ST

## Event Overview and Purpose

**BusinessU** has partnered with **DECA Inc.** to offer a national **DECA at the Bell Challenge**. For this challenge, students will write and produce their very own episode of DECA at the Bell. Creativity is encouraged; what matters most is the ability to engage the audience while connecting something in the world of business to the world of DECA.

## Eligibility

This event is open to any registered high school DECA member who wants to sharpen their content creation skills by writing scripts, storyboarding, and producing videos. **Each DECA chapter may submit up to two (2) entries.**

## Entries

- Teams will consist of 2-4 registered DECA members. Each video must include at least two hosts.
- The topic/theme of the 2025 Challenge is **Target Marketing Strategies**.
- The episode must align to the **DECA Performance Indicator**: Explain the concept of marketing strategies.
- The script submission:
  - **PDF format** only
  - Include work cited
- The video submission:
  - **No more than 3:30 minutes** in length
  - **.mp4** format only
  - Must include a **role-play prompt** that relates to the topic of the video.
  - Include the school and team member names within the video's credits.

## Entries (continued)

- Entries must be submitted between **September 1st and 6pm EST on October 31st**. (All entries outside of this date range will be disqualified.)
- How to Submit -
  - Submission Form
  - A special DECA at the Bell Challenge course has been added to the BusinessU platform to assist advisors/students in understanding the standards and performance indicators. **ONLY ADVISORS** can reach out to support@businessu.org for access to the course.

## Guidelines

- DECA members will write and produce an episode of DECA at the Bell.
- The topic must be relevant and appropriate for high school students.
- The topic/theme of the 2025 Challenge is **Target Marketing Strategies**. The video and script must focus on a current event or case study that aligns to, helps explain, and gives real-world context to the topic.
- The episode must include an **original role-play prompt on the use of target marketing strategies**. After the role-play prompt is given, make sure to include the performance indicators in the script.
- All content must follow copyright and fair use laws, including proper citations.
- Teams may use outside resources to research and develop the content, but they must be attributed and cited appropriately.
- All team members must participate in writing and producing the video in some way. However, team members may self-select out of being physically seen on camera.
- Participants are encouraged to incorporate humor, creativity, unique ideas for the style and structure, set design, and varying editing styles.
- Participants must fact-check their research.
- Participants may watch DECA at the Bell episodes for inspiration but are not required to follow the same format and/or structure.  
[www.businessu.org/deca-at-the-bell/](http://www.businessu.org/deca-at-the-bell/)
- The submissions must demonstrate high-quality script writing, video talent performance, and creative video editing.  
Teams may not edit submissions after the official entry deadline.

## Guidelines (continued)

- Students, not advisors, must create the video. Advisors may serve as consultants.
- Advisors must ensure the videos are well-written, well-edited, and meet submission requirements.
- Participants may record their video using any available resources (smartphone, camera, etc.). Similarly, they may edit using whatever resources are available to them (Instagram Reels, iMovie, Adobe, etc.).
- If BusinessU determines the video or graphic assets need revision or re-filming before sharing the episode with DECA members, the submitting team is responsible for that.
- Challenge winners will need permission from their parents/caregivers/legal guardians for BusinessU to release the video for DECA member viewing.

## Awards



**International release** of the DECA at the Bell episode to all DECA chapters



**Recognition at ICDC\***



**DECA Award**



**Scholarship** money - \$2,000/ 1st place team

\*Winning teams must meet DECA Inc.'s eligibility requirements to attend ICDC and be recognized on stage. However, they do not have to attend ICDC to receive their awards.

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Powered by **Business U**

## Challenge Rubric

	LITTLE/ NO VALUE	BELOW EXPECTATIONS	MEETS EXPECTATIONS	EXCEEDS EXPECTATIONS	JUDGED SCORE
<b>Script Content</b>					
Topic/Theme chosen is relevant, engaging, and focuses on a current event or case study.	0-1-2	3-4	5-6-7	8-9-10	
The script is engaging, well-researched, clearly developed, and cohesive.	0-1-2	3-4	5-6-7	8-9-10	
The script includes a role play that is relevant to the topic and references the identified performance indicators	0-1	2-3	4-5	6	
The script has limited or no spelling, grammar and punctuation errors.	0-1	2-3	4-5	6	
<b>Video Content</b>					
The video effectively, clearly, and persuasively explains the topic/ theme of the episode.	0-1-2	3-4	5-6-7	8-9-10	
The video incorporates humor, creativity, and unique ideas.	0-1-2	3-4	5-6-7	8-9-10	
The video displays engaging video talent performance.	0-1-2	6 3-4	5-6-7	8-9-10	
The video includes with a role play prompt.	0-1-2	3-4	5-6-7	8-9-10	
Audio (speaking, music, sound effects) is clear and adds to the conveyance of the content.	0-1-2	3-4	5-6-7	8-9-10	
Appropriate lighting was used to showcase the talent.	0-1-2	3-4	5-6-7	8-9-10	
Transitions are smooth and do not distract from the content.	0-1	2-3	4-5	6	
Editing enhances the video.	0-1	2-3	4-5	6	
The video includes various camera angles and shots.	0-1	2-3	4-5	6	

## Challenge Rubric

Submission					
Topic/Theme chosen is appropriate for high school students.	0			10	
The script and video were submitted by the deadline.	0			10	
All team members participated in the writing, producing, and publishing of the video in some way.	0			10	
The school name, DECA Chapter number, and the participants' names were included in the video's body/credits.	0			10	
The script and video properly cite sources and follow copyright laws.	0			10	
The content relates back to the identified performance indicators.	0			10	
TOTAL POINTS SCORED					