



# VIRTUAL CASE SIMULATION

VIRTUAL CASE SIMULATION  
Sponsored by Knowledge Matters



Participants in the Collegiate DECA Virtual Case Simulation competition will take on the role of the Marketing Vice President for a professional football team in this interactive, browser-based simulation.

## MARKETING

### EVENT OVERVIEW

As the vice president of marketing for a professional football team, participants will try to turn things around for a team that hasn't been doing well on the field or as a business for the past few years.

In this digital simulation, competitors will conduct market research, book concert events, set ticket prices, and manage concessions. Competitors will be responsible for creating and implementing their promotional strategies. Participants will also use player stats and salary data in order to make informed player management decisions.

The simulation runs through three virtual football seasons, and the score is based on the competitor's total (cumulative) profit over the three seasons.

Participants can retry the simulation competition multiple times as they learn how the simulation works. Only their best score will count.

### AWARDS

1<sup>st</sup> place will receive \$500.

2<sup>nd</sup> place will receive \$250.

3<sup>rd</sup> place will receive \$100.

*Thank you to Knowledge Matters for sponsoring this virtual case simulation.*

### EVENT TIMELINE

Registration Opens	Monday, October 20, 2025
Competition Begins	Monday, November 3, 2025 at 10:00 a.m. ET
Competition Ends	Friday, November 14, 2025 at 5:00 p.m. ET

## 21<sup>st</sup> CENTURY SKILLS

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop many 21<sup>st</sup> Century Skills, in the following categories, desired by today's employers:

- Creativity and Innovation
- Critical Thinking and Problem Solving
- Flexibility and Adaptability
- Information Literacy
- Initiative and Self-direction
- Leadership and Responsibility
- Media Literacy
- Productivity and Accountability
- Social and Cross-cultural Skills



1 PARTICIPANT



ONLINE  
SIMULATION