MARKETING

Apparel and Accessories Marketing Series **AAM**
Automotive Services Marketing Series **ASM**
Business Services Marketing Series **BSM**
Buying and Merchandising Operations Research **BMOR**
Buying and Merchandising Team Decision Making **BTDM**
Food Marketing Series **FMS**
Integrated Marketing Campaign–Event **IMCE**
Integrated Marketing Campaign–Product **IMCP**
Integrated Marketing Campaign–Service **IMCS**
Marketing Communications Series **MCS**
Marketing Management Team Decision Making **MTDM**
Principles of Marketing **PMK**
Professional Selling **PSE**
Retail Merchandising Series **RMS**
Sports and Entertainment Marketing Series **SEM**
Sports and Entertainment Marketing Operations Research **SEOR**
Sports and Entertainment Marketing Team Decision Making **STDM**
Virtual Business Challenge–Fashion **VBCFA**
Virtual Business Challenge–Retail **VBCRT**
Virtual Business Challenge–Sports **VBCSP**

CAREER PATHWAYS
Marketing Communications • Marketing Management
Marketing Research • Merchandising • Professional Selling

INSTRUCTIONAL AREAS
Channel Management • Marketing-Information Management
Market Planning • Pricing • Product/Service Management
Promotion • Selling

ENTREPRENEURSHIP • ENTREPRENEURSHIP • ENTREPRENEURSHIP • ENTREPRENEURSHIP • ENTREPRENEURSHIP • ENTREPRENEURSHIP

CAREER COMPETENCIES

DECA
BUSINESS ADMINISTRATION CORE INSTRUCTIONAL AREAS

- Business Law
- Communication Skills
- Customer Relations
- Economics
- Emotional Intelligence
- Entrepreneurship
- Financial Analysis
- Human Resources Management
- Information Management
- Marketing
- Operations
- Professional Development
- Strategic Management

Critical Thinking • Communication • Decision Making • Collaboration • Innovation

BUSINESS MANAGEMENT + ADMINISTRATION

Business Law and Ethics Team Decision Making **BLTDM**
Business Services Operations Research **BOR**
Business Solutions Project **PMBS**
Career Development Project **PMCD**
Community Awareness Project **PMCA**
Community Giving Project **PMCG**
Financial Literacy Project **PMFL**
Human Resources Management Series **HRM**
Principles of Business Management and Administration **PBM**
Sales Project **PMSP**

CAREER PATHWAYS
Administrative Services • Business Information Management
General Management • Human Resources Management
Operations Management

INSTRUCTIONAL AREAS
Knowledge Management • Project Management
Quality Management • Risk Management

ENTREPRENEURSHIP

Business Growth Plan **EBG**
Entrepreneurship Series **ENT**
Entrepreneurship Team Decision Making **ETDM**
Franchise Business Plan **EFB**
Independent Business Plan **EIB**
Innovation Plan **EIP**
International Business Plan **IBP**
Principles of Entrepreneurship **PEN**
Start-Up Business Plan **ESB**
Virtual Business Challenge–Entrepreneurship **VBCEN**

CAREER PATHWAYS
Event Management • Lodging
Restaurant Management • Travel and Tourism

INSTRUCTIONAL AREAS
Knowledge Management • Marketing • Planning • Pricing
Product/Service Management • Promotion • Selling
Quality Management • Risk Management

Hospitality and Tourism Operations Research **HTOR**
Hospitality and Tourism Professional Selling **HTPS**
Hospitality Services Team Decision Making **HTDM**
Hotel and Lodging Management Series **HLM**
Principles of Hospitality and Tourism **PHT**
Quick Serve Restaurant Management Series **QSRM**
Restaurant and Food Service Management Series **RFSM**
Travel and Tourism Team Decision Making **TTDM**
Virtual Business Challenge–Hotel Management **VBCHM**
Virtual Business Challenge–Restaurant **VBCRS**

HOSPITALITY + TOURISM

CAREER PATHWAYS
Accounting • Banking Services • Corporate Finance
Insurance • Securities and Investments

INSTRUCTIONAL AREAS
Financial-Information Management
Risk Management

PERSONAL FINANCIAL LITERACY

Personal Financial Literacy **PFL**
Virtual Business Challenge-Personal Finance **VBCPF**

Accounting Applications Series **ACT**
Business Finance Series **BFS**
Financial Consulting **FCE**
Finance Operations Research **FOR**
Financial Services Team Decision Making **FTDM**
Principles of Finance **PFN**
Stock Market Game **SMG**
Virtual Business Challenge–Accounting **VBCAC**

FINANCE